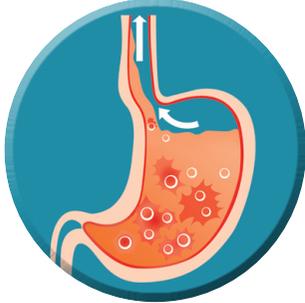


UNDERSTANDING HEARTBURN AND INDIGESTION

	Heartburn	Indigestion
SENSATION	<p>Common symptoms:¹⁻³</p> <ul style="list-style-type: none"> • Burning pain behind their breastbone • May have unpleasant taste in the back of the mouth caused by acid regurgitation • May find it painful to swallow or even have a reflux cough • May be worse at night or when they lie down.¹ 	<p>Common symptoms:^{10,11}</p> <ul style="list-style-type: none"> • Discomfort in their stomach and under their ribs • Bloating/belching • Nausea/vomiting. 
IMPACT	Can affect sleep, work, hobbies, social life and even customers' sex lives. ⁴	Can affect customers' physical, emotional and mental health. ¹²
DURATION	Can happen occasionally for some customers ⁴ while, for others, it can be severe and long-lasting problem. ⁵	Customers experience indigestion from time to time, but some may have long-term problems. ¹
CAUSES	<ul style="list-style-type: none"> • When the lower oesophageal sphincter (LOS) doesn't work properly or becomes slack, it can't close so reflux into the oesophagus occurs^{1,6} • The oesophagus unlike the stomach, lacks the protective lining • When reflux of acid, bile and pepsin happens, this can damage the oesophagus and lead to heartburn symptoms.^{1,7} 	<ul style="list-style-type: none"> • Occurs when acidic stomach contents come into contact with the protective lining of the stomach¹⁰ • The acid can cause irritation of the stomach lining, leading to pain and burning.¹⁰
CUSTOMERS	<p>Customers can be:^{8,9}</p> <ul style="list-style-type: none"> • Eating fatty foods, chocolate, drinking peppermint or alcohol which can relax the LOS. <p>Certain foods can trigger symptoms:</p> <ul style="list-style-type: none"> • Citrus juice, tomatoes, onion, coffee and fizzy drinks. 	<p>Other triggers include:^{2,10}</p> <ul style="list-style-type: none"> • Having a hiatus hernia • Being stressed • Taking certain medicines.
WHEN TO REFER	Refresh your knowledge of all red flag symptoms at www.rbforhealth.co.uk/gi-conditions-learning-hub	

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TREATING HEARTBURN AND INDIGESTION

	Alginate /Antacid	Extra strength alginate	Acid suppression	Infant reflux
THE PRODUCT	<p>Gaviscon Double Action contains an alginate (sodium alginate) and antacids (calcium carbonate and sodium bicarbonate).</p>	<p>Gaviscon Advance contains sodium alginate and potassium hydrogen carbonate.</p>	<p>Gavilast contains ranitidine 75 mg - an H2-receptor antagonist.</p>	<p>Gaviscon Infant contains sodium alginate and magnesium alginate.²²</p>
HOW IT WORKS	The alginate forms a physical barrier against reflux to relieve heartburn symptoms; the antacid acts in the stomach to neutralise excess acid to help relieve indigestion symptoms. ¹³	Extra-strength Gaviscon formula that forms a strong barrier to stop acid, bile and pepsin refluxing into the oesophagus.	It blocks the production of stomach acids at the source. ²¹	Works by forming a stabilising gel when it comes into contact with the acid in the baby's stomach: <ul style="list-style-type: none"> Thickens the baby's stomach contents so it is more difficult for them to regurgitate their feed.²³
WHO IS IT FOR?	Customers who experience both heartburn and indigestion symptoms interchangeably and together. ¹⁴	Customers who: <ul style="list-style-type: none"> Want fast-acting relief of heartburn and regurgitation Taking H2 receptor antagonists or proton pump inhibitors (PPIs) to provide symptom relief¹⁷ Who have stopped taking PPI's and are experiencing symptoms.¹⁵ 	As a second-line option to alginates or antacids when additional relief is required. ¹²	Customers with babies who regurgitate some or all of their feed.
WHY RECOMMEND?	<ul style="list-style-type: none"> Soothes in three minutes¹³ Lasts up to 4 hours – two times longer than antacids.^{15,16} 	<ul style="list-style-type: none"> Proven to provide a stronger, more resilient barrier raft than some other alginates in testing^{19*} Lasts for up to four hours - two times longer than antacids.^{15,16} 	Can relieve heartburn and indigestion for up to 12 hours. ²¹	Clinically proven to effectively reduce regurgitation in infants. ²³
CUSTOMER COUNSELLING	Take after meals and at bedtime. ¹⁵ Suitable for pregnant women. ^{†15}	Take after meals and at bedtime. ¹⁷ Suitable for pregnant women. [‡]	Take one tablet twice daily. ²¹ Not suitable for children <16 years of age. ²¹	Add either to the baby's feed, expressed breast milk or mixed with boiled, cooled water and given by spoon or bottle. ²² <ul style="list-style-type: none"> Suitable for infants aged one to two years of age Not to be used in premature infants or infants under one years, except under medical supervision.²²
	<small>†Care should be taken when recommending medicines for use in pregnancy as medicines can cross the placenta and may affect the fetus.</small>	<small>‡Care should be taken when recommending medicines for use in pregnancy as medicines can cross the placenta and may affect the fetus.</small>		

*Compared to Peptac (20ml), Gastrocote (15ml), Rennie Duo (10ml) and Algicon Suspension (20ml).

UNDERSTANDING AND TREATING HEARTBURN AND INDIGESTION

GAVISCON

Essential information:

Gaviscon Double Action Mint: 10 ml dose contains sodium alginate 500mg, sodium bicarbonate 213mg and calcium carbonate 325mg. Indications: Treatment of symptoms resulting from the reflux of acid, bile and pepsin into the oesophagus such as acid regurgitation, heartburn and indigestion, for example following meals or during pregnancy, and for symptoms of excess stomach acid (hyperacidity). Can also be used to treat the symptoms of gastro-oesophageal reflux during concomitant treatment with or following withdrawal of acid suppressing therapy. Legal classification: GSL. MRRP: £4.99 (150ml); £8.49 (300ml); £13.99 (600ml). Licence Holder: Reckitt Benckiser Healthcare (UK) Limited, HU8 7DS, UK. Information about this product, including adverse reactions, precautions, contra-indications, and method of use can be found at: www.medicines.org.uk/emc/medicine/23351

Gaviscon Advance Aniseed Suspension. Each 10 ml dose contains sodium alginate 1000.00mg and potassium hydrogen carbonate 200.00mg. Indications: Treatment of symptoms resulting from the reflux of acid, bile and pepsin into the oesophagus such as acid regurgitation, heartburn, indigestion (occurring due to the reflux of stomach contents), for instance, after gastric surgery, as a result of hiatus hernia, during pregnancy, accompanying reflux oesophagitis, including symptoms of laryngopharyngeal reflux such as hoarseness and other voice disorders, sore throats and cough. Can also be used to treat the symptoms of gastro-oesophageal reflux during concomitant treatment with or following withdrawal of acid suppressing therapy. Dosage and administration: Adults and children 12 years and over: 5-10 ml after meals and at bedtime. Children under 12 years: Should be given only on medical advice. Elderly: No dose modification is required for this age group. Contraindications: This medicinal product is contraindicated in patient with known or suspected hypersensitivity to any of the ingredients, or any of the excipients, including methyl parahydroxybenzoate (E218) and propyl parahydroxybenzoate (E216). Precautions and Warnings: Each 10 ml dose has a sodium content of 106 mg (4.6mmol) and a potassium content of 78 mg (2.0 mmol). This should be taken into account when a highly restricted salt diet is recommended, e.g. in some cases of congestive cardiac failure and renal impairment or when taking drugs which can increase plasma potassium levels. Care needs to be taken in treating patients with hypercalcaemia, nephrocalcinosis and recurrent calcium containing renal calculi. Treatment of children younger than 12 years of age is not generally recommended, except on medical advice. If symptoms do not improve after seven days, the clinical situation should be reviewed. Contains Methyl parahydroxybenzoate and Propyl parahydroxybenzoate, which may cause allergic reactions (possibly delayed). Pregnancy and Lactation: Pregnancy: Clinical studies in more than 500 pregnant women as well as a large amount of data from post-marketing experience indicate no malformative nor foeto/neonatal toxicity of the active substances. Gaviscon can be used during pregnancy, if clinically needed. Breast feeding: No known effect on breast fed infants. Gaviscon can be used during breast feeding. Side effects: Very rarely (<1/10,000) patients may develop allergic manifestations such as urticaria or bronchospasm, anaphylactic or anaphylactoid reactions. Legal Classification: P. Licence Holder: Reckitt Benckiser Healthcare (UK) Limited, Dansom Lane, Hull, HU8 7DS, UK. Licence Number: PL 00063/0108. MRRP: £4.99 (150ml); £8.99 (300ml). Last Revised: April 2017.

Gavilast 75mg Tablets: Ranitidine 75 mg. Indications: For the short-term symptomatic relief of acid indigestion and heartburn. Legal classification: GSL. MRRP: £4.32 (12 tablets). Licence Holder: Ranbaxy (UK) Ltd, London, W4 5YE, U.K. Information about this product, including adverse reactions, precautions, contra-indications, and method of use can be found at: <https://www.medicines.org.uk/emc/medicine/26996> Prepared 13th September, 2012

All adverse events should be reported. Reporting forms and information can be found at www.mhra.gov.uk/yellowcard. Adverse events should also be reported to Reckitt Benckiser Healthcare UK Ltd on 0333 200 5345.

Gaviscon Infant. Each unit dose sachet of 0.65 g powder contains 225 mg sodium alginate and 87.5 mg magnesium alginate. Indications: Gaviscon Infant helps to prevent gastric regurgitation in infants where competence of the cardiac sphincter has not been fully established. The indications for use are gastric regurgitation, gastro-oesophageal reflux and reflux associated with hiatus hernia in infants and young children. Dosage and Administration: For infants aged 1 to 2 years. Not to be used in premature infants or infants under one year except under medical supervision. For oral use after mixing with water or milk feed. Mix immediately before use as directed : Infants under 4.5 kg (10lb) – one sachet should be used; Infants over 4.5kg (10lb) – two sachets should be used. Bottle fed infants : Mix each sachet into 115ml (4 fl oz) of feed in the bottle, shake well, feed as normal. Breast fed infants and other infants up to 2 years: mix each sachet with 5ml (1 teaspoon) of cooled boiled water until a smooth paste is formed , add another 10ml (2 teaspoons) of cooled boiled water and mix, for breast fed infants give Gaviscon Infant part way through each feed or meal using a spoon or feeding bottle, for all other infants give Gaviscon Infant at the end of each meal using a spoon, or feeding bottle. Not suitable for children over 2 years, adults or the elderly. Treatment should not be administered more than six times in 24 hours. Renal Insufficiency: Not to be used when treating infants with known or suspected impairment of renal function. If symptoms persist for more than 7 days, or worsen, seek medical advice. Contraindications: Contraindicated in cases of intestinal obstruction and in cases of established diarrhoea. Hypersensitivity to sodium alginate and magnesium alginate or any of the excipients. Not to be used except on a doctor or other health professional's recommendation. Not to be used in situations where excessive water loss is likely, e.g. fever, diarrhoea, vomiting or high room temperature. Not to be used in gastroenteritis where the appropriate treatment is rehydration with fluid replacement. Not to be used when treating infants with known or suspected impairment of renal function as the sodium content (approximately 21 mg or 0.92 mmol per dose) may add to the risk of hypernatraemia. Warnings & Precautions: Follow dosage instructions exactly to avoid an excessive amount of product per feed and the possible risk of hypernatraemia. Hypernatraemia should be treated with oral fluids and monitoring of the infant's electrolytes. Severe cases should be treated by the cautious use of hypo-osmotic solutions. Significant or sustained changes in bowel habit or stool consistency e.g. diarrhoea or constipation, should be investigated. A medical review of the patient's condition should be undertaken seven days after initiating treatment or before if symptoms worsen. Not to be used with thickening agents or infant milk preparations containing a thickening agent as this could lead to over-thickening of the stomach contents. Undesirable effects: Gaviscon Infant's mode of action is physical, resulting in a thickening of the gastric contents. An excessive concentration of Gaviscon Infant may lead to gastric distension. Hypersensitivity, intestinal obstruction, flatulence, abdominal distension and bezoar. Frequency unknown. Constipation and diarrhoea very rare frequency. Legal Classification: P. Licence Holder: Reckitt Benckiser Healthcare (UK) Limited, Dansom Lane, Hull, HU8 7DS, UK. Licence Number: PL 00063/0099. MRRP: £8.99 (30 unit doses). Last revised: September 2015.

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