

## **Axia3 Heartburn Extinguisher® Debuts in Whole Foods Throughout Southern California: All Natural, Safe Treatment for Heartburn**

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Los Angeles, CA, June 16, 2008 - Axia3 Heartburn Extinguisher® ([www.Axia3.com](http://www.Axia3.com)), the fast acting, all natural treatment for heartburn, is now conveniently available at all Whole Foods locations in Southern California, and nationally through GNC and Vitamin World. This Heartburn Extinguisher®, which also acts as a breath freshener, contains a month's supply of 30 tablets (2 per dose) and retails for \$9.99.

“Axia3 Heartburn Extinguisher® is the direct result of public demand for an over-the-counter remedy for heartburn that contains no artificial ingredients or harmful side effects. Working alongside top medical personnel, and respecting the wishes of consumers who suffer acute indigestion and acid reflux, we devised a product that is both safe and affordable. This patented formula is the only treatment that satisfies these specific requests while freshening your breath and achieves genuine results,” said Ryan Doheny, Cofounder of Axia3 Heartburn Extinguisher®. “Shoppers at Whole Foods throughout Southern California can now conveniently purchase Axia3 Heartburn Extinguisher® for the fast relief of heartburn, acid indigestion and sour stomach.”

### **The Heartburn Epidemic: A National Cry for Treatment**

Over 100 million Americans experience some form of heartburn, with 25 million individuals suffering severe problems daily. Medications for heartburn, most of which include controversial ingredients, now constitute \$20 billion in total U.S. branded and generic prescription sales. "I created Axia3 Heartburn Extinguisher® because of my own lifelong battles with heartburn and the concomitant expense of, ineffectively, addressing this challenge. There was never an all

natural remedy that met my specific needs or enjoyed credibility among noteworthy physicians. Axia3 Heartburn Extinguisher® meets and exceeds these standards,” stated Doheny. "Our product reflects more than five years of extensive research and development, with an overriding commitment to extinguishing heartburn with an exclusively all natural remedy. I encourage people to to email me at [ryan@natrica.com](mailto:ryan@natrica.com) to try a free sample of our inventory."

**About Axia3 Heartburn Extinguisher®**

Headquartered in Los Angeles, Axia3 Heartburn Extinguisher® is an all natural treatment for chronic heartburn. The brand is an economical and medically popular solution for people who suffer some form of indigestion or stomach upset.

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