

**Imodium**<sup>®</sup>

in collaboration with  
our charity partner



# Let's Talk About Digestive Health

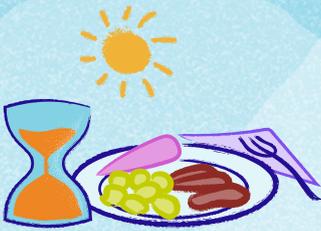
## Hints & Tips to Ease Symptoms

Did you know that **43%** of the UK adult population suffer from **digestive discomfort**? Yet we still struggle to speak openly about our guts!

In fact, Guts UK's research found that **58%** of people are **embarrassed** about their digestive condition or symptoms & **51%** **delay seeking advice** for their symptoms for over 6 months.

When our gut isn't happy, it can impact our daily lives. That's why Imodium<sup>®</sup> & Guts UK have partnered up, with **over 100 years' combined experience in gut health**, to support individuals in order to improve their digestive health, break down the stigma, & in turn improve people's overall wellbeing.

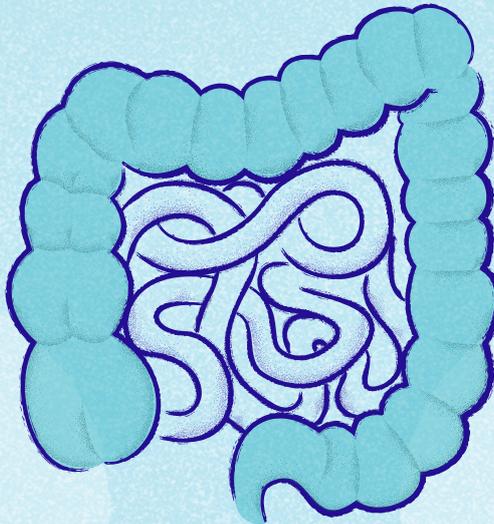
### Gut Health Tips



**Mind what &  
how you eat**



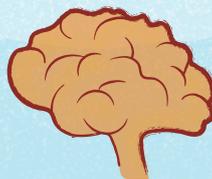
**Get moving**



**Drink plenty  
of water**



**Properly  
digest your  
food**



**Take time to relax**



## Hints & Tips

### The importance of diet

Did you know, what you eat and how you eat can affect your digestive health?

Eating the wrong types of food or simply eating too much or too quickly can play a part in bringing on diarrhoea. That's why it's important to have **good eating habits such as eating more slowly & not eating late at night, whilst also limiting potential triggers** such as alcohol & fatty foods. You can try to identify your trigger foods/drinks by keeping a diary of what you eat every day & when symptoms occur.



### The benefits of exercise

Regular exercise combined with a healthy diet can reduce tension & stress, increase energy levels & **enhance the way our digestive systems work.**

Our bodies are designed to move every day, so intestinal problems can be worse when we are more sedentary like sitting down at our desks. However, **some forms of high-impact exercise, like running, can exacerbate diarrhoea in some people**, so you may find gentler exercise works better for you.

**Gentle exercise** such as walking, yoga & Pilates are perfect for relieving stress as they place emphasis on calmness, meditation, deep breathing & stretching.

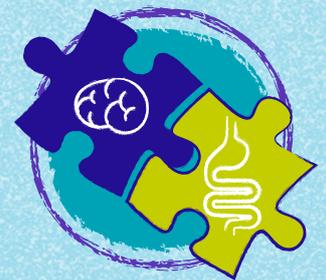


### The importance of the gut-brain axis

The gut & the brain regularly communicate with one-another. This communication (the gut-brain axis) explains how both **stress & anxiety can contribute to IBS & diarrhoea** & how the **foods you eat can have an impact on your mental health.**

The Enteric Nervous System (ENS), commonly referred to as the body's second brain, plays an important role in both psychological & gastrointestinal diseases.

The body's natural stress response is closely connected to gut function, & symptoms of IBS worsen during times of heightened stress so **relieving anxiety & stress through things like exercise, cognitive-behavioural therapy (CBT) & gut-directed hypnotherapy** can ease symptoms.



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## Alleviating on-the-go worries

**Feeling prepared for an episode of diarrhoea can help alleviate potential anxiety & stress so you can feel confident to continue your day.**



### Locating a toilet

When suffering from IBS &/or diarrhoea, you may have concerns about where to access a toilet should you need one, causing additional stress & reluctance to travel. [Toilet Map](#) is a website where you can map out your nearest toilet wherever you are planning to travel to.



### Going out to eat?

Certain foods & drinks can trigger diarrhoea & IBS symptoms, but you shouldn't let this hold you back from socialising with friends or family. Ahead of booking somewhere, why not research the allergens & ingredients of the menu & check if the dishes are suitable for you. If you struggle to find the information you can reach out to them via their social media channels or give them a call! Information is power!



### Personal Care Kit

Another great thing you could do is pack a personal care kit. In your kit, you can include items like sanitary wipes, a bottle of water, hand sanitizer, a change of clothes, scented toilet spray & a pack of Imodium®. Being prepared can go a long way to alleviate stress & put worries at ease.

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## How Imodium® can help manage symptoms

All Imodium® products contain **Loperamide** - an ingredient that works in harmony with the body to gently slow the digestive system down to its natural rhythm & in turn helps the body to absorb water & essential nutrients, eventually leading to a normal stool consistency.

- **Imodium® Dual Action** contains the additional ingredient **Simeticone**, which helps to alleviate symptoms that can accompany diarrhoea, including cramps, bloating & wind.
- **Imodium® Instants** are suitable for on-the-go diarrhoea relief, relieving symptoms in under one hour. Whilst convenient & discreet, they dissolve instantly on your tongue, so you don't need to take them with water.



## Who are Guts UK?

Guts UK is the charity for the digestive system & the only UK charity funding research into the digestive system from top to tail; the gut, liver, & pancreas.

Since 1971, Guts UK have funded almost 300 projects & invested over £17 million into medical research that leads to better diagnoses & treatments for millions of people. Guts UK's vision is of a world where digestive disorders are better understood, better treated & everyone who lives with one gets the support they need.



### CONTACT INFORMATION

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Johnson & Johnson Limited will donate £20,000 to Guts UK Charity (1137029) in relation to this 2023 charitable campaign and are working collaboratively with the charity to raise awareness, including creation of a media campaign and patient education materials.

IMODIUM® Instants contain loperamide hydrochloride. For acute diarrhoea (aged 12+) and for medically diagnosed IBS diarrhoea (aged 18+). IMODIUM® Dual Action Relief Tablets. For acute diarrhoea and its gas-related symptoms (aged 12+). Always read the label.

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