

Reprinted by permission from Baby Post

Medical news of interest to mothers

by Kitty McKay Leith, R. N.

Why chewing-gum antacid is so effective against HEARTBURN of PREGNANCY



WHENEVER new mothers and mothers-to-be get together, the conversation sooner or later gets around to heartburn, for unquestionably it is one of the most common and persistent causes of discomfort during pregnancy.

Doctors say that at least two out of every three mothers-to-be experience heartburn sometime during pregnancy, with most of it occurring during the first six months. In some cases it may continue right up to the time of childbirth.

There are a number of probable causes of heartburn. Often, it arises from a high acid condition of the stomach. During pregnancy it may also be due to displacement of the stomach resulting from normal physical changes. And, heartburn in pregnancy can also result from a slowing-down in normal stomach action. This means it takes longer for the stomach to empty itself, permitting regurgitation into the lower end of the tube leading from mouth to stomach.

Since the day, many centuries ago, when the Swiss physician Paracelsus von Hohenheim prescribed powdered pearls for heartburn, many medicines have been formulated to relieve this complaint.

Such medicines, now known as antacids, have been prepared in many forms—powders, liquids, tablets and, probably the most unusual of all, even in convenient, good-tasting chewing gum.

Recently, to compare the merits of the leading antacids now available, a group of doctors and scientists conducted an extensive series of laboratory experiments. The results they obtained

are highly interesting to anyone troubled by heartburn, and especially to mothers-to-be.

Since it is impossible, with presently known methods, to test an antacid in the stomach with any degree of dependable accuracy, the research group conducted the tests *in vitro* (the laboratory term for "in glass"), under a close simulation of actual stomach conditions.

A number of identical glass containers were first filled with equal amounts of artificially made gastric juice, which was maintained at body temperature and stirred continuously. To this "juice" the antacids were added, in a way that duplicated the recommended dosage. At timed intervals, part of the mixture was removed and replaced with fresh "juice" to simulate emptying of the stomach and continued secretion of gastric juice as it occurs in nature.

Throughout the test, changes in the acidity of the mixture were constantly checked.

By this method, the researchers found which of the leading and widely available antacids best maintained the desired acid-alkaline balance—how long it took the antacids to act—and the duration of their effectiveness.

The tests proved conclusively that the antacid in chewing-gum form was the most effective of all. It not only neutralized excess acid fast, but also maintained it at the desired acid-alkaline balance at least six times longer than any of the other leading antacids included in the tests!

Since there is only one leading chewing-gum antacid—and because so many modern mothers-

to-be have already discovered it for themselves—it's only fair to mention the name, Chooz®.

In explaining the impressive results obtained with it in the tests, the researchers give credit for this product's superior relief to two things—1, the effective medicines it contains, and 2, its unique chewing-gum form.

Tablets, they point out, usually go into the digestive tract in partly chewed chunks, soothing only part of the stomach. Powders and liquids enter the stomach all at once and are also often inconvenient to take just when they are most needed.

On the other hand, chewing carries the Chooz medication into the stomach continuously, in ready-to-act solution with saliva, itself a natural digestant. Thus it not only starts its soothing, acid-neutralizing action instantly in all parts of the stomach, but continues to reach it in a gentle, steady flow to give relief that is far longer-lasting.

Heartburn, in pregnancy, is nothing new. It's something you have to live with. But with today's modern remedies it can be less of a nuisance than ever before.

The chewing-gum remedy is a convenient way to fast, long-lasting heartburn relief any time, anywhere—not only for mothers-to-be, but also for many other people who sometimes suffer this troublesome discomfort from over-acidity.

.....

By special arrangement, readers of *Family Weekly* may try a regular package of CHOOZ, free. Just write to: Kitty McKay Leith, R.N., P.O. Box 37A, Kenilworth, N. J. (Offer limited—1 per family.)