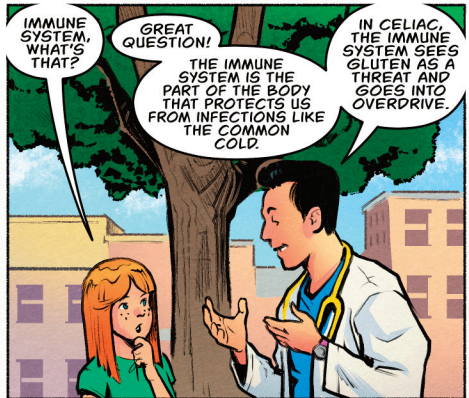
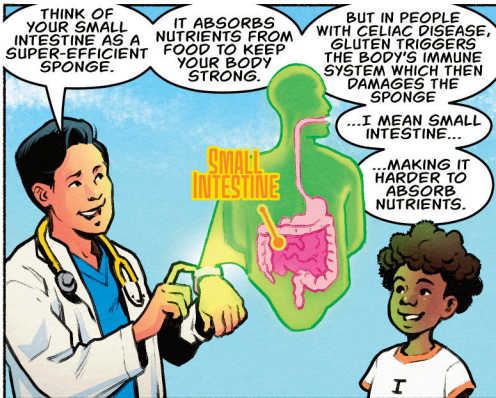
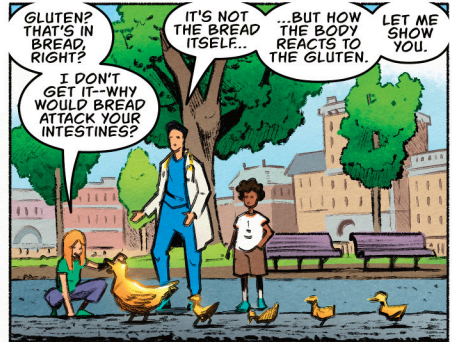
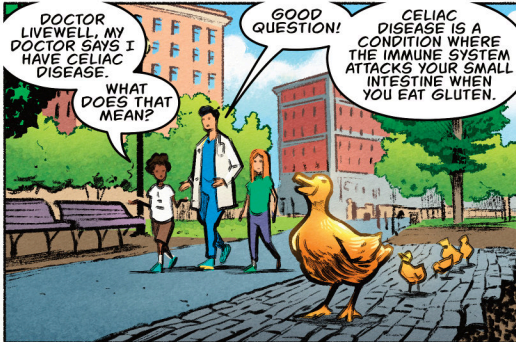


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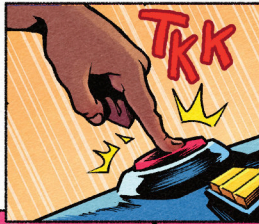
DOCTOR LIVWELL

CELIAC QUEST: JOURNEY TO THE GUT!



INSIDE THE P.O.O.P.

PUSH THAT
BUTTON, AND WE'LL
ZOOM IN TO SEE
HOW CELIAC DISEASE
AFFECTS YOUR SMALL
INTESTINE--AND HOW
TO MANAGE IT!



WHOOAA!!

WHAT ARE
THOSE LITTLE
THINGS?

THOSE
ARE VILLI, TINY
STRUCTURES IN
THE INTESTINES
THAT ABSORB
NUTRIENTS.

LET'S
TAKE A
CLOSER
LOOK.

HEALTHY VILLI
LOOK LIKE SOFT,
FLUFFY CARPETS,
SOAKING UP THE
NUTRIENTS.

BUT WHEN CELIAC
DISEASE IS ACTIVE,
THE IMMUNE SYSTEM
DAMAGES THEM
CAUSING THEM TO
FLATTEN.

HEALTHY VILLI

THIS DAMAGE CAN
LEAD TO ABDOMINAL
PAIN, DIARRHEA AND
WEIGHT LOSS...

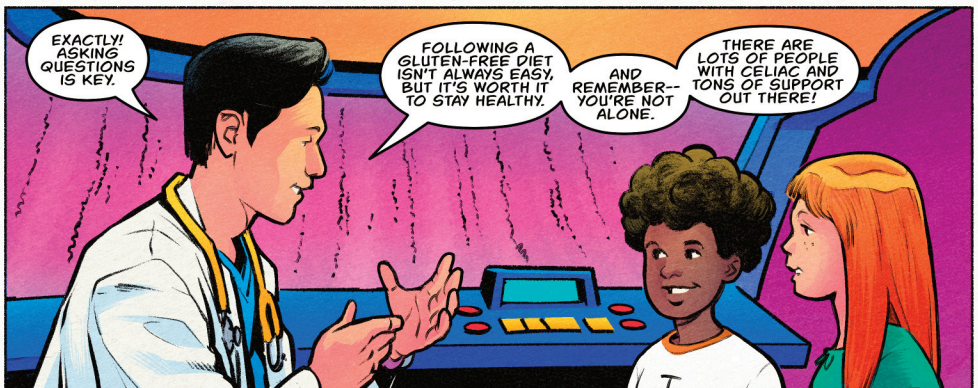
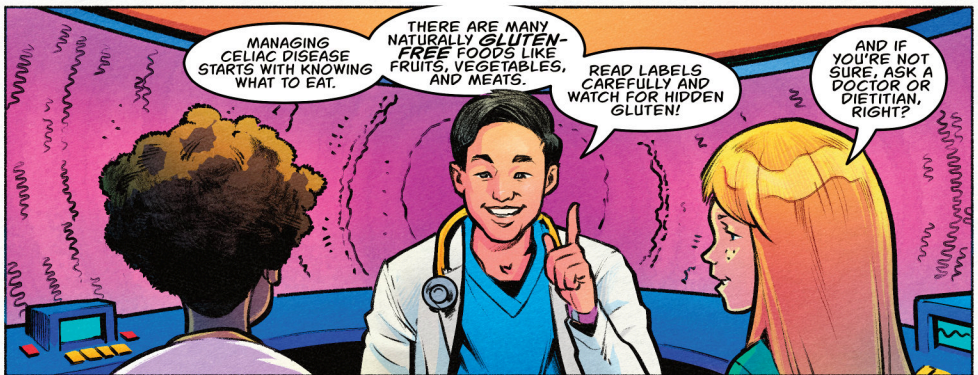
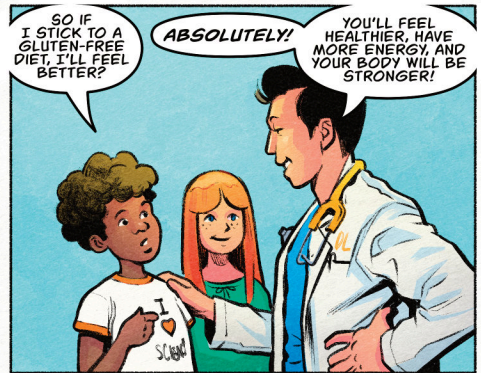
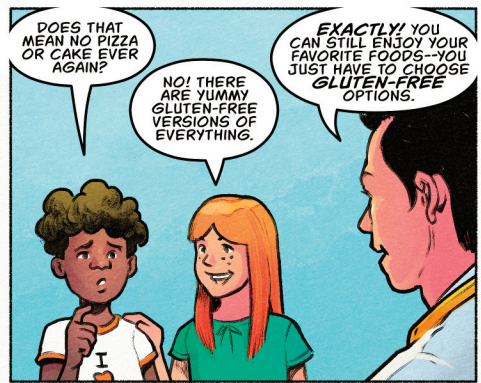
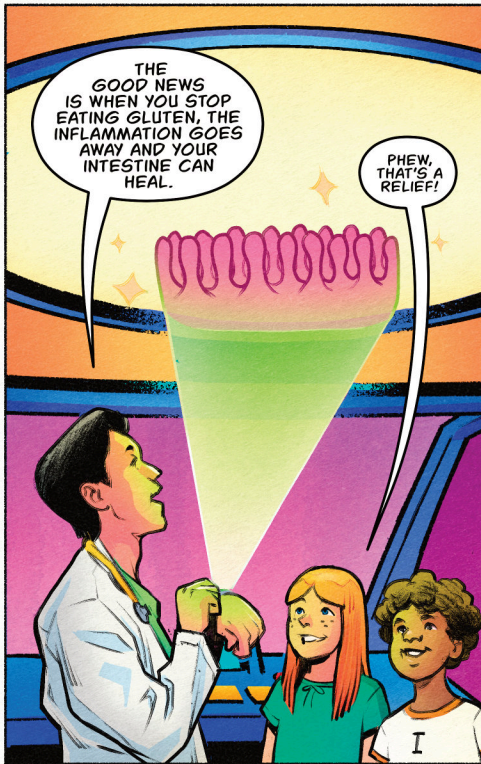
....EVEN IF
YOU'RE EATING
HEALTHY FOOD.

DAMAGED VILLI

FOR PEOPLE
WITH CELIAC, THEIR
IMMUNE SYSTEM REACTS BADLY
TO GLUTEN, NOT ONLY CAUSING
DAMAGE AND INFLAMMATION*
BUT ALSO MAKING IT SO
YOUR GUT CAN'T
HEAL.

GLUTEN

*INFLAMMATION = REVVED UP IMMUNE SYSTEM.





DECODE THE CELIAC MYSTERY!

- A GLUTEN-FREE DIET WILL HELP YOUR GUT HEAL!
- FOCUS ON NATURALLY GLUTEN-FREE FOODS LIKE FRUITS, VEGGIES, AND PROTEINS.
- ALWAYS READ LABELS FOR HIDDEN GLUTEN.
- STICKING TO YOUR DIET REDUCES RISKS OF COMPLICATIONS AND HELPS YOU FEEL YOUR BEST!
- CELIAC DOESN'T ALWAYS HAVE OBVIOUS SYMPTOMS. SOME PEOPLE WITH CELIAC DISEASE MAY HAVE FEW OR NO SYMPTOMS.
- ONCE DIAGNOSED WITH CELIAC DISEASE, A SIMPLE BLOOD TEST CALLED TISSUE TRANSGLUTAMINASE (TTG) CAN BE USED TO MONITOR AND TRACK YOUR CONDITION.
- IF YOU HAVE CELIAC DISEASE, IT'S IMPORTANT TO SEE YOUR MEDICAL PROVIDER AT LEAST ONCE A YEAR.