

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^{1,†}

Constipation can cause quality of life issues.² Start your patients on triple-action MiraLAX[®] sooner

Patients are hypothetical and stories are for illustrative purposes only.

Meet Jack:



"My golf buddies are fed up waiting for me while I run back to the clubhouse restroom, and I'm fed up with their jokes about my fiber and my flatulence."

- Reports hard stools, gas, and feeling of incomplete evacuation
- Has used a psyllium fiber laxative, but it caused bloating and flatulence
- First reported occasional constipation 4 months ago
- 66 years old
- Retired policeman with second careers as a gardener and school guard
- Avid golfer

In a survey of 557 patients in the Knowledge Networks Panel who reported chronic constipation **73% reported social or personal impairment due to constipation²**

In the survey of 300 gastroenterologists^{1,*}:

- 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[®] provides these more effectively than other OTC treatments*
- **3x** more chose MiraLAX[®] over fiber supplements as the most effective combination of hydration, stool softening, and gentle peristalsis*
- **1.5x** as many said MiraLAX[®] provides relief free of harsh side effects as said the same about fiber supplements[‡]
- **92%** stated they believe that MiraLAX[®] effectively relieves OC without harsh side effects such as bloating, cramping, gas, or urgency[‡]
- **90%** said MiraLAX[®] is their most trusted OTC laxative and the one that provides the best balance of efficacy and tolerability[§]

*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[®] met those needs. HCPs selected from a set of options, based on their clinical experience. Survey details and data are available upon request.

[†]75% of GIs rated the degree of negative impact ≥5 on a scale of 1-7!

[‡]GIs rated this benefit of MiraLAX[®] ≥5 on a scale of 1-7!

[§]GIs rated the strength of their agreement with these statements ≥5 on a scale of 1-7!



MiraLAX®

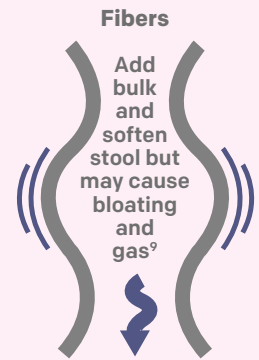
MiraLAX® has a triple mechanism of action that hydrates, softens, and gently relieves³⁻⁵

Compare MiraLAX® with fiber

- MiraLAX® binds and retains water in the colon through formation of hydrogen bonds³
- MiraLAX® molecules incorporate water into the stool, softening and increasing volume⁴
- MiraLAX® promotes gentle peristalsis⁵ without harsh side effects (colonic nerve stimulation or metabolization by bacteria)^{4,6,7}
- Fiber laxatives metabolize in the intestine, which could cause bloating and gas buildup^{8,9}



- Hydrates³
- Softens⁴
- Gently relieves⁵



MiraLAX® is the **ONLY OTC osmotic laxative with a prescription heritage^{10,11}** and is the **#1 brand choice for both physicians and patients¹**

- 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^{10,11}

#1 recommended laxative by gastroenterologists, physicians, and pharmacists^{1,12}

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

Start your patients like Jack on MiraLAX® sooner:
Its triple action hydrates, softens, and promotes gentle peristalsis³⁻⁵



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