

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 employment issues.² Start your patients on MiraLAX[®] 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 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
- 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[®] is their most trusted OTC laxative and the one that provides the best balance of efficacy and tolerability[‡]

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

¹75% of GIs rated the degree of negative impact ≥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

Start MiraLAX® sooner because:

- 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 (like those caused by colonic nerve stimulation or metabolism by bacteria)^{4,6,7}



- Hydrates³
- Softens⁴
- Gently relieves⁵

The ONLY OTC osmotic laxative with a prescription heritage^{8,9} 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^{8,9}

#1 recommended laxative by gastroenterologists, physicians, and pharmacists^{1,10}

- 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 peristalsis³⁻⁵



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

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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 constipation²**

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

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*
- **92%** stated they believe that MiraLAX[®] effectively relieves OC without harsh side effects such as bloating, cramping, gas, or urgency[‡]
- **2x as many GIs** reported that MiraLAX[®] provides tolerable relief as reported the same for stool softeners or stimulants[‡]
- **90%** said MiraLAX[®] is their most trusted OTC laxative and the one that provides the best balance of efficacy and tolerability[§]

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¹75% 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

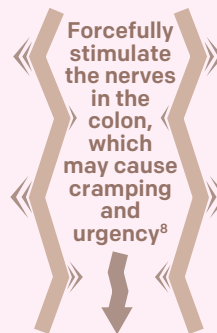
Compare MiraLAX® with stimulant laxatives and stool softeners

- MiraLAX® promotes gentle peristalsis⁵ without harsh side effects (colonic nerve stimulation or metabolization by bacteria)^{4,6,7}
- Stimulant laxatives forcefully stimulate colonic nerves, which may cause discomfort, cramps, and urgency⁸
- Stool softeners do not promote peristalsis^{5,8}

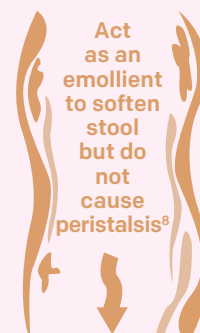


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Stimulant laxative pills



Stool softeners



MiraLAX® is the **ONLY OTC osmotic laxative with a prescription heritage^{9,10}** 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^{9,10}

#1 recommended laxative by gastroenterologists, physicians, and pharmacists^{1,11}

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- By doctors: IQVIA Survey 2021
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Start your patients like Annie on MiraLAX® sooner: Its triple action hydrates, softens, and promotes gentle peristalsis³⁻⁵



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

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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[§]

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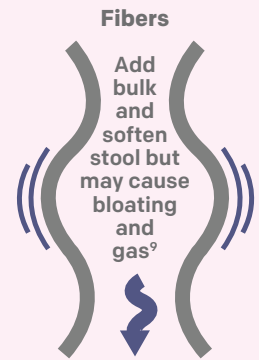
MiraLAX® has a triple mechanism of action that hydrates, softens, and gently relieves³⁻⁵

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}



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