

DON'T LET IT
BURN

SPIKE DISHES ON ACID REFLUX DISEASE

HEAR FROM CHEF SPIKE



WELCOME TO DON'T LET IT BURN

Click here for an update on how Chef Spike has been balancing his busy schedule and managing his ARD. [more](#)

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LEARN MORE ABOUT ACID REFLUX DISEASE

- Acid reflux disease (ARD) is characterized by frequent and persistent heartburn that occurs two or more days a week despite treatment and diet changes.
- The symptoms of ARD can be reduced by avoiding foods and beverages that may trigger them, such as citrus and spicy foods.

ARD FACT SHEET

LEARN MORE ABOUT DEXILANT (dexlansoprazole)

- DEXILANT is the first and only proton pump inhibitor (PPI) with a Dual Delayed Release (DDR) formulation, which provides two releases of medicine in one pill.
- Clinical studies have shown that DEXILANT provides up to 24 hours of relief from heartburn due to acid reflux disease. Studies also showed DEXILANT heals damage (erosions) to the esophagus and keeps it from coming back. Individual results may vary.

DEXILANT FACT SHEET
SEE HOW DEXILANT WORKS

IMAGE GALLERY



DEXILANT™
dexlansoprazole
30 MG | 60 MG DELAYED RELEASE CAPSULES



PRESS MATERIALS

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CELEBRITY CHEF SPIKE MENDELSON KNOWS ALL TOO WELL THE EFFECTS OF A BUSY AND HECTIC LIFESTYLE—especially for a person with acid reflux disease (ARD). But while he's used to firing up the grill, Chef Spike has also had to learn how to turn down the heat on his heartburn associated with ARD. To raise awareness and understanding about the importance of managing heartburn symptoms of ARD, including through lifestyle modifications, Chef Spike is cooking up an exciting recipe with Takeda Pharmaceuticals U.S.A., Inc. (Takeda), makers of the prescription medication DEXILANT (dexlansoprazole), through the educational campaign and national contest, Don't Let it Burn ([DontLetItBurn.com](#)).

Food is not just a passion for Chef Spike, it's a way of life. Visit [DontLetItBurn.com](#) to learn more about Spike's story and to find out how to enter for the chance to win the opportunity to cook dinner with him in your home. When you are on the site, you can also share your recipes for putting out the burn. To enter the "Don't Let it Burn" Contest, visit [DontLetItBurn.com](#) to submit your favorite recipe that shouldn't impact your acid reflux symptoms. Official Rules and details are available on [DontLetItBurn.com](#).

WATCH SPIKE TURN DOWN THE HEAT IN THE KITCHEN: ENTER TO WIN!



DOWNLOAD
SPIKE'S BIO

WATCH SPIKE'S
QUICK TIPS
FOR THE KITCHEN

For official rules and
how to enter [click here](#)

Important Safety Information

- Symptom relief does not rule out other serious stomach conditions.
- The most common side effects of DEXILANT (dexlansoprazole) were diarrhea (4.8%), stomach pain (4.0%), nausea (2.9%), common cold (1.9%), vomiting (1.6%), and gas (1.6%).
- See additional important safety information below and in the video.

Chef Spike Mendelsohn is known for his fun and inventive recipes, but a lesser known fact is that he also suffers from acid reflux disease (ARD). With his busy lifestyle, Spike doesn't follow a traditional schedule—his days start and end later than most and he doesn't often eat at the typical times. Check out this video to learn from the Chef himself how, despite this, he doesn't let his heartburn burn.

Uses of DEXILANT (dexlansoprazole)

Persistent heartburn two or more days a week, despite treatment and diet changes, could be acid reflux disease (ARD). Prescription DEXILANT capsules are used in adults for 4 weeks to treat heartburn related to ARD, for up to 8 weeks to heal acid-related damage to the lining of the esophagus (called erosive esophagitis or EE), and for up to 6 months to continue healing of EE and relief of heartburn. Individual results may vary. Most damage (erosions) heals in 4–8 weeks.

Important Safety Information

DEXILANT may not be right for everyone. Do not take DEXILANT if you are allergic to DEXILANT or any of its ingredients. Serious allergic reactions have been reported. Tell your doctor if you get any of the following symptoms with DEXILANT: rash, face swelling, throat tightness, or difficulty breathing. Symptom relief does not rule out other serious stomach conditions. People who are taking multiple daily doses of proton pump inhibitor (PPI) medicines for a long period of time may have an increased risk of fractures of the hip, wrist, or spine. Low magnesium levels can happen in some people who take a PPI medicine.

The most common side effects of DEXILANT were diarrhea (4.8%), stomach pain (4.0%), nausea (2.9%), common cold (1.9%), vomiting (1.6%), and gas (1.6%). DEXILANT and certain other medicines can affect each other. Before taking DEXILANT, tell your doctor if you are taking ampicillin, atazanavir, digoxin, iron, ketoconazole, or tacrolimus. If you are taking DEXILANT with warfarin, you may need to be monitored because serious risks could occur.

Talk to your doctor or healthcare professional. Please see full Prescribing Information for DEXILANT.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](#) or call 1-800-FDA-1088.

RECIPES THAT HELP AVOID THE HEAT

Check out CHEF SPIKE'S RECIPES



FREE RANGE TURKEY BURGER AND BAKED SWEET POTATO FRIES

Half the fun of eating is cooking. Try out these recipes from Chef Spike that are both tasty and shouldn't impact your acid reflux symptoms.

READ MORE

GET RELAXED



It's important to identify and practice methods that help you decompress. [Click here](#) to enjoy some exercise tips and download music that may help you relax.

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CONTEST RULES:

No Purchase Necessary to Enter or Win in the Don't Let it Burn Contest. A purchase will not increase your chances of winning. Starts 12:00:01 am ET on 5/12/12, ends 11:59:59 pm ET on 6/13/12. Open only to legal residents of the 48 contiguous U.S. (D.C.) (excludes AK and HI) 21+ years. Void where prohibited. Subject to Official Rules available at [www.DontLetItBurn.com](#). Sponsor: Takeda Pharmaceuticals U.S.A., Inc.