

Zantac[®]

Re-introduce H2 Blockers back into the Grocery range and offer a step up/down through the segments based on consumer needs

EXCELLENT STEP-UP
OR STEP-DOWN
OPTION



PROTON PUMP INHIBITORS (Not in Grocery)

Avg Shelf Price/Tablet: \$1.41

Reduces stomach acid by turning off the proton pump that produces acid in the stomach.

Dosage: 1 tab per day
Relief in 1-4 days; Lasts for: 24hours



H2 BLOCKERS

Avg Shelf Price/Tablet(est): \$0.71-\$1.31

Controls the production of stomach acid by blocking one of the signals that tell your body to produce acid.

Dosage: 1-2 tabs per day
Relief in 30mins; Lasts for: 12-24hours



ANTACIDS + ALGINATES

Avg Shelf Price/Tablet: \$0.36

Forms a protective barrier over the stomach contents which helps prevent acid from refluxing back up the oesophagus.

Dosage: 4 tabs up to 4x per day
Relief in 4mins; Lasts for 3-4hours



ANTACIDS

Avg Shelf Price/Tablet: \$0.24

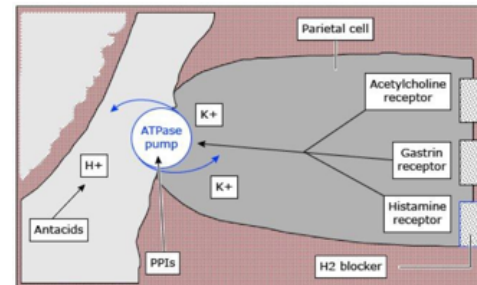
Neutralises stomach acid by increasing the pH balance in the stomach, but relief is usually short term.

Dosage: 1-4 tabs up to 4x per day
Relief in 5mins; Lasts for 30mins – 3hours



MILD/INTERMITTENT
SUFFERERS

SEVERE
SUFFERERS



TDG Sell:
\$9.53 Ex GST