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## Introducing Zantac 360<sup>o</sup>™, Formulated With Famotidine

**HEARTBURN (PYROSIS) IS CAUSED BY** reflux of gastric acid content rising up from the stomach into the esophagus, resulting in a burning sensation in the chest area behind the sternum. Heartburn can also present with symptoms that include a burning sensation in the throat, acidic or bitter taste in the mouth, and chest pain when bending over or lying down.<sup>1</sup>

The American College of Gastroenterology reports that more than 60 million Americans experience heartburn at least once a month.<sup>2</sup> Occasional heartburn is usually self-treated with nonprescription antacids or acid reducers, whereas frequent heartburn, occurring 2 or more days a week, may be a symptom of gastroesophageal reflux disease (GERD), which is a long-term condition that may require further evaluation.<sup>2</sup>

Given the large population affected by heartburn who may present to the pharmacy seeking relief, pharmacists have an important opportunity to provide information and recommendations regarding clinically proven, safe, and effective OTC options available that can both **prevent and relieve** occasional heartburn associated with acid indigestion and sour stomach.

### HEARTBURN MANAGEMENT OPTIONS

In many cases, the first step in heartburn management is lifestyle modification. Dietary changes, such as elimi-

nating foods and substances that tend to promote reflux (eg, carbonated beverages, citrus, fatty and spicy foods) may be helpful for those who experience heartburn symptoms.<sup>2</sup>

Additional lifestyle modifications can be recommended to help reduce heartburn (eg, smoking cessation, alcohol avoidance, weight loss for patients who may be overweight, changes to mealtime patterns).<sup>2</sup>

There are 3 therapeutic classes of nonprescription products available to manage heartburn: antacids; histamine<sub>2</sub> receptor antagonists (H<sub>2</sub>RAs), like Zantac 360<sup>o</sup>™; and proton pump inhibitors (PPIs). These 3 OTC options offer distinct benefits for patients (TABLE 1).<sup>1,3</sup>

Antacids act rapidly to neutralize stomach acid, but these agents have a short duration of action and cannot prevent heartburn.<sup>1,4,5</sup> **H<sub>2</sub>RAs are antisecretory agents that work to reduce acid production at its source by blocking H<sub>2</sub> receptors on parietal cells to suppress gastric acid secretion in the stomach.**<sup>1,6-8</sup> PPIs inhibit the gastric proton pump (H<sup>+</sup>/K<sup>+</sup> ATPase) on parietal cells, inhibiting gastric acid secretion. PPIs are not intended for immediate relief because it may take 1 to 4 days of daily administration to reach full therapeutic effect.<sup>1</sup>

Among these 3 class options, only H<sub>2</sub>RAs are indicated to both prevent and relieve heartburn.<sup>2</sup> Based on the results of a Sanofi Consumer Healthcare survey of heartburn sufferers (n = 300), 8 out of 10 surveyed agreed that they want a medicine

**TABLE 1.** OTC Options Available for Heartburn<sup>1,3</sup>

	H <sub>2</sub> receptor antagonists (famotidine, cimetidine)	Proton pump inhibitors (omeprazole, esomeprazole, lansoprazole)	Antacids (calcium carbonate, mag- nesium hydroxide)
For occasional/infrequent heartburn	✓		✓
Treats frequent heartburn		✓	
Prevents heartburn	✓		
Fast relief of heartburn	✓		✓
Long-lasting acid control <sup>a</sup>	✓	✓	
Indicated for adults and children 12 and older <sup>b</sup>	✓		✓

H<sub>2</sub>, histamine type 2; OTC, over the counter.

<sup>a</sup>Acid control does not correlate to symptom relief.

<sup>b</sup>OTC proton pump inhibitors are indicated only for adults 18 years and older.

**TABLE 2. Product Features of Zantac 360<sup>o</sup>™<sup>3</sup>**

	Zantac 360 <sup>o</sup> ™ <b>Maximum Strength</b> <sup>a</sup>	Zantac 360 <sup>o</sup> ™ <b>Original Strength</b> <sup>a</sup>
<b>Onset for relief</b>	Take 1 tablet after onset of heartburn symptoms for fast heartburn relief.	
<b>Onset for prevention</b>	Take 1 tablet in as little as 10 minutes before eating or drinking to prevent heartburn.	Take 1 tablet in as little as 15 minutes before eating or drinking to prevent heartburn.
<b>Duration</b>	Acid control lasts up to 12 hours. <sup>b</sup>	

<sup>a</sup>Refer to drug facts labels for Zantac 360<sup>o</sup>™ Maximum Strength and Zantac 360<sup>o</sup>™ Original Strength.

<sup>b</sup>Acid control does not correlate to symptom relief.

that can be used flexibly to either prevent or relieve heartburn.<sup>9</sup> Recognizing this need, Sanofi Consumer Healthcare has launched Zantac 360<sup>o</sup>™, formulated with famotidine, available as of spring 2021.<sup>3</sup>

## ZANTAC 360<sup>o</sup>™

Zantac 360<sup>o</sup>™ is formulated with famotidine, the No. 1 pharmacist-recommended OTC H2RA blocker approved to both **prevent and relieve** heartburn.<sup>a</sup> Zantac 360<sup>o</sup>™ may be taken before or after the onset of heartburn symptoms, empowering patients to control their heartburn when needed.

### About famotidine

Famotidine is a highly selective and long-acting H2RA that causes a decrease in gastric acid by blocking H<sub>2</sub> receptors on parietal cells in the stomach.<sup>6-8,10</sup> It is an FDA-approved, safe, and effective medication for the short-term management of occasional heartburn in adults and children 12 years and older when used as directed.<sup>3,10</sup>

### Clinical effectiveness

Famotidine is clinically proven to prevent heartburn when taken as little as 15 minutes before eating or drinking, and it relieves heartburn fast.<sup>10</sup> In a clinical study, significantly more participants who received 10 mg or 20 mg of famotidine reported complete relief of heartburn symptoms within 1 hour compared with those who received placebo ( $P < .001$ , 20 mg;  $P < .004$ , 10 mg).<sup>10</sup> Evidence from clinical studies shows that famotidine can control stomach acid for up to 12 hours, day or night.<sup>7,10-14,b</sup>

In separate comparative analyses, famotidine demonstrated control of stomach acid longer than an

antacid, and it provided faster heartburn relief than a PPI when used as directed.<sup>8,11,c</sup>

### Flexible use

Zantac 360<sup>o</sup>™ is available in 2 strengths: Original Strength (10 mg) and Maximum Strength (20 mg). Zantac 360<sup>o</sup>™ is flexible. It may be taken before or after meals, which gives patients the option of taking it either in anticipation of heartburn or after the onset of heartburn symptoms.<sup>3</sup> A single dose of Zantac 360<sup>o</sup>™ can prevent heartburn when taken 15 minutes prior to meals, or it can be taken when heartburn symptoms strike for fast, long-lasting acid control for up to 12 hours.<sup>3,7,10-14,b</sup>

Zantac 360<sup>o</sup>™ offers less restrictive dosing than PPIs based on product labeling, and, when used as directed, patients can control their heartburn symptoms as needed.<sup>1,3</sup>

## ROLE OF THE PHARMACIST

Pharmacists play a key role in recommending OTC products for heartburn and providing education on potential heartburn triggers and lifestyle changes to help patients prevent or minimize their heartburn occurrence.<sup>5</sup>

Even with lifestyle changes, sometimes heartburn may occur. Zantac 360<sup>o</sup>™ can be safely recommended for the short-term management of heartburn. As an H2RA, Zantac 360<sup>o</sup>™ offers the best of both worlds. One dose of famotidine can prevent or relieve heartburn and control stomach acid longer than an antacid and provide faster relief than a PPI.<sup>15,c</sup>

Refer to **TABLE 2** for a summary of labeled information for Zantac 360<sup>o</sup>™ that can be used when sharing information with patients.<sup>3</sup> ■

*References are available on PharmacyTimes.com.*

<sup>a</sup>Based on IQVIA ProVoice Survey data of OTC acid reducer product recommendations among 1237 pharmacist respondents (evaluation period of 12 months ending January 2021).

<sup>b</sup>Acid control does not correlate with symptom relief.

<sup>c</sup>Based on product labeling, PPIs may take 1 to 4 days for full effect.

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