

# ENO: Jhat Pot Action

Staying healthy is something that everyone desires. And in order to stay healthy, one has to eat healthy food and maintain a certain routine but with the constant pressure of everyday chores, we are often forced to deviate from an ideal routine. Nobody knows your body better than you do and you know exactly what will affect you. Yet, sometimes we decide to try certain food because of their taste appeal and end up having a discomfort in our stomach.

It's not only annoying, the discomforting feeling also lingers, hindering in your everyday work. You can't sit, you can't rest. The heartburn truly feels like it lives up to its name. Upset stomach because of indigestion is a very common condition people face after eating certain food. Of course, the scale of discomfort differs from person to person but it's never a pleasant one.

What if there was a solution to handle this discomfort? Meet ENO, an effervescent powder that comes in a sachet and can help in your hour of need. Such heartburn or upset stomach is usually a result of chemical imbalance of the pH in your digestive system and ENO helps in this condition.

It comes in two flavours — Lemon and Orange. 5gm packs are available in pharmacies, grocery and even in general stores, so availability should not be an issue. Preparing ENO is as simple as dissolving a sachet of ENO in a glass of water and you are ready to go. It is recommended that you drink the solution as soon as it has completely dissolved in the water. Because ENO is essentially a salt-based product, it dissolves quickly and works very fast and could help you with that digestive discomfort by taking 'Jhat Pot' action.

Sour Hicks or burps are often the accompanying symptoms with upset stomach and if you are a busy person, it can really turn out to be a nuisance. ENO gets to work within seconds and could be really helpful when you are in a hurry. No matter how busy you are or self-indulgent



you could be on your vacation, nobody ever plans on indigestion; it just happens. Sometimes under such circumstances that you just don't have the time to handle it. ENO could be really useful in such situations.

That's an everyday issue. But with the Eid-ul-Adha on the calendar in the coming days, it's only natural that you will be enjoying yourself with savoury dishes based on beef or perhaps some innovative dish that

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you saw on Master Chef. With these spicy foods on the menu, getting a heartburn is not unnatural. So, if you are about to send your taste buds on an adventure without worrying of post digestive discomfort, perhaps it is a good idea to keep an ENO in your pocket just in case.

Don't let the indigestion ruin your Eid. Keep an ENO in your bag for a sudden influx of digestive discomfort so that when it arrives, you can handle it within seconds.

\*Read label prior to use. In Bangladesh, ENO is imported and marketed by GSK Bangladesh Private Limited.

**By Ashif Ahmed Rudro**  
**Photo: ENO**

চোখের খিদায়  
ভেতরে  
**অস্বস্তি**

ঝটপট  
অ্যাকশান

পেটে ভারি ভাব,  
বুকে জ্বালাপোড়া  
আর টক ঢেঁকুর থেকে  
**নিমিষেই আরাম**  
পেঁতে সাহায্য করে

gsk

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