

# Imodium®

The Medicines & Healthcare products Regulatory Agency (MHRA) has decided to restrict the pack size of all loperamide- containing OTC (over-the-counter) products in an effort to reduce intentional misuse and abuse of loperamide. This includes both those sold in general sales list (GSL) and those sold under the supervision of a pharmacist (P).

To comply with new guidance from the MHRA, we have changed the availability of some IMODIUM® pack sizes. This means your customer will now need to purchase IMODIUM® 12 packs from a pharmacist, rather than directly from the shelf. IMODIUM® 18 packs are no longer available. IMODIUM® 6 packs will remain available to buy on shelves as normal.

Millions of consumers have relied on over-the-counter (OTC) medicines containing loperamide, like IMODIUM®, to treat symptoms of diarrhoea quickly and discreetly for the last 40 years. IMODIUM® has always contained loperamide and the changes to IMODIUM® packs do not change the safety profile of the product. IMODIUM® is approved by the MHRA and when used as directed, is an effective way to treat the symptoms of diarrhoea and has a well-established safety profile.

As with any medicine, abuse or misuse can lead to serious side effects, so please continue to advise your customers to always read and follow the patient information leaflet before taking the medication.

## **What do I do with any stock that I still have on the now-discontinued lines?**

We recognize that retailers/stockists may still have inventory of the now-discontinued lines. These products may continue to be sold until the stock is entirely depleted.

## **Is there a restriction on how many packs that can be sold following these changes?**

There is no restriction on the number of packs that can be sold in a single transaction at either GSL or P. The decision regarding the quantity of packs sold remains at the discretion of individual retailers or pharmacists.

## **Should I be concerned about recommending loperamide to my customer, given these changes?**

Millions of consumers have relied on over-the-counter (OTC) medicines containing loperamide, like IMODIUM®, to treat symptoms of diarrhoea quickly and discreetly for the last 40 years. Loperamide has been designated as an “essential medicine” by the World Health Organisation. IMODIUM® has always contained loperamide and the guidance introduced by the MHRA does not change the safety profile of the product when used as directed. Please be assured that IMODIUM® is a licensed medicine and when used as directed, is an effective way to treat the symptoms of diarrhoea and has a well-established safety profile.

## **With these changes, what can I now recommend from Imodium® as an alternative to my customer?**

Our IMODIUM® 12 packs (Instant Melts, Classic and Dual Action) will continue to be available over-the-counter from a pharmacy, so can be recommended to customers who need larger pack sizes to manage their conditions.

If your customer is experiencing additional symptoms with their diarrhoea episode, such as bloating, cramping or wind, we would advise recommending our IMODIUM® Dual Action 6 (GSL) or 12 (P) pack. This product is unique to the market and contains simeticone, as well as loperamide, which helps to relieve these additional symptoms.

Please refer to our [discussion guide](#) for further details on patient recommendations.

## **How can I help inform my customer that larger packs of IMODIUM® are behind-the-counter now?**

We have developed useful resources to aid conversations with customers and produced new in-store point-of-sale materials to inform customers directly. If you'd like to receive specific materials, please contact your local sales representative. A digital version of our [range guide](#) and [discussion guide](#) is also available on [Kenvue Pro](#).

