

IZOTA is your water if you suffer from heartburn

According to surveys conducted in the USA, about 40% of adults experience heartburn at least once a month, 10% - daily, and during pregnancy, especially in the third trimester, almost 90% of pregnant women suffer from it (Cheskin L.J. et al., 2001). The study found that about 20% of people in the world experience heartburn at least once a week (Dent J. et al., 2005). This symptom causes significant discomfort and significantly reduces the quality of life of people (Liker H. et al., 2005).

Heartburn is a symptom that manifests itself as a burning sensation in the central part of the chest or upper abdomen and is quite common among the population. This symptom can be provoked by overeating, certain foods (tomatoes, citrus fruits, garlic, onions, chocolate) or alcohol consumption, stress, disorders of the gastrointestinal tract (GI), smoking, excessive pressure on the stomach due to obesity, pregnancy or flatulence, etc.

Reducing acidity is the basis for relieving heartburn (Garg V. et al., 2022). It is worth recalling that mineral hydrocarbonate waters have long been used for the symptomatic treatment of various manifestations of gastrointestinal disorders, in particular heartburn. Thus, a recent study showed that mineral water enriched with hydrocarbonates qualitatively and quantitatively reduced the severity of heartburn symptoms in adult patients without moderate to severe reflux esophagitis. At the same time, the reduction in the number of complaints was accompanied by a noticeable improvement in the quality of life and a decrease in the intake of emergency medications (Labenz J. et al., 2023).

IZOTA is a slightly carbonated non-alcoholic drink from Yuriya-Pharm, which is specially adapted to reduce heartburn and normalize digestion, and is also recommended for daily consumption.

IZOTA contains:

- a stable amount of sodium bicarbonate (up to 2500 mg/l), which helps balance the acidity level in the stomach, thereby reducing the severity of discomfort associated with heartburn (Garg V. et al., 2022);
- sodium chloride, which helps reduce the secretion of gastric juice and reduce acidity (Bakuradze A.N., 1986);
- magnesium chloride hexahydrate, which improves intestinal peristalsis (Aniebo Umoh E. et al., 2023);
- potassium chloride, which has a beneficial effect on kidney function and helps remove excess salts (van Buren L. et al., 2016);
- calcium chloride dihydrate, which is actively involved in enzyme synthesis and digestion (Hu M. et al., 2010).

Based on the reference values* for dietary intake of the European Food Safety Authority (EFSA), which are part of IZOTA, the manufacturer recommends the following maximum safe daily doses of this drink for different age groups:

- children 7-11 months - 1/4 bottle;
- children 1-3 years - 1 bottle;
- children 3-11 years - 2 bottles;
- adolescents 12-17 years - 3 bottles;
- adults from 18 years - up to 5 bottles.

It is worth noting that IZOTA drink is allowed to be consumed by pregnant women and patients with diabetes, as well as, on the recommendation of a doctor, by breastfeeding women and patients with allergies.

Thanks to its specially developed, adapted composition, taking into account the properties of the main ingredients, the IZOTA drink can be recommended for daily consumption as a supplement to the diet for increased stomach acidity, dyspepsia or digestive disorders.

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* EFSA data on the consumption of dietary products that are part of the IZOTA drink are presented at the following links:

- efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2019.5778;
- efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2016.4592;
- efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2015.4101;
- efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2015.4186;
- efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2019.5779.

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