

Imodium®

Relief within 1 hour* from the No.1 brand for diarrhoea relief¹

Imodium® Original



(GSL)

Imodium® Classic



(P)

Loperamide Hydrochloride
Hard Capsule

Pack sizes available: **6s**

Pack sizes available: **12s**

**Effective relief
in just one dose**

For customers who want effective relief from their symptoms



SCENARIO #1

55-year-old Sandra takes **Imodium® Original** Capsules when she gets an episode of diarrhoea, so that she can continue to look after her children with minimal interruption.

Imodium® SoftGels



(GSL)

Loperamide Hydrochloride
Soft Capsule

Pack sizes available: **6s** GSL

**Easy to swallow for
effective relief**

For customers who have difficulties swallowing



SCENARIO #2

70-year-old retired Glen takes **Imodium® SoftGels Capsules** when he gets an occasional episode of diarrhoea, so that he can comfortably spend time with his family and grandchildren.

Imodium® Instants



(GSL)

Loperamide Hydrochloride
Mint Flavoured Orodispersible Tablet

Pack sizes available: **6s**

Imodium® Instant Melts



(P)

Pack sizes available: **12s**

**On-the-go relief without
the need for water**

For customers who want the convenience of an on-the-go product, or who don't like swallowing capsules



SCENARIO #3

24-year-old Tyler loves travelling to break away from his busy corporate job. He doesn't suffer much with diarrhoea, but he carries **Imodium® Instants** with him in case of need for one-off relief whilst travelling.

Imodium® Dual Action Relief Tablets



(GSL) (P)

Loperamide Hydrochloride & Simeticone
Vanilla Flavoured Tablet

Pack sizes available: **6s** GSL **12s** P

**Unique formulation relieves
diarrhoea with bloating,
wind & cramps**

For customers who have abdominal discomfort along with their diarrhoea



SCENARIO #4

50-year-old University Lecturer Dan experiences diarrhoea along with bloating & wind. He knows **Imodium® Dual Action Relief** is suitable for him, allowing him to go on day trips with his family.

All scenarios shown are for demonstration purposes only (these are not real consumers). Date of preparation: June 2025. UK-IMO-2025-185104

*based on the treatment with 2 initial tablets.

1. Source© NielsenIQ sales data, Value, Units, anti-diarrhoea category (client defined) 52 w/e 07/06/2025 (GB Total Coverage). For claims verification please call 0808 238 9999.

Scan for Product
Information

