



## Playbook: Tackling Heartburn on Game Day

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### Common Signs of Heartburn:

- The BIG GAME represents one of the largest food days in the U.S. and gatherings often feature foods consumers love, including buffalo wings, pizza, chips and dip, beverages and more.
- While spicy foods are the most reported food that triggers heartburn, it can vary from person to person.
- Heartburn is common with people experiencing an uncomfortable or painful “burning” sensation in the chest.
- Some may also experience pressure or pain just behind the breastbone which could worsen when lying down or bending over, and it can last minutes or continue for a few hours.
- Other symptoms include the feeling that food is “sticking” in your chest or throat, a sour or acid taste in the back of your throat, discomfort that gets worse after eating, as well as burping and/or bloating.

### Tips to Relieve Heartburn:

- If you need fast heartburn relief, look no further than TUMS®, which takes seconds to start neutralizing gastric acid in the esophagus, where the pain of heartburn generally starts. It keeps working as it dissolves, going to work fast to relieve the pain of heartburn.
- Consider incorporating foods that are low in fat and high in protein on game day, and make sure that you stop eating before you’re full.
- If you're lying down, sit or stand up. When you lay flat, your esophagus and stomach are on an even plane. This makes it easy for stomach acids to flow into your esophagus, which can cause heartburn.
- Wearing clothing or belts that are too tight around the abdomen can put constant pressure on your stomach. When pressure builds, acid has no place to go but up and out. An easy fix is to wear your favorite comfortable jersey for the BIG GAME and don’t be afraid to loosen your belt a notch or two.

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