

IBD News

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America gets over its gas pains

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.

The site provides advice, humor and links to anonymous gas-themed greeting cards. 'I want to create awareness ... but I feel I needed a humorous portal,' says Downs, 54, who says it's fair to call him an 'old fart.'

Though he uses humor, his motivation to educate people about the gastrointestinal tract is serious. Downs' mother died of colon cancer and a cousin died of complications from Crohn's disease, a gastrointestinal disorder."