When Hyper Acidity Attacks

Call 100112

Zantac™
Ranitidine HCl 150mg
effervescent tablet

Works in Seconds & LASTS for HOURS

1. Zantac™ abbreviated prescribing information
Heartburn is associated with a considerable negative impact on everyday life.

Productivity while doing regular daily activities is reduced by 30%.

Productivity while working is reduced by 23%.

The burning feeling can last for a few minutes or a few hours.

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Risk factor Triggering HEARTBURN

Dietary
- Fatty foods - spicy foods
- Chocolate - Mint
- Caffeinated Beverages
- Carbonated Beverages

Life Style
- Smoking - Obesity - stress
- Supine body position
- Tight-fitting clothing

Diseases
- PUD (peptic ulcer disease)

Medications as:
- Aspirin/NSAIDs
- Iron and Potassium
- Calcium channel blockers

The ideal medication for treatment of episodic heartburn should have the rapid onset combined with sufficient duration of action to assure continued relief of post-prandial symptoms.

adapted from ref. 1

2. khoury RM, katzo PO, castell DO. Post-prandial ranitidine is superior to post-prandial omerazole in control of gastric acidity in healthy volunteers. alimentary Pharmacology & therapeutics 1999; 1211-4.
A single dose of Zantac™ (Ranitidine HCL) effervescent resulted in suppression of gastric acid secretion for 12 hours.¹

Works in less than 100 Second and Lasts for 12 Hours.¹,³

¹ Zantac™ abbreviated prescribing information
An open randomized single-dose, four period, cross-over study evaluating the effect of ranitidine 150 mg effervescent and ranitidine 150 mg standard tablet on intragastric pH of 15 healthy volunteers in the initial-6-h following dosing.

*NS

adapted from ref. 1

* Non Significant.


Zantac™ is producing a neutral intragastric PH after about 1h.
The onset of action of Zantac™ (Ranitidine HCL) effervescent was **72 seconds** in fasting and **84 seconds** in postprandial conditions.¹

**Zantac™ (Ranitidine HCL) effervescent:**
Faster onset of heartburn relief compared to almagate when administrated during postprandial period.¹

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*a Magnesium carbonate - aluminium hydroxide
adapted from ref. 1

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With Zantac™ (Ranitidine HCL) effervescent...
Intragastric PH is raised significantly **faster than** famotidine*, omeprazole capsule and lansoprazole capsule. adapted from ref. 2

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*Rapid release tablet
One of the primary treatment goals in patients with gastroesophageal reflux disease is Relief of symptoms.

Gastroesophageal reflux relief requires a drug with a rapid onset of action.

The therapeutic effect of drug inhibiting acid production on acid-related discomforts is related to both the onset and duration of action of the drug.

Patients who have GERD generally report:
- Decreased quality of life
- Reduced productivity
- Decreased wellbeing

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Zantac™ (Ranitidine HCL) effervescent:
Statistically superior first episodic symptom relief in GERD patients than Famotidine wafer.

A multicenter, open, randomized, parallel group design evaluating the efficacy of 150 mg ranitidine effervescent tablets (n = 187) compared to 20 mg famotidine water (n = 190) in the management of patients with episodic symptoms of gastroesophageal reflux disease (GERD) adapted from ref. 1

Effective PH control

An open randomized, crossover study comparing the effect on gastric acidity of a single-dose of ranitidine effervescent tablets 150 mg or 300 mg with a single-dose of lansoprazole capsules 30 mg in 12 healthy young volunteers who were studied by 11-h intragastric continuous pH recording after drug intake.

Adapted from ref. 1

Despite their widespread use and beneficial effects, NSAIDs increase the risk of gastro-duodenal ulcers (GU), the consequences of which can sometimes be life-threatening bleeding or perforation.¹

**Zantac™ Healing NSAIDs-induced gastro-duodenal ulcers**

![Graph showing healing rates after 8 weeks](image)

<table>
<thead>
<tr>
<th>Ulcer Type</th>
<th>Healing Rate</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duodenal ulcer</td>
<td>Up to 84%</td>
<td>Literature review of seven clinical trials examining the use of ranitidine 150 mg twice daily to heal gastro-duodenal ulcers (GU) in NSAID patients. adapted from ref. 1</td>
</tr>
</tbody>
</table>

In order to be used on demand, the medication must be tolerable and the symptomatic relief must be rapid. Ranitidine effervescent tablets seem to fulfill these criteria. 

adapted from ref. 1

Zantac products are contraindicated in patients known to have hypersensitivity to any component of the preparation.

The dosage should be adjusted in patients with Renal Impairment.

Ranitidine crosses the placenta and is excreted in breast milk. Like other drugs Zantac should only be used during pregnancy or during breast-feeding if considered essential.

There should be regular supervision of patients who are taking non-steroidal antiinflammatory drugs concomitantly with oral Zantac.

In patients such as the elderly, persons with chronic lung disease, diabetes or the immunocompromised, there may be an increased risk of developing community acquired pneumonia.

As Zantac effervescent tablets contain aspartame they should be used with caution in patients with phenylketonuria.

Zantac effervescent tablets contain sodium. care should be taken in treating patients in whom sodium restriction is indicated.
Warnings and Precautions:

- Injection: Use in children has not been evaluated. Contraindications: Ranitidine products are contraindicated in patients known to have hypersensitivity to any component of the preparation.

Renal Impairment:

- Accumulation of ranitidine with resulting elevated plasma concentrations will occur in patients with renal impairment (creatinine clearance less than 50 ml/min). It is recommended that the daily dose of oral ZANTAC in such patients should be 150 mg, and that ZANTAC injection be administered in doses of 150 mg/kg to 4 mg/kg twice daily to a maximum of 300 mg ranitidine per day.

- Bradycardia in association with rapid administration of ZANTAC injection has been reported rarely, usually in patients with factors predisposing to cardiac rhythm disturbances. Recommended dosage and administration should be given slowly.

- There may be an increased risk of developing community acquired pneumonia. A large epidemiological study showed an increased risk of developing community acquired pneumonia in current users of H2-receptor antagonists versus those not using such drugs (3.6 vs. 2.48). As ZANTAC contains ranitidine, it should be used with caution in patients with phenylketonuria. ZANTAC effervescent tablets contain aspartame; they should be used with caution in patients with phenylketonuria.

- Bradycardia in association with rapid administration of ZANTAC injection has been reported rarely, usually in patients with factors predisposing to cardiac rhythm disturbances. Recommended rates of administration should not be exceeded. The use of higher than recommended doses of i.v. H2- antagonists has been associated with rises in liver enzymes when treatment has been extended beyond i.e. days. Interaction: Ranitidine has the potential to affect the absorption, metabolism or renal excretion of other drugs. The altered pharmacokinetics may necessitate dosage adjustment of the affected drug or discontinuation of treatment. Interactions occur by several mechanisms including: Inhibition of cytochrome P450- linked mixed function oxygenase system: Ranitidine at usual therapeutic doses does not potentiate the actions of drugs which are inactivated by this enzyme system due to poor absorption and increased metabolism. There have been reports of altered prothrombin time with coumarin anticoagulants (e.g. warfarin). Due to the narrow therapeutic index, close monitoring of increased or decreased prothrombin time is recommended during concurrent treatment with ranitidine. Competition for renal tubular secretion: Since ranitidine is partially eliminated by the cationic system, it may affect the clearance of other drugs eliminated by this route. High doses of ranitidine (e.g. such as those used in the treatment of Zollinger-Ellison syndrome) may reduce the excretion of procainamide and N-acetylprocainamide resulting in increased plasma levels of these drugs. Alteration of gastric pH: The bioavailability of certain drugs may be affected. This can result in either an increase in absorption or a decrease in absorption. Pregnancy and Lactation: There are no data on the effects of ranitidine on human fertility. Ranitidine crosses the placenta. Like other drugs ranitidine should only be used during pregnancy if considered essential. Ranitidine is excreted in human breast milk. Like other drugs ranitidine should only be used during breast-feeding if considered essential. Adverse Reactions: Blood & Lymphatic System Disorders: Leucopenia, thrombocytopenia, pancytopenia, agranulocytosis, and marrow hypoplasia or marrow aplasia. Immune System Disorders: Hypersensitivity reactions; fever, anaphylactic shock. Psychiatric Disorders: mental confusion, depression and hallucinations. Nervous System Disorders: Headache; dizziness; involuntary movement disorders. Other Disorders: Bradycardia, A-V block. Vascular Disorders: Vasculitis. Gastrointestinal Disorders: Acute pancreatitis, diarrhoea. Hepatobiliary Disorders: changes in liver function tests; hepatitis or without jaundice. Skin and Subcutaneous Tissue Disorders: Skin rash; erythema multiforme, alopecia. Musculoskeletal and Connective Tissue Disorders: muscle weakness. Renal and Urinary Disorders: Acute interstitial nephritis. Reproductive System and Breast Disorders: Reversible impotence, breast symptoms and breast conditions (such as gynaecomastia and galactorrhea). Overdosage: Ranitidine is very specific in action and no particular problems are associated following acute or chronic ingestion of large quantities. Special Precautions for Use: Injection: Store below 25°C. Full Prescribing Information is available on request. Please read the full prescribing Information available from (GSK-Egypt: El Salam City, P.O.Box 3001, Cairo 11491, Egypt).
Works in **less than 100 seconds** and lasts for 12 hours

- **Rapid onset of action** in less than 100 seconds.\(^1\)
- **Sustained duration of action** lasting for 12 hours.\(^2\)
- **Significant reductions in heartburn Frequency and average severity** than Calcium Carbonate antacids.\(^3\)

**ZANTAC** effervescent tablets should be placed in half a glass of water (minimum 75 ml) and allowed to dissolve completely before swallowing, swirl the glass if necessary. for 300 mg doses, a volume of 150 ml is recommended.\(^2\)

### Dosage:

**ZANTAC** effervescent tablets should be placed in half a glass of water (minimum 75 ml) and allowed to dissolve completely before swallowing, swirl the glass if necessary. for 300 mg doses, a volume of 150 ml is recommended.

<table>
<thead>
<tr>
<th>Condition</th>
<th>Dosage in acute treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duodenal ulcer and benign gastric ulcer</td>
<td>150mg twice daily or 300 mg once nightly for four weeks</td>
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<tr>
<td>NSAID-associated peptic ulcerization</td>
<td>150 mg twice daily or 300 mg once nightly for 8 weeks</td>
</tr>
<tr>
<td>Duodenal ulcer associated with <em>Helicobacter pylori</em> infection</td>
<td>300 mg at bedtime or 150 mg twice daily in triple therapy* for two weeks. (Therapy with Zantac Only should continue for further 2 weeks)</td>
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<tr>
<td>Post-operative ulcer</td>
<td>150 mg twice daily for four weeks</td>
</tr>
<tr>
<td>Gastroesophageal reflux disease</td>
<td>150 mg twice daily or 300 mg once for 8 to 12 weeks</td>
</tr>
<tr>
<td>Chronic episodic dyspepsia</td>
<td>150 mg twice daily for up to 6 weeks</td>
</tr>
</tbody>
</table>

\(^*\)Zantac 300 mg once or 150 mg twice + amoxicillin 750 mg 3 times daily + metronidazole 500 mg 3 times daily.

2. Zantac™ abbreviated prescribing information