

Many Healthy Foods Off-Limits for Women Due to Digestive Issues

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New Beano® + Dairy Defense™ Offers Solution for those who Love Foods such as Fruits, Vegetables, Whole Grains and Dairy

TARRYTOWN, N.Y., July 17, 2014 /PRNewswire/ -- Women know that dairy, whole grains, fruits and vegetables are keys to a balanced diet – yet many aren't eating them because of the uncomfortable consequences that often occur when they do. According to a recent national survey issued by Beano®, the majority of women surveyed (75 percent) reported that many of these foods are out of the question for them because they can pose digestive issues, with nearly one in five respondents indicating it had been more than a month since they truly savored a meal without worry.

The reason? Painful gas, bloating, cramps, and diarrhea that can occur for millions of women when they eat these foods, severely limiting what they can consume. And, nearly half of women surveyed – 47 percent – agreed that they crave the freedom to not think about the potential consequences of certain foods before eating them.

New Beano® + Dairy Defense™ is the first over-the-counter option that prevents both gas and dairy issues, giving women the freedom to eat the foods they want without worrying about the uncomfortable symptoms they can cause. It contains two natural enzymes that help the body break down potential "problem foods" such as vegetables, beans, whole grains and dairy, combining the gas prevention of Beano® with a natural lactose aid for double protection.

"We found that women are craving the ability to eat what they want without worrying about the consequences of digestive issues," said Mary Beth Fritz, Vice President of Product Innovation at Prestige Brands. "Beano® Plus Dairy Defense™ is the first option that prevents both sets of symptoms, giving people the freedom to eat what they want, when they want, without the worry."

Widespread Issues with Digestion

Every day, 70 million Americans suffer from some form of digestive issues.¹ The majority of those surveyed indicated that many foods including vegetables, beans and whole grains were off-limits due to digestive issues (75 percent), and nearly half (46 percent) said that they frequently suffer from gas, pressure or bloating after consuming dairy products. This demonstrates that many more consumers actually suffer from digestive issues related to dairy (46 percent) than those that actually self-report lactose intolerance (19 percent).

Among those surveyed, 42 percent reported taking nothing to treat their lactose symptoms, including gas pressure and bloating. Because the majority of these products are not intended to relieve gas or lactose sensitivity, most (77 percent) said they felt less than satisfied with the products available to treat or prevent both sets of symptoms.

In fact, nearly two-thirds (61 percent) said they would be willing to try a new product that allowed them to relieve both symptoms and enabled them to eat more of the foods that they love.

The survey also revealed that the fear of experiencing gas and lactose intolerance symptoms frequently forces these women to change their behavior in social settings such as at work events (52 percent), parties (49 percent) or a restaurant (46 percent).

Freedom to Eat Without Worry

Available in great tasting raspberry sorbet flavored chewable tablets, Beano® + Dairy Defense™ gives women the freedom to eat the foods they want. It should be taken before any meal that includes problem foods to prevent gas, pressure and bloating. It is available at drug, grocery, mass and other retailers nationwide including Walgreens beginning May 2014. For more information, visit www.beanogas.com.

About the Survey

The online consumer survey was conducted among a national sample of 829 women over the age of 55 who suffer from gas, 444 (54 percent) of whom also suffer from lactose intolerance or sensitivity. The survey was developed and sponsored by Beano® + Dairy Defense™, with fieldwork provided by Toluna Online using its national consumer panel.

About Beano®

Beano® products are available in the digestive health section of food, drug and mass merchandising outlets nationwide. In addition to new Beano® + Dairy Defense™, the Beano® product range includes Beano® Tablets, Beano® Meltaways®, and Beano® To Go in a convenient travel pack.

About Prestige Brands Holdings, Inc.

Prestige Brands Holdings, Inc. markets and distributes brand name over-the-counter and household cleaning products throughout the U.S., Canada, and certain international markets. Core brands include Chloraseptic® sore throat treatments, Clear Eyes® eye care products, Compound W® wart treatments, The Doctor's® NightGuard® dental protector, the Little Remedies® and PediaCare® lines of pediatric over-the-counter products, Efferdent® denture care products, Luden's® throat drops, Dramamine® motion sickness treatment, BC® and Goody's® pain relievers, Beano® gas prevention, Debrox® earwax remover, and Gaviscon® antacid.

¹ Johns Hopkins Medicine

SOURCE Prestige Brands Holdings, Inc.

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