

Understanding YOURSELF

New Survey Reveals American Eating Habits

(NAPSA)—Americans tend to overindulge and, as such, they tend to suffer the consequences of that behavior, too.

According to a U.S. survey of 16,000 men and women aged 21-60 commissioned by Pepto-Bismol Maximum Strength, most people at one time or another have regretted overindulging while eating, drinking and socializing. In fact, more than 72 percent of respondents acknowledge they have said, "I'll never eat or drink like that again." Furthermore, many of those surveyed find small and somewhat socially unacceptable ways to get immediate relief, with 61 percent admitting they have unbuttoned their pants or belt after a big meal. But there are more civilized solutions.

"Whether Americans are working hard, playing hard or just living life to the max, side effects like nausea, heartburn, indigestion, upset stomach and diarrhea won't keep us down," says Karen Klei, Pepto-Bismol Brand Manager. "Remedies like Pepto-Bismol Maximum Strength provide the opportunity to stay at the top of our game and to enjoy life to the fullest."

When it comes to how people eat, quick, easy and greasy meals top the charts. In fact, nearly three-quarters of those surveyed report eating fast food at least once a week. All-you-can-eat buffets are popular as well, with 70 percent of those polled eating at such establishments at least once



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a year and 6 percent going all out 16 or more times per year. In addition, 54 percent queried attend at least one food festival each year with family and friends. Any way you slice it, pizza is by far the favorite pig-out food (38 percent), with buffalo wings in second place at nearly 17 percent.

With all this eating, it's no wonder a quarter of respondents report using a stomach remedy such as Pepto-Bismol between one and four times per month.

The company invites all consumers to learn and share how they live life to the max by logging on to www.peptobismolmax.com. For a limited time, visitors can enter a sweepstakes for weekly prizes; compete for cash in an online contest by submitting stories explaining how the stomach remedy saved their special day. No purchase necessary. Please visit www.peptobismolmax.com for complete details and contest rules.