

ENO: A solution for a quick relief

The human body resembles a fine machine in more ways than one. The food we eat works as fuel that power our bodies and just like bad fuel can compromise the efficiency of an engine, sometimes the food we eat can cause discomfort in our digestive system. The vexing sensation can be severe enough that it prevents you from carrying out your daily tasks. Fortunately, GSK ENO can be a quick solution for such digestive issues.

It is often referred to as heartburn and this is a result of the digestive

acid travelling up towards the throat (oesophagus). A heartburn is an annoying sensation that can last from a few minutes to a couple of hours. A burning feeling in your chest or your throat is common with heartburns. Often accompanied by hot, acidic, salty or even sour taste at the back of one's throat, and sour burps. Some people experience bad breath, feeling of bloating and general feeling of sickness. In addition to that, heartburn is dreaded because if you feel sick and try to lie down the vexing sensation worsens.

So, what causes heartburn? The issue is so common and so frequent that you have probably experienced it already. Heartburn can be triggered by a number of issues, but the nuisance is mostly caused by certain food; meals rich in oil are a major culprit. Perhaps, snacks should be considered with equal caution as they often tend to be fried or spicy. The imbalance of PH level in the stomach leads to the burning sensation. Sometimes snacks are accompanied by beverages such as caffeinated and carbonated drinks, which can cause heartburn for some people. But it must be noted that different people experience post meal digestive discomforts in different ways and while there are the average trigger foods, the causes can vary.

Some people prefer high fat food or junk food as snacks. The allure of a street food as well as junk food with extra mayonnaise and BBQ sauce is understandable, but unfortunately it can be the cause of an irritated digestive system. There is no point in wishing that you had skipped the snack once it has been consumed. But what you

can do is get yourself a sachet of GSK ENO that will help with the post meal digestive discomfort in seconds and take 'Jhat Pat' action.

ENO needs no introduction. GSK ENO is an effervescent powder and available in two flavours — Lemon and Orange. The 5g packs are found in pharmacies, groceries, and general stores within your reach. Just pour the powder in a glass of water and voila! Bob's your uncle. It is recommended that you drink the solution as soon as it has completely dissolved in the water. Since ENO is essentially a salt-based product, it dissolves very quickly and works within seconds.

If you are travelling, hosting a party (which may not be a good idea amidst this new wave of COVID infections) or just staying in and cooking some delicious food and having something fried for snacks, we suggest keeping a few sachets of ENO within reach just to be careful.

Picture this — it's 2AM, you have had some fried food as midnight snack after that Netflix movie and now you are having sour burps. If you try to lie down and go to sleep, it feels like there's something stuck in your throat and the irritation in your stomach keeps growing with each passing second. If you have a pack of GSK ENO, you can just get yourself a glass of water and take 'Jhat Pat' action. Better safe than sorry!

Remember:

If you are having digestive issues and discomforts regularly and frequently, perhaps it is time to visit a doctor. Make sure you read label prior to use.

By Ashif Ahmed Rudro
Photo: GSK ENO



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অস্বস্তি

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**ঝটপট
আকশান**

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