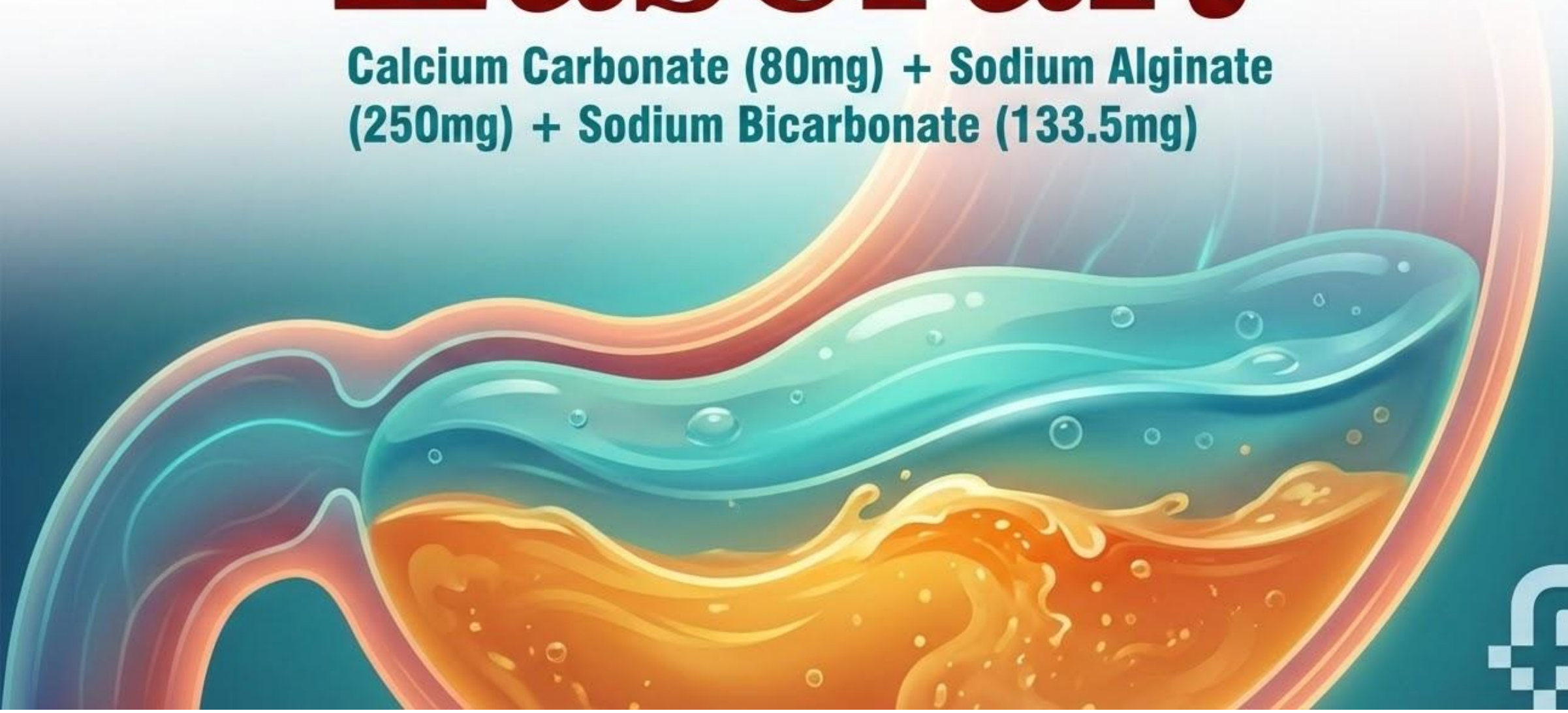


Easeraft

**Calcium Carbonate (80mg) + Sodium Alginate
(250mg) + Sodium Bicarbonate (133.5mg)**



Understanding the Patient's Pain



Heartburn: That burning sensation in the chest, often after eating.



Acid Regurgitation: Sour taste in the mouth caused by acid backing up.



Disrupted Sleep: Symptoms often worsen at night when lying down.



The Acid Pocket: A layer of highly acidic gastric juice sitting on top of the meal, ready to reflux.

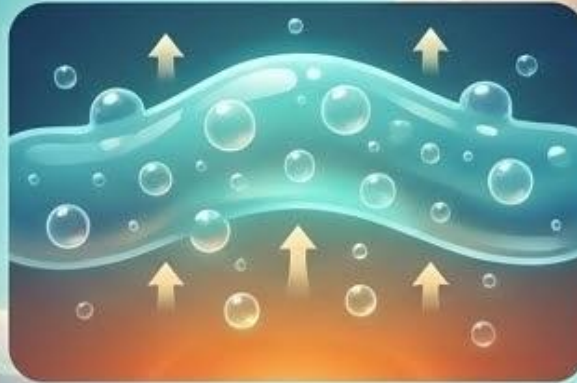
Introducing Easeraft: Triple Action

Sodium Alginate



Forms a thick, viscous gel (the raft) on top of the stomach contents.

Sodium Bicarbonate



Releases bubbles that get trapped in the gel, making the raft float.

Calcium Carbonate



Strengthens the raft and neutralizes excess stomach acid.

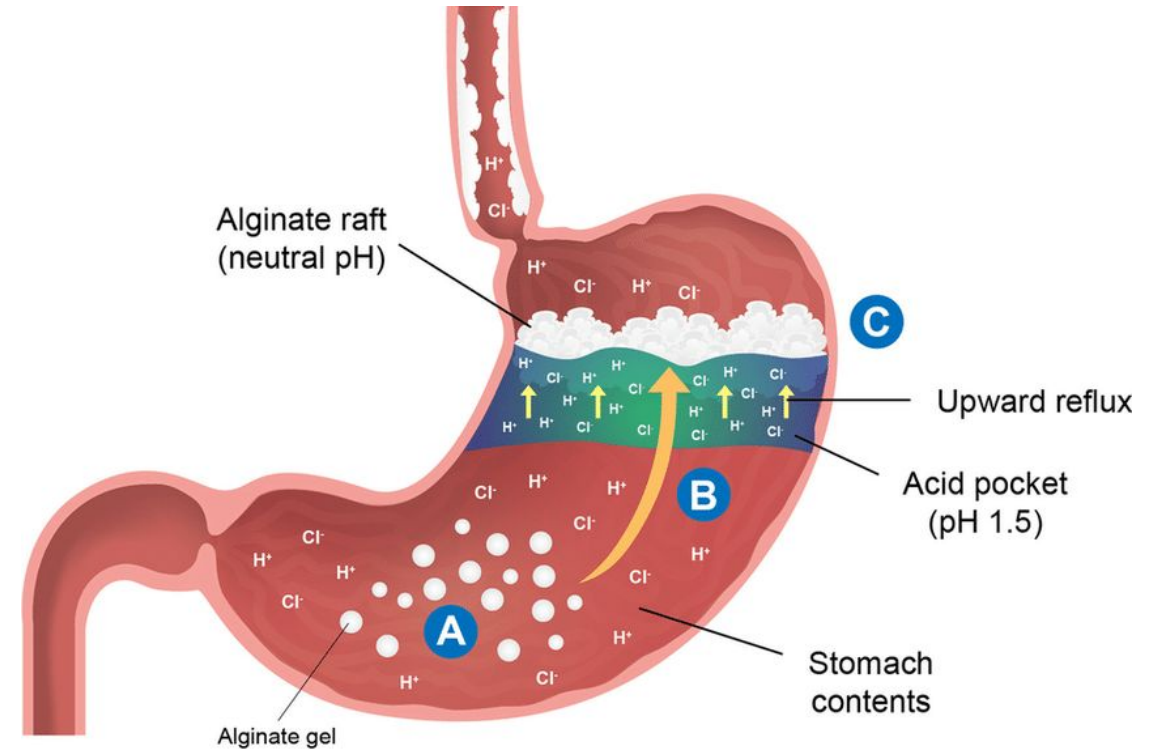
Easeraft



How Easeraft Works

- 1. Instant Reaction:** Upon contact with stomach acid, alginate precipitates into a gel.
- 2. Raft Formation:** CO₂ bubbles are trapped, lifting the gel to the surface.
- 3. Physical Barrier:** This "Raft" sits precisely on top of the acid pocket, physically blocking reflux into the esophagus.

It suppresses reflux, rather than just neutralizing it.



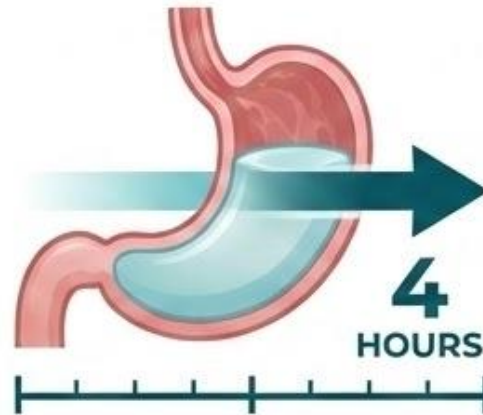
Why Prescribe Easeraft?

Rapid Onset



Starts working in just 3 minutes. Your patients feel relief almost immediately.

Long Duration



Provides relief for up to 4 hours, significantly longer than ordinary antacids.

Safety Profile



Non-systemic action. It works physically in the stomach without entering the bloodstream.

Superior to Ordinary Antacids

Comparison of Duration of Relief



Easeraft provides a physical barrier that lasts long after the acid is neutralized.



Safe for Special Populations

Peace of Mind

Pregnant Women



- ✓ (Indigestion is common in pregnancy)

Lactating Mothers



- ✓ **Lactating Mothers**

Elderly Patients



- ✓ **Elderly Patients** on multiple medications

When to Prescribe Easeraft



Heartburn

Burning pain in the chest,
usually after eating.



GERD

Chronic acid reflux that
affects quality of life and
sleep.



LPR

Silent reflux affecting the
throat (Laryngopharyngeal
Reflux).



Dosage & Administration

- ✓ **Adults & Children > 12 yrs:**

10ml - 20ml (Two to four teaspoons).

- ✓ **Timing:**

Take after meals and at bedtime.

- ✓ **Important:**

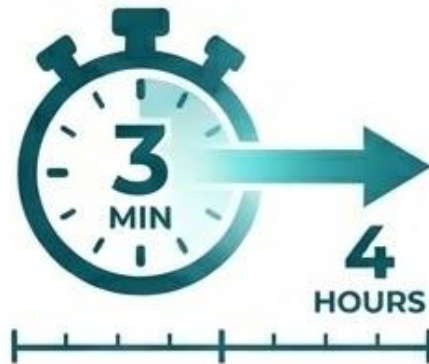
Do not drink water immediately after taking Easeraft, to allow the raft to form properly.



Summary

Easeraft: Complete Esophageal Protection

Rapid & Lasting Relief



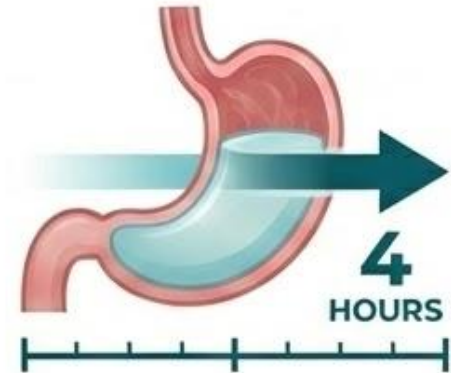
- ✓ **Fast:** Relief in 3 minutes.
- ✓ **Long:** Lasts up to 4 hours.

Proven Safety Profile



- ✓ **Safe:** Suitable for pregnancy.

Physical Barrier Action



- ✓ **Effective:** Physical barrier against acid.

I request you to prescribe Easeraft for all your GERD and Heartburn patients.

Easeraft



Thank You

Easeraft

