

Imodium®

Loperamide

The #1 best-selling brand for diarrhoea relief¹

Which Imodium® product is right for your customer?

A conversation guide

"I have diarrhoea. Which Imodium® product can I take to relieve my symptoms?"

"How long have you had symptoms for?"

>2 weeks

<2 weeks

Refer to pharmacist/doctor

"Do you have any diagnosed medical conditions?"

Serious bowel disease (e.g. Crohn's Disease, Ulcerative Colitis) or contra-indicated conditions*

IBS or no contra-indicated medical conditions* stated

No conditions diagnosed

Refer to pharmacist/doctor

"Are there any other symptoms you are experiencing alongside diarrhoea?"

Diarrhoea with wind, bloating and cramps

Diarrhoea on its own OR Diarrhoea associated with IBS symptoms**

Diarrhoea with blood or mucus, vomiting, fever, thirst, reduced urine output*

Recommend Imodium® Dual Action†



Refer to doctor

"Do you prefer a treatment that can be taken on-the-go, without the need for water?"

YES

NO

Recommend Imodium® Instant Melts†



Do you have difficulties swallowing hard capsules?

YES

NO

Recommend Imodium® SoftGels†



Recommend Imodium® Classic†



Scan for Product Information

*See exhaustive list in section 2 of PIL or section 4 of spc of any Imodium® product.

**Imodium products can only be used to treat IBS in customers with medically diagnosed IBS, aged 18 years and over.

† Only proceed with recommendation if anti-diarrhoeal treatment has not already been undertaken. If previous treatment has failed, refer to doctor. If no improvement within 2 days of Imodium treatment, refer to doctor. Imodium products can only be used in customers aged 12 years and over. Patients aged 40+ with change in bowel habit should consult their doctor. Check if the patient takes any other medication and if it is compatible with the selected Imodium product before giving medication.

Reference:

1. Source © 2025 Nielsen IQ sales data. Value, units, anti-diarrhoeals category 52 w/e 07.06.25. For claims verification, please call 0808 238 9999.

Healthcare Professional Material Only.

Please read Product Information and the SPC before recommending product.

Imodium®

Questions to help probe for causes

Something you ate or drank?

Fatty, greasy or spicy foods, eating too fast, heavy meals², eating late at night³, drinking alcohol² can all cause diarrhoea.

Possible food intolerance?

Gluten in wheat products and lactose in dairy products are common sources of food intolerance and can cause diarrhoea.⁴

Possible food poisoning?

Eating food contaminated with bacteria/viruses (e.g., E.coli/Norovirus) caused by undercooking (e.g. raw meat, fish, eggs, unpasteurised milk) or poor food hygiene can cause gastroenteritis and diarrhoea.⁵ If diarrhoea is associated with fever then refer patient to a doctor.

Stressed and anxious?

Overwhelmed at work, upcoming stressful events, personal worries of any kind can make gut muscles work faster and cause diarrhoea.⁶

Menstruating?

Over two thirds of women have gastrointestinal symptoms around the time of menstruation, including abdominal pain, gas and diarrhoea.⁷



Recommend with all advice

Modify food intake^{2,3}



Eat smaller, lighter meals. Eat more slowly. Don't eat late at night. Avoid fatty foods, alcohol, rich and spicy foods. Try to identify personal problem foods by keeping a food diary.



Prevent Travellers' diarrhoea⁵

When travelling, drink only bottled water. Wash hands with soap before eating. Avoid eating uncooked meats or seafood. Avoid eating food from street vendors. Avoid raw foods washed in tap water.

Avoid dehydration⁸



Drink lots of fluids, such as water or squash. Take small sips if feeling nauseous. Avoid fruit juice and fizzy drinks.



Manage stress⁶

Create time to relax and recharge. Take proper lunch breaks at work. Get enough sleep. Listen to music. Share problems with others. Exercise regularly. Maintain a healthy diet.

Limit contamination⁸



Wash hands with soap and water frequently, wash clothing or bedding that has poo or vomit on it separately on a hot wash. Clean toilet seats, flush handles, taps, surfaces, and door handles every day.



Customers with IBS⁹

Common IBS trigger foods can include nuts, wholewheat flour, dairy products, beans and legumes, processed foods, caffeine and alcohol. Try to identify personal problem foods by keeping a food diary.

Dosage guidelines

Imodium® Classic/Original Capsules



Can stop diarrhoea in one dose

Initial dose: 2 capsules. If diarrhoea persists, 1 capsule after every loose stool. Total daily dose should not exceed 6 tablets. Maximum 2 days' treatment.

Imodium® SoftGels Capsules



Easy-to-swallow diarrhoea relief

Initial dose: 2 capsules. If diarrhoea persists, 1 capsule after every loose stool. Total daily dose should not exceed 6 capsules. Maximum 2 days' treatment.

Imodium® Instant Melts/Instants



On-the-go diarrhoea relief

Initial dose: 2 tablets. If diarrhoea persists, 1 tablet after every loose stool. Total daily dose should not exceed 6 tablets. Maximum 2 days' treatment.

Imodium® Dual Action Relief Tablets



Relieves diarrhoea with cramps, bloating and wind through the advanced formulation of loperamide and simeticone

Adults > 18 years: Initial dose 2 tablets. If diarrhoea persists, 1 tablet after every loose stool.

Adults 12-18 years: Initial dose 1 tablet. If diarrhoea persists, 1 tablet after every loose stool.

Total daily dose should not exceed 4 tablets. Maximum 2 days' treatment.





Personalised App Supporting Patients' Gut Health



Scan to learn more!



Gut2know® is an all-in-one app that can **help your patients manage their gut health on the go**. Patients can track symptoms, fill out food diaries, learn valuable gut information and build new, sustainable habits for better gut health. It's easy to use, accessible and free to download!

Empower your patients to take back control of their gut health with the right tools. **Recommend Gut2Know® today.**



References:

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