

# Predictable relief of constipation usually within **5-20 minutes**



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## What is constipation?

Though there is a medical definition, everyone experiences constipation differently. For some, even one day without an evacuation can be unpleasant. Others (such as the elderly) may suffer more frequently with their symptoms. Doctors speak of constipation if evacuation occurs less than three times a week.

Constipation is a very common medical complaint in Canada. One in four Canadians experiences its symptoms, and almost twice as many women than men are affected. In total, the condition leads to approximately one million physician visits each year in Canada.<sup>1</sup> While constipation can be physically and mentally troublesome for some, understanding the causes, prevention and treatment options can help most people find relief.

## The importance of a healthy digestive system

Chronic constipation isn't just a physical issue. It can also negatively impact quality of life.<sup>1,2</sup>

In addition to the physical discomfort linked to constipation symptoms that commonly include infrequent bowel movements, hard stools, difficulty in passing stools (straining) or the sensation of incomplete bowel evacuation, chronic constipation can take an emotional toll and cause feelings of frustration, loss of control and helplessness.<sup>1,3</sup> For frequent sufferers, constipation can create limitations within daily routines and may lead to social isolation or interference with work or school.<sup>2</sup>

## Treatment in pharmacy

The annual estimated expenditure for laxatives is \$100 million in Canada, a figure that has been growing steadily in recent years.<sup>1</sup> In fact, since 2003, this market has increased by 1.73 times, with the annual increase in spending being 7.4 million US dollars.<sup>1</sup> Clearly, the laxative market represents a huge opportunity for the treatment of constipation.

When it comes to over-the-counter laxatives, Canada is the ninth largest market, and in 2008, represented 2.63% of the world market for these products.<sup>1</sup> Pharmacy continues to be a key resource for constipation advice and treatment recommendations, especially because some individuals may be embarrassed to seek care from physicians to get effective relief.<sup>1</sup>

Almost half of patients are dissatisfied with their current treatment of constipation, representing a significant opportunity for pharmacy to play a more proactive role consulting patients.<sup>1</sup>

When making recommendations, some factors that can be considered are the mechanism of action, length of time to act and side effects of the different laxative products available in order to ensure treatment is tailored to the sufferer's unique situation and lifestyle needs.<sup>4</sup> Osmotic or stimulant laxatives can be used as a first-choice treatment for constipation when increased fibre intake through diet and fibre products alone are deemed ineffective.<sup>5</sup>

## Quick and predictable relief

For constipation sufferers who desire fast and predictable relief that's unlikely to cause dependence, MICROLAX® may be an option.

MICROLAX® is a fast-acting micro enema which works to loosen the stool and gently assist with bowel movements. It provides fast and predictable relief usually within 5-20 minutes. The action of the gel-like contents of the micro enema is local and physical, and has no direct effect on the bowel or its reflex mechanism. There is also a low risk for dependence. MICROLAX® is suitable for all ages including babies.<sup>6</sup> Patients should also be advised to check with their doctor if symptoms persist and avoid prolonged use greater than one week.

The active substances contained within the 5 mL mini-tube (sodium citrate, sodium lauryl sulfoacetate and sorbitol) work together to release the bound water in the stool and loosen it up. The combined action of these substances helps to relieve constipation.<sup>6,7</sup>

Each 5 mL tube of MICROLAX® micro enema contains 90 mg/mL of sodium citrate, 9 mg/mL of sodium lauryl sulfoacetate and 625 mg/mL of sorbitol. For the relief of constipation.  
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Only 5 mL

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**References:** 1. Canadian Digestive Health Foundation. Understanding the Prevalence and Impact of Constipation in Canada. 2014. [http://www.cdhf.ca/bank/document\\_en/76understanding-the-prevalence-and-impact-of-constipation-in-canada.pdf](http://www.cdhf.ca/bank/document_en/76understanding-the-prevalence-and-impact-of-constipation-in-canada.pdf). Accessed March 14, 2016. 2. Sanchez MI P, et al. Epidemiology and burden of chronic constipation. *Can J Gastroenterol* 2011;25:11B-15B. 3. Paré P, et al. Recommendations on chronic constipation (including constipation associated with irritable bowel syndrome) treatment. *Can J Gastroenterol* 2007;21:3B-22B. 4. Rehabilitation Nursing Foundation. Practice guidelines: Managing constipation in adults. 2002. <http://www.rehabnurse.org/pdf/BowelGuideforWEB.pdf>. Accessed February 22, 2016. 5. American Gastroenterological Association. American Gastroenterological Association medical position statement on constipation. *Gastroenterology* 2013;144:211-7. <http://www.gastrojournal.org/article/S0016-5085%2812%2901545-4/pdf>. 6. MICROLAX® Package insert, 2016. 7. MICROLAX® Product package (carton), 2016.