

# Commercial critique



information including a description of how heartburn is caused, how Prilosec OTC works to stop acid production, common foods and lifestyle factors that cause heartburn (heartburn triggers). The advertisement goes on to list trigger foods and simple tips for making smart choices to fight frequent heartburn, including the right diet and a healthy lifestyle. The ad then discusses the 14-Day Prilosec OTC Regimen: “ Prilosec OTC blocks the burn for 24 hours with one pill a day’. Claims made in the advertisement for Prilosec OTC are that it is a proactive treatment, unlike most reactive heartburn treatments.

The ad goes on to state that Prilosec OTC is in the strongest class of heartburn medicines available over the counter. Other statements regarding Prilosec OTC are that it blocks heartburn before it begins with one pill a day for 14 days, and it was the first prescription proton pump inhibitor (PPI) introduced. In 2003, Prilosec becomes the first PPI available over the counter and in 2004, it becomes the number one selling OTC heartburn medicine for treating frequent heartburn, and finally, in 2005, it was named the number one doctor recommended OTC acid reducer (Heartburn Treatment and Heartburn Relief, 2010).

For Dexilant, advertisement claims include a statement that it “ heals damage to the esophagus and keeps it from coming back (About Dexilant, 2010). The ad goes on to claim that clinical studies have shown that Dexilant not only relieves heartburn around the clock, but also heals damage (erosions) to the esophagus and keeps it from coming back. “ Individual results may vary’. However, it does not say what study was done or give any information concerning it. It also claims Dexilant can provide up to 24 hours

of heartburn relief in many adults with acid reflux disease (About Dexlansoprazole, 2010).

Both medications are Proton pump inhibitors and are used to treat heartburn and GERD. Proton pump inhibitors are very similar in action and there is no evidence that one is more effective than another is (GERD: Treatment and Drugs, 2010). They differ in how they are broken-down by the liver and their drug interactions. Proton pump inhibitors interact with few drugs. The absorption into the body of some drugs is affected by the presence of acid in the stomach, and because PPIs reduce acid in the stomach, they may affect the absorption of these drugs.

PPIs reduce the absorption and concentration in the blood of Nizoral and increase the absorption and concentration of Lanoxin. There may be reduced effectiveness of Nizoral and an increase in Lanoxin toxicity (Heartburn Treatment and Heartburn Relief, 2010). Prilosec is more likely than the other PPIs to reduce the breakdown of drugs by the liver and may increase the concentration in the blood of Valium, Coumadin and Dilantin (Heartburn Treatment and Heartburn Relief, 2010). Before taking Dexilant, tell your doctor if you are taking ampicillin, atazanavir, digoxin, iron, ketoconazole, or tacrolimus.

Before taking Prilosec OTC, tell your physician if you are taking warfarin, prescription antifungal or anti-yeast medicines, diazepam, or digoxin (Heartburn Treatment and Heartburn Relief, 2010). Side effects of Prilosec OTC include headache, diarrhea, constipation, upset stomach, cough, dizziness, rash, cold symptoms. The most common side effects of Dexilant

were diarrhea, stomach pain, nausea, common cold, vomiting, and gas. Both advertisements had a question and section. The Prilosec OTC ad had a lot of information regarding heartburn and GERD, and information on healthy f s and lifestyle.

The Dexilant ad had links for coupons and a symptom checker. The Prilosec OTC ad also had a safety announcement discussing a possible increased risk of fractures. It states “ On May 25, 2010, the FDA released a drug-class announcement stating that all prescription and over-the-counter proton pump inhibitors (PPIs) product labeling will be revised as a precautionary measure to include a possible ncreased risk of hip, wrist, and spine fractures” (Heartburn Treatment and Heartburn Relief, 2010).