

# Pfizer Brings Frequent Heartburn Relief Over-the-Counter with New Nexium® 24HR

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The nation's most prescribed acid blocker brand is now available without a prescription at retailers nationwide

Pfizer Inc. (NYSE: PFE) today announced the introduction in the U.S. of over-the-counter (OTC) Nexium® 24HR, making The Purple Pill® available for the treatment of frequent heartburn (two or more days a week) in adults (18 years and older). Heartburn affects more than 60 million men and women in the United States at least once a month with 15 million Americans suffering from it daily.<sup>1</sup>

Pfizer acquired exclusive global OTC rights to NEXIUM®, one of the largest selling prescription brands in the U.S., from AstraZeneca in August 2012. Nexium 24HR was approved by the Food and Drug Administration on March 28, and received three year market exclusivity. Switching medicines from prescription to non-prescription status improves consumer access to affordable healthcare options, empowers people to take charge of their health, and is an important strategy for Pfizer. The launch of Nexium 24HR makes Pfizer a leading player in all four of the largest OTC categories – pain management, dietary supplements, respiratory and, now, digestive.

“The addition of Nexium 24HR to our portfolio enhances our ability to help consumers better manage their health,” said Paul Sturman, President and General Manager, Pfizer Consumer Healthcare. “Nexium 24HR creates a new option for treating frequent heartburn with the confidence of a brand that consumers and healthcare providers know and trust. The OTC availability of Nexium 24HR in the U.S. marks the first step in our efforts to build a strong, global position in digestive health with this powerful brand.”

Nexium 24HR has been available in the U.S. for preorder at [Nexium24HR.com](http://Nexium24HR.com) since April 15, 2014, and, within 72 hours, Nexium 24HR will be available nationwide at most retailer outlets.

“Switching a brand with this kind of loyalty and equity is a tremendous business opportunity, and we have a critical responsibility to our partners, to our retail customers, to healthcare providers and most importantly, to consumers,” said T.J. Higgins, North American President, Pfizer Consumer Healthcare. “Nexium 24HR protects people from frequent heartburn, and also from the fear and hesitation that heartburn causes.”

Nexium 24HR works differently than other OTC medications for heartburn such as antacids and histamine blockers. Specifically, Nexium 24HR is a proton pump inhibitor (PPI), which means it stops acid production at the source, by blocking the pumps that release acid into the stomach. In fact, PPIs like Nexium 24HR are the only FDA-approved medications for over-the-counter treatment of frequent heartburn.

“I, along with many of my colleagues, have come to trust The Purple Pill® as the number one prescribed acid blocker brand,” said David A. Johnson, MD, MACG, FASGE, Professor of Medicine and Chief of Gastroenterology Eastern VA Medical School Norfolk VA. “The availability of Nexium 24HR represents an important development in access to the medication at a time when people are in need of a short term course of

therapy for effective self-care solutions. And with 15 million Americans suffering from heartburn daily<sup>1</sup>, making NEXIUM available without prescription helps to fill a crucially important unmet need.”

Nexium 24HR is to be used once a day (every 24 hours), every day for 14 days and may take 1-4 days for full effect. The 14-day course can be repeated every 4 months. People should not take more than 1 capsule of Nexium 24HR a day, unless directed by a doctor.

To see more from Nexium 24HR, like us on Facebook at [Facebook.com/Nexium24HR](https://www.facebook.com/Nexium24HR) or visit [www.Nexium24HR.com](http://www.Nexium24HR.com).

### **About Nexium® 24HR**

Nexium® 24HR brings NEXIUM®, the #1 doctor-prescribed acid-reducer brand, over-the-counter to treat frequent heartburn. The active ingredient in Nexium® 24HR is esomeprazole 20 mg, which is a part of a group of medications called proton pump inhibitors or PPIs. Nexium 24HR works by blocking acid at the source, giving 24 hours of protection from frequent heartburn when used as directed. Nexium 24HR represents an important development in increased access to The Purple Pill® by giving people a new way to access a trusted, effective product. If you have questions about whether Nexium 24HR is right for you, speak with your healthcare provider prior to taking the product. For more information, visit [Nexium24HR.com](http://Nexium24HR.com).

### **Pfizer Inc.: Working together for a healthier world™**

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit us at [www.pfizer.com](http://www.pfizer.com).

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link: <http://smp.businesswire.com/pages/pfizer-brings-new-frequent-heartburn-relief-over-counter-nexium-24hr>

<sup>1</sup> Smoking and Your Digestive System. 1999. National Digestive Diseases Information Clearinghouse. NIH Publication No.99-949.

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