

Introduction

The makers of IMODIUM, COLPERMIN and ANUSOL are on a mission to get people talking about Digestive Health conditions. Why? Because almost half of you suffer at least once a month, and you may be too embarrassed to talk about it!

A survey conducted by Johnson & Johnson shows that 47% of the adult population in the UK deals with at least one digestive health condition (diarrhoea, IBS, piles, constipation, heartburn or indigestion) frequently. There's no need to suffer in silence—you are definitely not alone! Talk to your healthcare provider, and remember that you can also ask to use a consultation room at the pharmacy if you want some privacy.

Did you know?

- 1 in 4 people suffer with heartburn or indigestion.
- 1 in 7 people suffer with constipation.
- 1 in 5 people suffer with diarrhoea.
- 1 in 5 people suffer with IBS.
- 1 in 2 people will suffer piles at some point in their lives.

Diarrhoea: Diarrhoea involves loose or watery bowel movements that may occur more frequently than usual. Often, bowel movements are outside of your control and can be accompanied by other symptoms.

Associated symptoms:

- Stomach cramps
- Nausea and vomiting
- Headaches
- Loss of appetite

Causes of diarrhoea:

- Stomach infection: The 'stomach bug', or gastroenteritis, can be caused by bacteria or viruses. Common causes include norovirus, food poisoning, and 'traveller's diarrhoea' due to contaminated food or water. Other symptoms may include vomiting, headache and fever.

- Eating habits: What you eat, and how you eat it, can play a key role in preventing (or causing) digestive problems.
- Allergies/Intolerances: A food allergy causes your immune system to treat a food as a threat—often trying to expel the offending meal as quickly as possible through vomiting or diarrhoea. Food intolerance does not involve the immune system, but your body simply may not be able to properly digest a food, leading to digestive discomfort.
- IBS: Bowel sensitivity affects 10-20% of the population, causing flatulence, diarrhoea, constipation, cramping and bloating.
- Stress or anxiety: Everyone experiences stress and/or anxiety at least occasionally. These are physical, as well as mental conditions, which often upset the delicate balance of your digestive system.
- Menstruation: About one-third of women experience gastrointestinal symptoms around the time of their periods, including diarrhoea and constipation. Those with IBS are most likely to suffer.
- Medications: Certain medications can cause diarrhoea. Talk to your healthcare provider or see the patient information leaflet included with your medication to learn more.

Why diarrhoea happens:

Your digestive system has a natural, relaxed rhythm, passing food and liquids through the stomach into the small intestine, breaking it down and absorbing nutrients and fluid as it goes. The left-over waste and some of the water move on to the colon, absorb more water, and pass out of the body as stools. When this natural rhythm is disrupted due to a sensitive or irritated intestinal tract, the process speeds up. Nutrients aren't absorbed as they should be, and essential salts and fluids pass through into the stools, leading to the loose, watery bowel movements that characterise diarrhoea.

Managing your diarrhoea:

- Eat well.
 - Practice good eating habits to help keep your stomach happy:
 - Eat more slowly – It can take 20 minutes for your stomach to tell your brain it's full, so eating more slowly prevents overeating, and the resulting discomfort.
 - Chew your food – When you take the time to chew your food properly, you not only slow down your eating—you also make things easier on your digestive system by giving it smaller pieces of food to break down.

- Don't gulp – When you gulp down food or drink, you swallow air, leading to trapped wind and poor digestion.
- Keep a food diary to learn your trigger foods:
 - Look for patterns in foods and ingredients that cause discomfort. Common trigger foods and drinks include alcohol, spicy foods, and those that contain caffeine, like coffee and tea.
 - Remember that different people have different trigger foods—what might cause diarrhoea for one person could be fine for another, and vice-versa.
- Exercise. Not only is regular movement good for your digestion, but exercise is a great stress-buster! The NHS recommends 150 minutes of exercise every week, spread over several days.
- Relax. For many people, stress and anxiety are major triggers for diarrhoea. Find ways to de-stress:
 - Take a long, relaxing bath.
 - Get plenty of sleep.
 - Learn a new sport or hobby.
 - Share your problems – it can be embarrassing to talk about diarrhoea, but one in two adults suffer from digestive issues frequently, so rest assured you have friends and family who share your pain!

Treating your diarrhoea: Diarrhoea can leave you feeling tired and weak. Most people recover within a few days from a typical bout of diarrhoea, but try the following to ease symptoms quickly*:

- Stay hydrated.
 - Your body loses essential fluids when you have diarrhoea. To avoid dehydration, drink plenty of water or diluted fruit juice. Avoid drinking alcohol or milk, which can irritate your gut.
- Eat regularly.
 - Current medical advice recommends eating carbohydrate-rich foods like pasta, rice or bread if you are experiencing symptoms of diarrhoea. If you feel sick and don't feel up to eating, you should still try to drink fluids to prevent dehydration.
- Treat your diarrhoea with IMODIUM®.
 - IMODIUM contains the active ingredient loperamide, which relieves diarrhoea quickly and effectively. Using IMODIUM at the first sign of diarrhoea helps to calm your

digestive system and get you back into your regular rhythm, preventing dehydration and allowing you to get on with your day. For extra relief, IMODIUM Plus Comfort contains loperamide plus simethicone to ease even more symptoms like bloating, cramps and wind.

- The range:
 - Imodium Classics – can relieve diarrhoea in 1 dose
 - Imodium Plus Comfort – extra relief symptoms like bloating, cramps and wind
 - Imodium Instants – dissolves instantly for on-the-go relief
 - Imodium IBS Relief – fast and effective relief of IBS diarrhoea

**If symptoms last longer than 48 hours, you develop a fever over 38°C, or you have blood or mucus in your stool, you should seek medical advice.*

Interesting facts and figures:

- **1 in 5 people suffer with diarrhoea.**
- Travellers' Diarrhoea, depending on the destination, can affect 20-60% of holidaymakers.
- Believe it or not, 67% don't even treat their diarrhoea! Why suffer, when you can get fast, easy relief?

Irritable Bowel Syndrome (IBS): Those with IBS have sporadic and unpredictable disruptions of their digestive systems, which can include a number of uncomfortable symptoms.

Associated symptoms:

- Stomach cramps
- Bloating and excessive gas
- Persistent diarrhoea and/or constipation
- Mucus in stools
- Inability to completely empty bowels

Causes of IBS:

IBS is a complex, multi-symptom condition, and we don't fully understand its causes. Generally, those with IBS have bowel sensitivity or other digestive problems that cause food to pass through their systems either too slowly, leading to constipation, or too quickly, causing diarrhoea*.

Common IBS triggers include:

- Food and drink – Sometimes our bodies react to certain types of food and drink, or certain ingredients, in an unpredictable way. These reactions are often temporary, or may not show up until later in life. Some common food and drink triggers include:
 - Wheat products
 - Dairy products
 - Drinks that contain caffeine, such as tea, coffee and cola
- Stress and anxiety – While stress and anxiety don't directly cause IBS, they can certainly trigger symptoms like diarrhoea.

**If you suspect you're experiencing symptoms of IBS, such as cramps or mucus in stools, you should see your doctor.*

Managing your IBS: The good news is, IBS symptoms can often be managed effectively with simple lifestyle changes. Avoiding trigger foods, exercising regularly, and finding ways to reduce your stress and anxiety can help you take control of your IBS symptoms. Over-the-counter medication options can also ease discomfort quickly.

- Diet
 - Keeping track of foods and ingredients that trigger your IBS, and changing your diet accordingly, can help control IBS symptoms.
- Exercise
 - Making time for regular aerobic exercise, such as light cycling, can help relieve discomfort from IBS.
- Reducing Stress
 - Finding ways to relax and reduce stress can help ease your IBS symptoms. Try exercise, meditation, or anything that helps you feel calm.
- Remember: You're not alone

- It's important to remember that lots of people deal with the challenges of IBS on a daily basis. Sharing ideas and experiences can be great ways to help you make sense of your IBS symptoms, and find ways to tackle them. IBS is a common condition, so there is no reason to feel embarrassed or alone.

Treating your IBS:

- Treat your symptoms with COLPERMIN® IBS Relief.
 - COLPERMIN® contains peppermint oil, which targets the lower intestine, where the pain and discomfort of IBS start. COLPERMIN eases IBS symptoms by relaxing the muscles in the intestines, relieving discomfort, bloating and trapped wind. These calming effects can help to re-establish your normal rhythm and bowel movements.

Interesting facts and figures:

- **1 in 5 people suffer with IBS.**
- IBS symptoms typically develop between the ages of 20 and 30.
- Women are twice as likely to be affected by IBS as men.

Piles: Also called haemorrhoids, piles are the result of increased pressure on the blood vessels in your bottom, which become swollen and inflamed. Internal piles, which are the most common form, are tucked up and away; external piles protrude from the back passage and may look or feel like hard, painful lumps.

Associated symptoms:

- Itching, soreness or inflammation around the rectum
- Bulging or lumpy feeling just inside the rectum, or protruding outward
- Discomfort or pain when going to the toilet
- Bleeding or mucus during or after a trip to the toilet
- Feeling like you can't completely empty your bowels

Causes of piles:

- Constipation, due to the extra effort required at the toilet
- Pregnancy, due to extra weight adding pressure to pelvic blood vessels
- Aging, as our supporting tissues weaken

- Being overweight or obese
- Regularly lifting heavy objects
- Suffering from persistent cough or repeated vomiting
- Sitting down for long periods of time

Preventing piles*: Simple lifestyle changes can reduce the strain on the blood vessels around your bottom, and lower your risk of developing piles:

- Eat more high-fibre foods like whole grains, fruits and vegetables, and avoid refined and processed foods like cakes and biscuits.
- Drink plenty of fluids to stay hydrated and prevent constipation. Choose water and diluted fruit juices most often—alcohol and coffee can have the opposite effect.
- Take exercise regularly to keep things moving ‘down there’ and manage your weight.
- When you need to go... don’t avoid the toilet due to inconvenience or embarrassment. This makes stools harder to pass when you do decide to go.
- Don’t sit for long periods of time—including on the loo! Too much body weight bearing down on your bottom is a recipe for piles.

** If you experience persistent symptoms for a long period of time, seek advice from a medical professional.*

Treating your piles: The ANUSOL® range of creams, ointments and suppositories provide soothing, effective relief for piles. Each product contains an astringent to help cool the area and reduce swelling, an antiseptic to reduce the risk of infection, and an emollient to help soothe and protect sore skin.

- ANUSOL Cream and Ointment both contain bismuth oxide, zinc oxide and balsam peru to target and reduce the itching, swelling and inflammation associated with less severe piles, as well as an antiseptic to reduce the risk of infection.
- ANUSOL Suppositories are designed to be easily and painlessly inserted into the bottom to provide relief from symptoms of internal piles, right where it’s needed most.
- ANUSOL Soothing Relief (available in Ointment and Suppositories) offers effective relief from internal and external piles, just like our other products, with the added benefit of hydrocortisone to reduce inflammation. It’s our most complete piles treatment!

In addition to effective treatments like those in the ANUSOL range, there are a few other ways to make yourself more comfortable:

- Wash your bottom with a gentle, unperfumed soap after each bowel movement; then, pat dry with a soft towel.
- Wear loose, natural-fibre underwear (like cotton) to wick moisture away and keep the area dry.
- Avoid the use of talcum powder.

Interesting facts and figures:

1 in 2 of us will get piles at some point in our lives!

The reasons are unclear, but family history does seem to play a role in who develops piles. It could be genetic, related to diet, or even the result of our physical build.

You can't get piles from sitting on cold floors, or on hot radiators. That's an old wives' tale! Sitting for long periods can make piles worse, but developing piles has nothing to do with the temperature of your seat.