

A different kind of heartburn product— Available without a prescription

Zegerid
OTC®

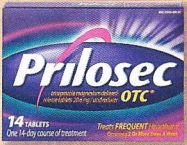


Dear Pharmacist:

With over 20 million Americans experiencing heartburn on a daily basis,¹ patients are likely to seek your advice for this condition every day.

Zegerid OTC® is the only 24-hour, frequent heartburn* treatment with 2 active ingredients

- Omeprazole 20 mg/Acid reducer
- Sodium Bicarbonate 1100 mg/Allows absorption of this omeprazole product

ALL OTC PROTON PUMP INHIBITOR (PPI) FORMULATIONS ARE NOT THE SAME

OTC PPIs Indicated for Frequent Heartburn*	Active Ingredient(s)	Formulation
	Omeprazole magnesium 20.6 mg [†]	Enteric coated; delayed release
	Lansoprazole 15 mg	Enteric coated; delayed release
	Omeprazole 20 mg Sodium bicarbonate 1100 mg	Not enteric coated; sodium bicarbonate protects the PPI by raising gastric pH

Place the enclosed tent card with valuable coupons where patients can easily see it.

For more information, please visit our Web site at www.ZegeridOTC.com

*Frequent heartburn is defined as heartburn symptoms occurring 2 or more days per week.

[†]Equivalent to 20 mg omeprazole.

As with all PPIs, Zegerid OTC® may take 1-4 days for full effect, although some people get complete relief within 24 hours.

Zegerid OTC is a registered trademark of Santarus, Inc.

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Reference: 1. Heartburn/GERD Overview. WebMD. <http://www.webmd.com/heartburn-gerd/guide/understanding-heartburn-basics> Accessed March 1, 2011.

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