

Imodium[®]

in collaboration with
our charity partner

gUTS
UK!

Let's Talk About Digestive Health

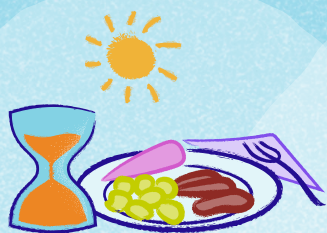
Hints & Tips to Ease Symptoms

Did you know that **42%** of the UK adult population **suffer with persistent digestive symptoms**?* Yet we still struggle to speak openly about our guts!

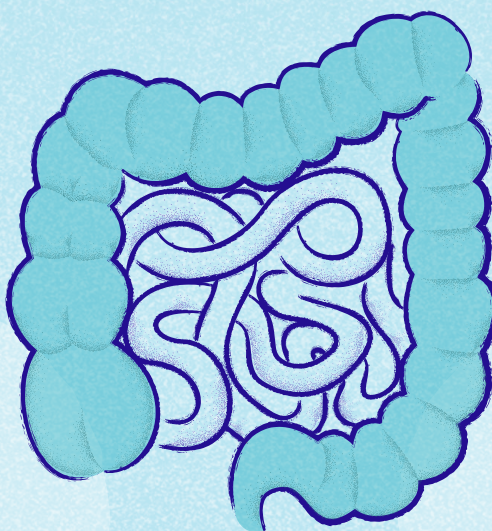
In fact, Guts UK's research* found that **28%** of people are **embarrassed** about their digestive symptoms & **25%** **delay seeking advice** for their symptoms for over 6 months.

When our gut isn't happy, it can impact our daily lives. That's why Imodium[®] & Guts UK have partnered up, with **over 100 years' combined experience in gut health**, to support individuals in order to improve their digestive health, break down the stigma, & in turn improve people's overall wellbeing.

Gut Health Tips



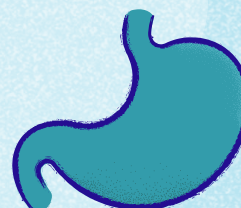
**Mind what &
how you eat**



Get moving



**Drink plenty
of water**



**Properly
digest your
food**



Take time to relax



*A poll by YouGov, carried out on behalf of Guts UK. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,115 adults. Fieldwork was undertaken between 17-18 June 2026. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Hints & Tips

The importance of diet

Did you know, what you eat and how you eat can affect your digestive health?

Eating the wrong types of food or simply eating too much or too quickly can play a part in bringing on diarrhoea. That's why it's important to have **good eating habits such as eating more slowly & not eating late at night, whilst also limiting potential triggers** such as alcohol & fatty foods. You can try to identify your trigger foods/drinks by keeping a diary of what you eat every day & when symptoms occur.



The benefits of exercise

Regular exercise combined with a healthy diet can reduce tension & stress, increase energy levels & **enhance the way our digestive systems work.**

Our bodies are designed to move every day, so intestinal problems can be worse when we are more sedentary like sitting down at our desks. However, **some forms of high-impact exercise, like running, can exacerbate diarrhoea in some people**, so you may find gentler exercise works better for you.

Gentle exercise such as walking, yoga & Pilates **are perfect for relieving stress** as they place emphasis on calmness, meditation, deep breathing & stretching.



The importance of the gut-brain axis

The gut & the brain regularly communicate with one-another. This communication (the gut-brain axis) explains how both **stress & anxiety can contribute to IBS & diarrhoea** & how the **foods you eat can have an impact on your mental health.**

The Enteric Nervous System (ENS), commonly referred to as the body's second brain, plays an important role in both psychological & gastrointestinal diseases.

The body's natural stress response is closely connected to gut function, & symptoms of IBS worsen during times of heightened stress so **relieving anxiety & stress through things like exercise, cognitive-behavioural therapy (CBT) & gut-directed hypnotherapy** can ease symptoms.



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Alleviating on-the-go worries

Feeling prepared for an episode of diarrhoea can help alleviate potential anxiety & stress so you can feel confident to continue your day.



Locating a toilet

When suffering from IBS &/or diarrhoea, you may have concerns about where to access a toilet should you need one, causing additional stress & reluctance to travel. Toilet Map is a website where you can map out your nearest toilet wherever you are planning to travel to.



Going out to eat?

Certain foods & drinks can trigger diarrhoea & IBS symptoms, but you shouldn't let this hold you back from socialising with friends or family. Ahead of booking somewhere, why not research the allergens & ingredients of the menu & check if the dishes are suitable for you. If you struggle to find the information you can reach out to them via their social media channels or give them a call! Information is power!



Personal Care Kit

Another great thing you could do is pack a personal care kit. In your kit, you can include items like sanitary wipes, a bottle of water, hand sanitizer, a change of clothes, scented toilet spray & a pack of Imodium®. Being prepared can go a long way to alleviate stress & put worries at ease.

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How Imodium® can help manage symptoms

All Imodium® products contain **Loperamide** - an ingredient that **works in harmony with the body to gently slow the digestive system down to its natural rhythm** & in turn helps the body to **absorb water & essential nutrients**, eventually leading to a normal stool consistency.

- **Imodium® Dual Action** contains the additional ingredient **Simeticone**, which helps to **alleviate** symptoms that can accompany diarrhoea, including **cramps, bloating & wind**.
- **Imodium® Instants** are suitable for on-the-go diarrhoea relief, relieving symptoms in **under one hour**. Whilst convenient & discreet, they **dissolve instantly** on your tongue, so you don't need to take them with water.

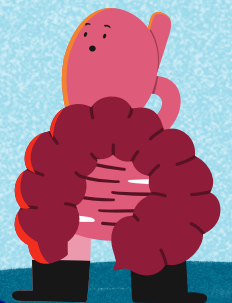


Who are Guts UK?

Guts UK is the **national charity for the digestive system** and the only UK charity funding research into the whole digestive system.

Since 1971, Guts UK has **funded more than 450 research projects** and **invested over £16.5 million** into medical research that leads to better diagnosis and treatments for millions of people affected by digestive conditions across the UK.

Guts UK's vision is **world where digestive conditions are better understood, better treated** and everyone who lives with one gets the **support they need**.



CONTACT INFORMATION

Imodium®

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W: www.imodium.co.uk

Guts UK Helpline

T: 0300 102 4887 (Mon-Fri, 10am-2pm)

W: gutscharity.org.uk/helpline

Kenvue UK Limited is supporting Guts UK, the national charity for the digestive system, and are working collaboratively on this campaign to raise awareness of the charity. Guts UK Charity is a registered charity (1137029).

IMODIUM® Instants contain loperamide hydrochloride. For acute diarrhoea (aged 12+) and for medically diagnosed IBS diarrhoea (aged 18+). IMODIUM® Dual Action Relief Tablets. For acute diarrhoea and its gas-related symptoms (aged 12+). Always read the label.

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