

Alka-Seltzer

FACTS



Acid Indigestion (also referred to as sour stomach or upset stomach), is a term used to describe abdominal discomfort often associated with food intake.

Each of the following is a symptom of Acid Indigestion:

- abdominal fullness
- belching
- heartburn

Heartburn is an acid indigestion symptom that often

accompanies an upset stomach. Heartburn is a sensation of warmth or burning located in the chest. The burning & pressure of heartburn can last as long as two hours and is often provoked by bending over, lying down or eating certain foods, such as citrus fruit juices or spicy sauces.

Heartburn does not involve the heart. This is a very common myth and it's certainly a scary one to think about. Heartburn can cause a burning sensation under the breastbone and mimic the pain of angina, but it has nothing to do with the heart. However, distinguishing between heartburn and heart disease can be difficult. If chest pain persists or is accompanied by other symptoms (such as light-headedness, sweating and rapid pulse), you should call for help immediately.

Occasional acid indigestion symptoms or heartburn is common in most people. However, frequent and severe acid indigestion symptoms or symptoms of heartburn may be signs of a serious condition that requires treatment under a doctor's supervision.

If you occasionally have a symptom of acid indigestion, try Alka-Seltzer to relieve the discomfort and pain. If your symptoms are more frequent or severe, consult a physician.



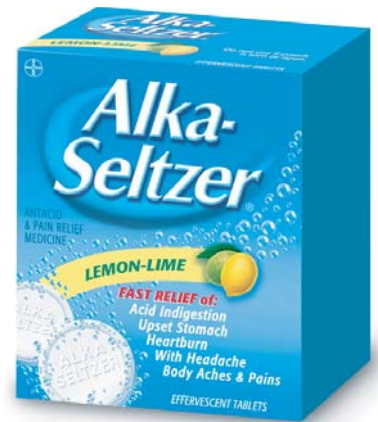
Alka-Seltzer

TREATMENT



For Indigestion:

- Don't eat quickly, take your time, enjoy and eat slowly
 - Drink fluids after rather than during meals
 - Try to relax after eating
 - Do not exercise after eating. Rather, exercise before a meal or at least one hour after eating
 - Wait at least three hours after your last meal of the day before going to bed
 - Avoid midnight snacking
 - Minimize Stress
-
- And if you do get indigestion, try original Alka-Seltzer® for fast relief of acid indigestion with headache or body aches. Alka-Seltzer® is also available in Lemon-Lime flavor.



For Heartburn:

- To remedy heartburn, avoid overeating. Don't eat large meals, instead try smaller, more frequent meals.
 - Avoid Dishes that are:
 - Acidic, like tomatoes, citrus fruits, garlic and onions
 - High in fat and oils (animal and vegetable)
 - Contain caffeine, like chocolate and coffee
 - Very spicy - like Curry and Cayenne Pepper
 - To remedy heartburn:
 - Don't lie down right after eating. If you have to, keep your head elevated (at least 6 inches) above your feet and lie on your left side
 - Avoid tight-fitting garments
 - Cut down on alcohol consumption
-
- And if you do get heartburn, use Alka-Seltzer® Heartburn Relief, specially formulated as a heartburn treatment to extinguish the fire of heartburn fast.

