

In a recent survey of 300 gastroenterologists\*

Approximately 3 out of 4 rated occasional constipation (OC) as having a negative impact on their patients' quality of life<sup>1,†</sup>

**Constipation can cause employment issues.<sup>2</sup> Start your patients on triple-action MiraLAX<sup>®</sup> sooner**

Patients are hypothetical and stories are for illustrative purposes only.

Meet Annie:



***“The constipation makes me so uncomfortable, I almost can’t deal with customers. The stool softener did nothing, and the overnight stimulants gave me cramps—and a race to the restroom in the middle of a sale.”***

- Reports infrequent defecation and straining unrelieved by stool softeners, and bloating and abdominal discomfort with overnight stimulants
- Symptoms include urgency and unpredictability of movement
- Occasional constipation began 5 weeks ago
- 35-year-old single mother
- Coffee shop barista and sales assistant

In a survey of 557 patients in the Knowledge Networks Panel who reported chronic constipation **~70% of people had difficulty working, and at least 1 in 10 missed work or school completely due to constipation<sup>2</sup>**

- 12% reported missing time from work or class (mean of 2.4 absent days in the previous month)

**In the survey of 300 gastroenterologists<sup>1,\*</sup>:**

- Nearly **two-thirds of GIs** said the most important mechanisms of action for an OC treatment are:
  - Colon hydration
  - Stool softening
  - Gentle peristalsis
 and that MiraLAX<sup>®</sup> provides these more effectively than other OTC treatments\*
- **92%** stated they believe that MiraLAX<sup>®</sup> effectively relieves OC without harsh side effects such as bloating, cramping, gas, or urgency<sup>‡</sup>
- **2x as many GIs** reported that MiraLAX<sup>®</sup> provides tolerable relief as reported the same for stool softeners or stimulants<sup>‡</sup>
- **90%** said MiraLAX<sup>®</sup> is their most trusted OTC laxative and the one that provides the best balance of efficacy and tolerability<sup>§</sup>

\*Based on a survey that asked 300 gastroenterologists to rate the important factors in choosing an OTC medication for adults with OC and how well MiraLAX<sup>®</sup> met those needs. HCPs selected from a set of options, based on their clinical experience. Survey details and data are available upon request.

<sup>1</sup>75% of GIs rated the degree of negative impact ≥5 on a scale of 1-7!

<sup>‡</sup>GIs rated this benefit of MiraLAX<sup>®</sup> ≥5 on a scale of 1-7!

<sup>§</sup>GIs rated the strength of their agreement with these statements ≥5 on a scale of 1-7!



MiraLAX®

MiraLAX® has a triple mechanism of action that hydrates, softens, and gently relieves<sup>3-5</sup>

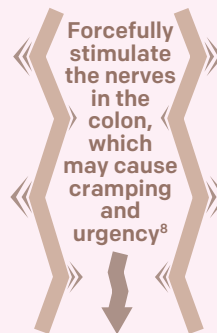
### Compare MiraLAX® with stimulant laxatives and stool softeners

- MiraLAX® promotes gentle peristalsis<sup>5</sup> without harsh side effects (colonic nerve stimulation or metabolization by bacteria)<sup>4,6,7</sup>
- Stimulant laxatives forcefully stimulate colonic nerves, which may cause discomfort, cramps, and urgency<sup>8</sup>
- Stool softeners do not promote peristalsis<sup>5,8</sup>

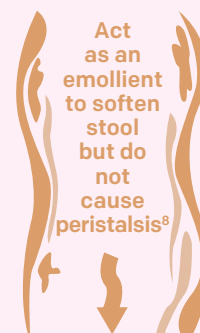


- Hydrates<sup>3</sup>
- Softens<sup>4</sup>
- Gently relieves<sup>5</sup>

#### Stimulant laxative pills



#### Stool softeners



MiraLAX® is the **ONLY OTC osmotic laxative with a prescription heritage<sup>9,10</sup>** and is the **#1 brand choice for both physicians and patients<sup>1</sup>**

- MiraLAX® is supported by over 22 years of safe and effective use. It was FDA approved in 1999 as an Rx, and as an OTC product in 2006<sup>9,10</sup>

### #1 recommended laxative by gastroenterologists, physicians, and pharmacists<sup>1,11</sup>

- By gastroenterologists: IQVIA Survey 2021
- By doctors: IQVIA Survey 2021
- By pharmacists: *Pharmacy Times* Survey 2021

**Start your patients like Annie on MiraLAX® sooner:**  
Its triple action hydrates, softens, and promotes gentle peristalsis<sup>3-5</sup>



**References:** 1. Data on file, Bayer Healthcare. 2. Johanson JF, Kralstein J. Chronic constipation: a survey of the patient perspective. *Aliment Pharmacol Ther.* 2007;25:599-608. doi:10.1111/j.1365-2036.2006.03238.x 3. Schiller LR, Emmett M, Santa Ana CA, Fordtran JS. Osmotic effects of polyethylene glycol. *Gastroenterology.* 1988;94(4):933-941. doi:10.1016/0016-5085(88)90550-1 4. Hammer HF, Santa Ana CA, Schiller LR, Fordtran JS. Studies of osmotic diarrhea induced in normal subjects by ingestion of polyethylene glycol and lactulose. *J Clin Invest.* 1989;84(4):1056-1062. doi:10.1172/JCI114267 5. Andrews CN, Storr M. The pathophysiology of chronic constipation. *Can J Gastroenterol.* 2011;25(Suppl B):16B-21B. 6. DiPalma JA, DeRidder PH, Orlando RC, et al. A randomized, placebo-controlled, multicenter study of the safety and efficacy of a new polyethylene glycol laxative. *Am J Gastroenterol.* 2000;95(2):446-450. doi:10.1111/j.1572-0241.2000.01765.x 7. DiPalma JA, Cleveland MB, McGowan J, Herrera JL. A comparison of polyethylene glycol laxative and placebo for relief of constipation from constipating medications. *South Med J.* 2007;100(11):1085-1090. doi:10.1097/SMJ.0b013e318157ec8f 8. Fiorini K, Sato S, Schlachta CM, Alkhamisi NA. A comparative review of common laxatives in the treatment of constipation. *Minerva Chir.* 2017;72(3):265-273. doi:10.23736/S0026-4733.17.07236-4 9. US Food and Drug Administration. NDA 20-698. Approval letter for MiraLAX powder. February 18, 1999. 10. US Food and Drug Administration. NDA 22-015. Approval letter for MiraLAX powder OTC. October 6, 2006. 11. U.S. News & World Report and Pharmacy Times. Nonfiber Laxatives Rankings. Accessed December 20, 2022. <https://health.usnews.com/drugs/rankings/top-rec-nonfiber-laxatives> 12. Bharucha AE, Dorn SD, Lembo A, Pressman A. American Gastroenterological Association medical position statement on constipation. *Gastroenterology.* 2013;144(1):211-217. doi:10.1053/j.gastro.2012.10.029

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