

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 MiraLAX<sup>®</sup> sooner**

Patients are hypothetical and stories are for illustrative purposes only.

## Meet Carrie:



*"I can't tell my boss that I'm late for work again because of constipation. All the walking and getting more water and more high-fiber food—it's not working."*

- Reports straining, hard stools, and defecation <3 times a week
- Has walked ≥2 miles a day and increased fiber intake for 2 months without improvement
- First reported occasional constipation years ago
- 44 years old
- High school secretary with 2 teenagers at home

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>**

## 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
- Nearly **8 in 10** said effectively treating OC with their first recommendation is a top consideration when choosing an OTC treatment for OC\*
- **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>

and that MiraLAX<sup>®</sup> provides these more effectively than other OTC treatments\*

\*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 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>

**Start MiraLAX® sooner because:**

- MiraLAX® binds and retains water in the colon through formation of hydrogen bonds<sup>3</sup>
- MiraLAX® molecules incorporate water into the stool, softening and increasing volume<sup>4</sup>
- MiraLAX® promotes gentle peristalsis<sup>5</sup> without harsh side effects (like those caused by colonic nerve stimulation or metabolism by bacteria)<sup>4,6,7</sup>



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

**The ONLY OTC osmotic laxative with a prescription heritage<sup>8,9</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>8,9</sup>

**#1 recommended laxative by gastroenterologists, physicians, and pharmacists<sup>1,10</sup>**

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

**Start patients like Carrie 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. US Food and Drug Administration. NDA 20-698. Approval letter for MiraLAX powder. February 18, 1999. 9. US Food and Drug Administration. NDA 22-015. Approval letter for MiraLAX powder OTC. October 6, 2006. 10. 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> 11. 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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