

# Pepcid®

HEARTBURN RELIEF INFORMATION  
FOR HEALTHCARE PROFESSIONALS

## FOR HEARTBURN RELIEF THAT'S FAST AND LASTS ALL DAY\* RELY ON PEPCID®



Use products only as directed.

## RECOMMEND PEPCID® THE H2 BLOCKER YOUR PATIENTS CAN COUNT ON

PEPCID® is a histamine-2 blocker (H2 blocker) with the active ingredient famotidine. Famotidine helps relieve occasional heartburn by reducing the amount of acid in the stomach.

Major nationwide pharmacies pulled Zantac® and generic ranitidine products from shelves.<sup>1</sup> The FDA has advised patients to stop taking any ranitidine products they have at home and to dispose of them properly.<sup>2</sup>

PEPCID® (famotidine) does not contain ranitidine and remains available in stores.

FDA-APPROVED IN 1986

OTC IN 1995

#1 DOCTOR RECOMMENDED TODAY†

\*Starts to relieve heartburn in 15-30 minutes. All day based on 8 hours of symptom relief studies during the day.

FDA=Food and Drug Administration; OTC=over-the-counter. \*Based on 8 hours of symptom relief studies during the day. †Among OTC H2 blockers. Zantac® is a registered trademark of Chattem, Inc.

References: 1. Garcia SE. Zantac pulled from shelves by Walgreens, Rite Aid and CVS over carcinogen fears. New York Times. September 30, 2019. Accessed May 6, 2020. <https://www.nytimes.com/2019/09/30/health/zantac-recall-cancer.html> 2. FDA requests removal of all ranitidine products (Zantac) from the market. News release. US Food and Drug Administration. April 1, 2020. Accessed April 9, 2020. <https://www.fda.gov/news-events/press-announcements/fda-requests-removal-all-ranitidine-products-zantac-market>

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# RECOMMEND PEPCID® WITH CONFIDENCE

See how PEPCID® compares with other heartburn medications



## ANTACIDS

- Neutralize existing stomach acid
- Don't stop your patient's stomach from making more acid
- Start working in seconds
- Can last up to 2 hours

## HISTAMINE-2 BLOCKERS PEPCID®

- Relieve and prevent heartburn associated with acid indigestion or sour stomach\*
- Lower the amount of acid that your patient's stomach produces
- Block the histamine receptors in your patient's stomach that are responsible for triggering acid production
- Start to work in 15-30 minutes†
- Work fast and last all day‡

## PROTON PUMP INHIBITORS (PPIs)

- Treat frequent heartburn
- Work by shutting down pumps that release acid into your patient's stomach
- Are not indicated to prevent heartburn (OTC)
- Are not intended for immediate relief
- May take 1-4 days to become fully effective§
- Require a 14-day daily dosing regimen
- Can last for up to 24 hours

\*Prevents heartburn if taken 15-60 minutes before a meal.

†Original Strength PEPCID AC® and Maximum Strength PEPCID AC®.

‡Based on 8 hours of symptom relief studies during the day.

§Some consumers may experience complete relief in 24 hours.

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