

Rolaids®



Rolaids®, the iconic over-the-counter brand that relieves heartburn and acid indigestion, is back in stores nationwide. Re-introduced by Chattem, Inc., the brand that answers the question *How Do You Spell Relief?*:

- Has a fresh new look and is available in popular tablets and a new liquid form – a first for the brand
- Features two powerful antacid ingredients, calcium carbonate and magnesium hydroxide, which contain essential minerals for the body
- Works to safely relieve breakthrough heartburn symptoms for people taking Proton Pump Inhibitors (PPIs) or Histamine H2-receptor antagonists (H2 Blockers)

Rolaids Returns Home

Chattem's acquisition of Rolaids in early 2013 returned the brand to its original roots. In a sense the Rolaids brand is coming home. In 1953 Dr. Irvine W. Grote patented one of the active ingredients used in the original Rolaids formulation while serving as the head of the chemistry department at what is now the University of Tennessee, Chattanooga. When Warner-Lambert launched the Rolaids brand in 1954, one of the patented active ingredients was supplied to them by the Chattanooga Medicine Company, which is now Chattem.

About Heartburn

Heartburn occurs when the opening between the stomach and esophagus malfunctions and allows stomach acid to enter the esophagus. The primary symptom of heartburn is a painful, burning sensation in the chest. More than two-thirds (68%) of all U.S. adults experience heartburn at least once per month. In fact, more than 16 million consumers enter the gastrointestinal (GI) category each year of which 74% are on an antacid.

Visit Rolaids.com or follow Rolaids on Facebook for more information.

ROLAIDS Antacid Tablets



- Neutralize more acid than Tums®*
- Neutralize more than 100 times their weight in acid
- Available in Regular Strength, Extra Strength and new Ultra Strength
- Come in assorted fruit and mint flavors

*Acid neutralization does not correlate to symptom relief

NEW! ROLAIDS Liquids



Use only as directed

- Coat and sooth the throat and start working instantly to relieve the worst symptoms
- Aluminum-free, unlike most liquid antacids
- Available in Regular Strength and Ultra Strength
- Come in cherry and mint flavors