



Help your patients get

POWERFUL 24-HOUR RELIEF

they can trust for frequent heartburn

...and help them save money too!

POWERFUL RELIEF YOU CAN TRUST FOR FREQUENT HEARTBURN

24 HOURS A DAY

- Relieves frequent heartburn day and night — with just one pill a day*
- Costs up to 50% less per pill†
- 8 out of 10 people experienced relief on day 1, and nearly 9 out of 10 people felt relief on day 14^{1,2,‡}

For more information, visit

www.Prevacid24HR.com or call 1-800-452-0051.



*May take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours.

† Based on the Average Unit Price of a 42-count box of Prevacid®24HR (\$26.46) and the average co-pay for a Tier 2 or Tier 3 Rx heartburn medication (\$37.60 for a 30-day supply). See references 1, 3, and 4.

‡ Complete relief was a primary end point. Improvement of symptoms was not a predetermined end point.

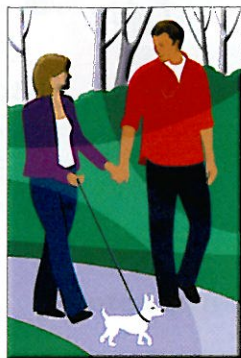
Prevacid®24HR is indicated for the treatment of frequent heartburn (2 or more days per week) in adults. Prevacid®24HR should not be taken more than once daily for 14 days, or more often than every 4 months, unless otherwise directed by a health care professional. Not for immediate relief.

FOR HEALTH CARE PROFESSIONAL ONLY.

DETACH COUPON PAD BEFORE DISTRIBUTING CONSUMER COUPONS.

TREATING FREQUENT
HEARTBURN WITH

PREVACID®24HR



If lifestyle and diet changes are not enough,
Prevacid®24HR may be right for you

- Relieves frequent heartburn, day or night—with just one pill a day*
- Used by millions of people to treat frequent heartburn
- Available on the shelf at your drug store

For more information, visit www.Prevacid24HR.com or call 1-800-452-0051.

Manufacturer's Coupon | Expires 12/31/2011

SAVE
\$3.00



on any Prevacid®24HR product

Use as directed for 14 days to treat frequent heartburn.
May take 1 to 4 days for full effect.

See other side for helpful tips

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get complete relief of symptoms within 24 hours.

Use as directed for 14 days to treat frequent heartburn.

Try these simple tips to help relieve frequent heartburn



Avoid common heartburn "triggers"

- Spicy, acidic, or fatty food
- Alcohol, caffeinated, or carbonated drinks
- Chocolate and mint



Eat slowly and try eating smaller meals



Avoid bending or lying down after a meal

Stay active—a regular exercise routine may help to reduce stress



Smoking and being overweight can also trigger heartburn symptoms

Don't eat too close to bedtime—within 3 to 4 hours before you go to bed



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RETAILER: We will reimburse you for face value of coupon plus 8¢ if submitted in compliance with our redemption policy, available upon request. Cash value 1/20¢. Mail to: Novartis Consumer Health, CMS Dept. 00067, 1 Fawcett Dr., Del Rio, TX 78840. Limit one coupon per purchase. Coupon cannot be combined with any other offer.

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POWERFUL RELIEF
YOU CAN TRUST FOR FREQUENT HEARTBURN

**24 HOURS
A DAY**



References: 1. Data on file, Novartis Consumer Health. 2. Kushner PR, Snoddy AM, Gilderman L, Peura DA. Lansoprazole 15 mg once daily for 14 days is effective for treatment of frequent heartburn: results of 2 randomized, placebo-controlled, double-blind studies. *Postgrad Med.* 2009;121(4):67-75. 3. The Kaiser Family Foundation and Health Research and Educational Trust. Employer Health Benefits: 2009 Annual Survey. Menlo Park, CA, and Chicago, IL; 2009. 4. Information Resources Inc (IRI), week ending May 9, 2010.

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