



## Acid/Heartburn Controller

Active Ingredient: Famotidine, 10 mg



- ◀ Famotidine is an H2 blocker
- ◀ Shuts off production of acid in the stomach
- ◀ Provides long lasting relief
- ◀ Treats and prevents ulcers in the stomach and intestines
- ◀ Treats gastroesophageal reflux disease (GERD) and other conditions in which acid backs up from the stomach into the esophagus

Compare to the active ingredient in PEPCID® AC



- ◀ \$57M Brand with over 5.7 million units sold in 2008
- ◀ #3 selling National Brand in Antacid GI category
- ◀ Big Opportunity: Treatment of GI disorders is one of the largest pharmaceutical markets in the world
- ◀ 2008 US GI market: \$16.1 Billion  
- OTC's accounted for 15% (\$24 Billion)

Source IRI F/D/Mx 52 week ending Feb. 25 2009.  
This product is not manufactured or distributed  
by Johnson & Johnson-MERCK, owner of the  
registered trademark Pepcid® AC.

