

Flatulence exploding into American mainstream

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(KRT)—Let-'er-rip America, flatulence is exploding. It's in new medical books for millions of people with the problem. It's the topic of a new web site—www.trafon.com—that encourages open discussion about gas and that is updated monthly with seasonal and sporting event twists.

By any name—paint peeler, pocket thunder, fart or foghorn—gas gets lots of pop culture play.

Gas has continued to be a funny joke,

a perennial favorite of stand-up comics, cartoons and guy movies

The biggest push of late comes from Bill Downs, a nutraceutical supplements developer whose www.trafon.com—"no fart" spelled backward—has picked up velocity and media coverage since he launched it Dec. 20, in time to warn folks about gas-producing holiday foods.

With help from a public relations team that finds seasonal and newsy angles for everything from the Super Bowl to Valentine's Day, Downs hopes to spread the word that gas is normal and often treatable with dietary changes, even though it

can be a painful and embarrassing reality to those who live with it.

So today, be educated. We all live with gas, as you soon shall find out.

Consider yourself normal if you pass gas 10–20 times a day.

It's not unusual to pass gas upon awakening because it accumulates overnight. And eating a meal also stimulates gas production. Eating sends a signal to the brain to get going, experts say.

But don't worry. It's perfectly normal and accepted in our culture to have a little gas.

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