



Prevacid[®] 24HR (lansoprazole delayed-release capsules 15 mg/acid reducer)

Prevacid[®]24HR is clinically proven to treat frequent heartburn for a full 24 hours, both day and night. It is the first and only over-the-counter (OTC) proton pump inhibitor (PPI) in its original formulation.

Prevacid[®]24HR prevents acid production that causes frequent heartburn pain for a full 24 hours, with one pill a day. Frequent heartburn is defined as heartburn that occurs two or more days per week.

The prescription medicine Prevacid[®] (lansoprazole)¹ is one of the top five prescription brands in the U.S. in terms of total prescription dollar sales.² The same medicine in Prevacid[®] is now available over-the-counter in Prevacid[®]24HR for the treatment of frequent heartburn. Lansoprazole, the active ingredient in Prevacid[®]24HR, has a well established safety record. For nearly 15 years, doctors have prescribed lansoprazole to treat acid-related conditions in millions of people safely. Once-daily Prevacid[®]24HR is the only PPI approved for OTC treatment of frequent heartburn that contains the active ingredient lansoprazole.

Who Should Take Prevacid[®]24HR

- Adults (18 years and older) who suffer from frequent heartburn (heartburn occurring two or more days per week)

About Prevacid[®]24HR

- Prevacid[®]24HR is in the form of 15mg lansoprazole delayed-release capsules
- Prevacid[®]24HR should be taken once a day before eating in the morning to treat frequent heartburn
- Prevacid[®]24HR is a 14-day course of treatment that can be repeated every four months, or as directed by a doctor
- If heartburn continues or worsens, stop use and ask a doctor

How Prevacid[®]24HR Works

Prevacid[®]24HR works differently than most OTC heartburn treatments. It is in a different class of medicines called proton pump inhibitors (PPIs). Prevacid[®]24HR works by reducing the release of acid into the stomach, leaving enough acid to promote digestion.

Prevacid[®]24HR is clinically proven to work for a full 24 hours. Clinical study data show that Prevacid[®]24HR provides frequent heartburn sufferers more heartburn-free days and nights than placebo.^{3,4} Some people experienced complete relief of symptoms within 24 hours, however, it may take one to four days for full effect. In two clinical trials, 88% of people who used Prevacid[®]24HR for frequent heartburn were satisfied.⁵

For more information about Prevacid[®]24HR, visit www.Prevacid24HR.com.

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References

1 Prevacid[®] is a registered trademark of Takeda Pharmaceuticals North America, Inc., and is used under license by Takeda Pharmaceuticals North America, Inc.

2 In terms of Total Rx (TRx) dollar sales. SDI VONA 12-months ending December 31, 2008

3 Peura, DA, et al. *Aliment Pharmacol Ther.* 2009 ;30:459-468

4 Kushner PR, et al. *Postgrad Med.* 2009;121(4):67-75

5 Novartis Consumer Health, Inc. Data on file.