

Imodium®

in collaboration with
our charity partner

**GUTS
UK!**

Let's Talk About Digestive Health

And bust some myths!

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.

There are many widespread myths & misconceptions when it comes to our guts, diarrhoea & its treatment, & we want to set things straight...



Myth: "My diarrhoea will stop if I don't eat"



Truth: Avoiding eating all together isn't sustainable as the **gut is a muscle & requires sufficient nutrients to work well.**

A healthcare professional may recommend some **simple diet changes** to help reduce symptoms for people with IBS diarrhoea. If this does not work, then a dietitian may advise on a **low-FODMAP diet** - this involves **avoiding foods that aren't easily broken down by the gut** such as some types of fruit & vegetables, milk, & wheat-based products

Don't be tempted to 'go it alone', ask your GP for a referral to a dietitian



Myth: "Diarrhoea is only caused by infection"



Truth: Diarrhoea is not always caused by bacteria or viral infections; there are a whole host of other causes including **stress, anxiety, & menstruation.**

Diarrhoea can increase your **risk of dehydration** which can leave you feeling tired & dizzy. By treating diarrhoea you can help prevent dehydration by **reducing the associated loss of essential water & nutrients, regulating & restoring your digestive balance** back to normal.

*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+).

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Myth: "Serotonin (the 'happy hormone') is only produced in the brain"



Truth: The gut microbiome plays a crucial role in supporting your mood – up to **95% of serotonin is produced in the gut!** There is **bi-directional communication between your gut & brain** (the gut-brain axis) because they are literally connected – both;

- **Physically through the Vagus nerve**
- **Chemically through neurotransmitters**

That's why it's important you look after both of these vital parts of your body.

The gut-brain axis

Bi-directional
communication
between your gut &
your brain

Connected physically
through the Vagus
nerve

Connected
chemically through
neurotransmitters
such as serotonin

The gut
is 9m
long

The gut microbiome plays a very crucial
role in supporting your mood – up to 95% of
serotonin is produced in the gut!



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Myth: “Exercise has nothing to do with gut health”



Truth: Studies have shown that people who are **more physically active tend to have healthier guts**, which supports good immune health, digestion, & mental wellbeing.

Everyone is unique, & you need to find out which form of exercise works best for you! Some forms of exercise, like running, can exacerbate diarrhoea in some people, while for others it has been proven to **increase ‘good’ bacteria in the gut**.

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



Myth: “Symptoms & treatment is a one size fits all”



Truth: **Diarrhoea disrupts your body**, affecting you physically & emotionally, but everyone’s experience is unique. J&J research found that **88% of diarrhoea episodes are multi-symptom***, & when it comes to IBS, symptoms can be extremely distressing.

Imodium® Dual Action can relieve diarrhoea, bloating, cramps, & wind. It has a unique formulation of loperamide, which works in harmony with your gut to **help restore its natural rhythm**, & simeticone, which **reduces the number of gas bubbles** in the gut.

An additional tool worth exploring to manage symptoms is keeping a **food, mood, & symptom diary** to help identify food intolerances & understand what makes an existing condition worse



Myth: “Imodium® will block me up”



Truth: When you have diarrhoea, your gut becomes naturally emptier, & since it is **9m long**, it may take a few days for stools to form again. Imodium® works with your body by specifically targeting the gut walls, to slow digestion back to its natural rhythm. This allows your **gut to re-absorb water & nutrients** normally leading to a normal stool consistency. In fact, J&Js clinical evidence indicates that **less than 3% of users report constipation** as a side effect when using Imodium®.

*J&J U&A study 2020, multiple symptoms include diarrhoea alongside one or more of the following wind, cramps, bloating, an upset stomach & other gastrointestinal related symptoms.

Diarrhoea explained

What is diarrhoea?

A healthy individual empties their bowel between **3 times a week & 3 times a day**. Paying close attention to the size, smell, colour, texture, & frequency of your stools can reveal a lot about your health. Normal stools are usually solid & easy to pass, as the small colon is highly efficient in absorbing nutrients, fluids & salts.

Diarrhoea happens when the gut is working too quickly, not allowing water & essential nutrients to be absorbed. As a result, stools become loose, watery, & more frequent, which can be unpleasant. Letting diarrhoea run its course can be **uncomfortable & can leave you feeling tired & dizzy**.

Diarrhoea can be either acute (short lasting) or chronic (long lasting):

- **Acute diarrhoea** potential causes include intestinal infection (gastroenteritis), food poisoning/intolerance & certain medications.
- **Chronic diarrhoea** can be caused by long-term conditions such as ulcerative colitis or IBS.

Most episodes of acute diarrhoea get better without the need for specific medical advice. However, diarrhoea can lead to dehydration, so you should **drink plenty of fluids** to replenish your body – think little & often.

If symptoms last beyond 14 days, it could indicate an underlying problem such as IBS, Coeliac Disease, Bile Acid Malabsorption or Inflammatory Bowel Disease (IBD). It is important you **seek medical advice** if any of the following apply:

- Diarrhoea that persists for more than 14 days
- If you notice blood in your stool or it's dark in colour
- If you develop a high fever
- Severe & constant abdominal pains
- Rapid & unexplained weight loss
- Signs of dehydration: drowsiness, passing urine infrequently, feeling lightheaded or dizzy



IBS explained

Irritable Bowel Syndrome "IBS" is a common long-term condition of the digestive system, with **1 in 10 people in the UK thought to be affected** at some point in their life. The condition is often lifelong & symptoms may change over time & can vary among individuals. The exact cause of IBS is not fully understood, & symptoms can vary person to person. It can affect some more severely & can become worse often during times of stress or after eating certain foods.



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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®

T: 01344 864042

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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