

Imodium®

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

**Imodium®
Original**

**Imodium®
Classic**



GSL

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**

**Imodium®
Instant Melts**



GSL

P

Loperamide Hydrochloride
Mint Flavoured Orodispersible Tablet

Pack sizes available: **6s** 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.

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Information

