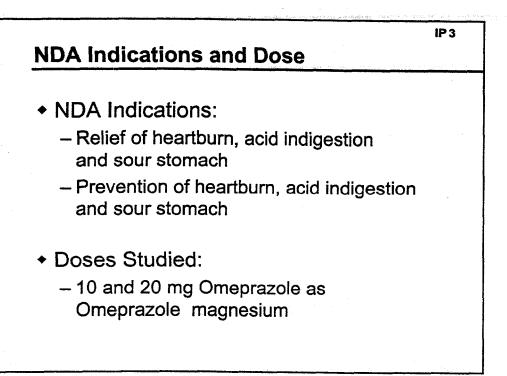
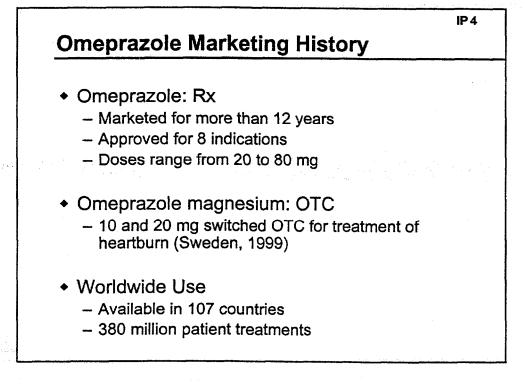
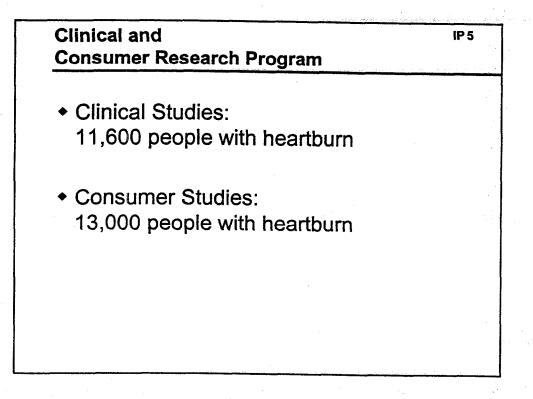


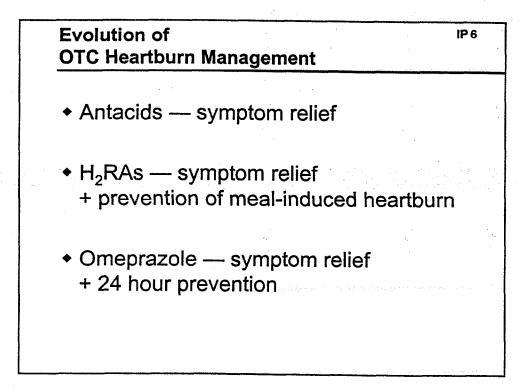
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Many Consumers Have Heartburn More Than Once Per Week

- 40% of US adults experience heartburn
- 46% heartburn occurs once per week or more

IP7

IP 8

- For OTC H₂RA users, the frequency is 2.4 times/week
- 58% OTC H₂RA users suffer from heartburn on consecutive days

How Consumers Manage Heartburn

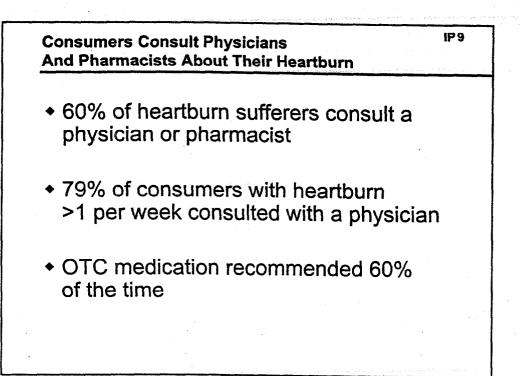
- Medications used to manage heartburn
 - 77% use OTC medications
 - 19% use prescription drugs

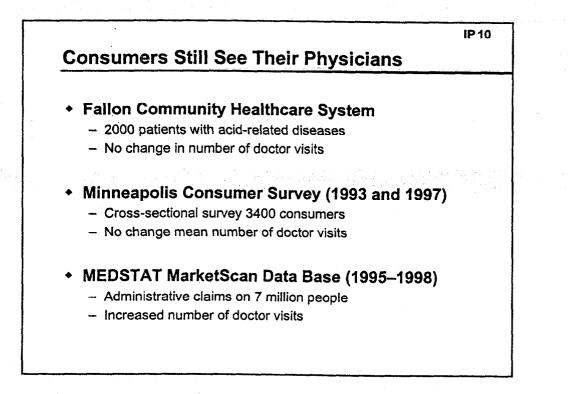
OTC product use

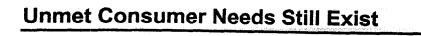
- 80% Antacid
- 64% H₂RA

OTC medications are used for relief and prevention

- 26% of OTC H₂RA users treat preventatively







IP 11

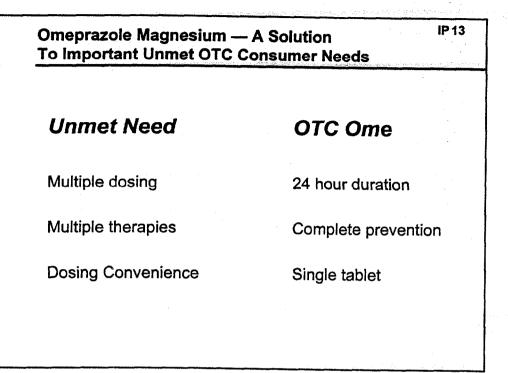
IP 12

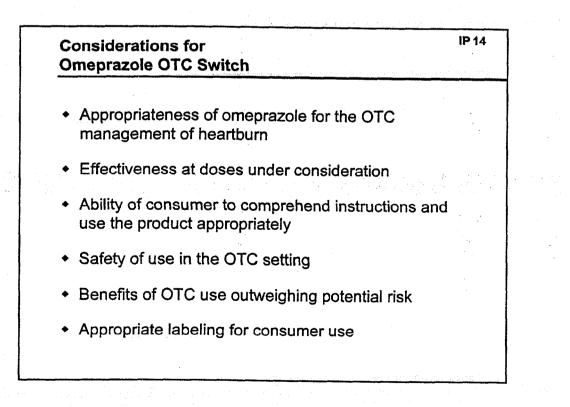
- Lack of all day efficacy
 63% Antacid users take 2 or more doses/day
 - 42% H₂RA users take 2 or more doses/day
- Multiple therapies required to control heartburn
 - 74% daily H₂RA users also take antacids

Consumers want dosing convenience

Who Is The Target Population For OTC Omeprazole?

- Adult users of OTC heartburn medications
- Consumers with heartburn who use OTC medications for prevention
- Consumers with heartburn more than once per week who use OTC medications for relief





Agenda For Presentation

Donald Castell, M.D. Professor, Department of Medicine The Graduate Hospital, Philadelphia

Nora Zorich, M.D., Ph.D. Medical Director, Procter & Gamble

Bernard P. Schachtel, M.D. Department of Epidemiology & Public Health Yale University

Douglas Levine, M.D. Chief Medical Officer, AstraZeneca

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OTC Population

IP 15

Clinical Efficacy

Consumer Use Patterns

Safety

Summary