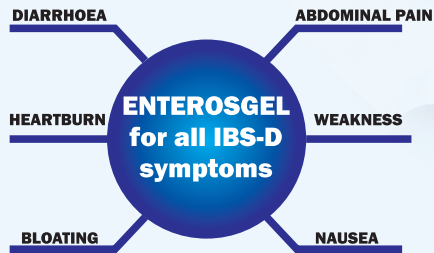


IBS-D



Available over-the-counter IBS treatments

Antimotility Antispasmodics Intestinal adsorbents (ENTEROSGEL) Probiotics Herbal Remedies

GASTROINTESTINAL ADSORBENTS

/gastrointestinal adsorbent - a substance, taken to adsorb gases, toxins, and bacteria in the stomach and intestines/

Unlike other over-the-counter IBS treatments, which tackle only one symptom and may have unpleasant side effects, drug-free adsorbent ENTEROSGEL is helping towards treatment of all IBS-D symptoms (including diarrhoea, abdominal pain, heartburn, nausea, bloating) at once. It can be used in conjunction with other medications and is safe for long term use without systemic side effects.

DOSAGE OF ENTEROSGEL: 1 to 1.5 table spoons 3 times a day for 3 weeks.

ALLERGIES

ENTEROSGEL as a supportive treatment of allergies:

- Exposure of gut to pathogens, toxins and allergens may result in development of allergic reactions.
- For this reason as part of a comprehensive treatment of allergies with gastrointestinal symptoms, it is clinically proven to be beneficial to protect the gastrointestinal tract and normalize the intestinal flora.
- ✓ Adsorbs bacterial toxins and other harmful medium-weight molecular substances, including allergens.
- ✓ Has a protective effect on the intestinal mucous membrane
- ✓ Has a positive influence on the intestinal flora
- ✓ Used in treatment of atopic skin conditions
- ✓ ENTEROSGEL mitigates toxic and allergic reactions.

DOSAGE OF ENTEROSGEL: 1 single dose 2 times a day for 10 days. (Adults 2 tubes 225g, children 1 tube 225g). The allergenic food should be excluded from the diet.

DIARRHOEA AFTER RADIOTHERAPY

ENTEROSGEL is used as a supportive treatment in cancer patients and is clinically proven to:

- ✓ reduce duration of diarrhoea
- ✓ reduce weight loss associated with radiotherapy
- ✓ reduce nausea
- ✓ no side effects reported

DOSAGE OF ENTEROSGEL: one tablespoon three times a day for 5 weeks.

Pharmacy staff can recommend ENTEROSGEL as a supportive treatment of diarrhoea, IBS-D, allergies and for prophylactic detoxification. Digestive Health category is growing and it is important to stock full range of ENTEROSGEL to support different customers needs. ENTEROSGEL comes in new glossy packs and available in Tubes 90g for children and Tubes 225g and sachets for adults. Pharmacy counter staff have a key role to play in explaining the innovative over-the-counter intestinal adsorbents. Having an offering at pharmacy counter is the key!

CLINICALLY PROVEN

ENTEROSGEL[®]

www.enterosgel.co.uk



Tube 90g

Tube 225g

Pack of 10 sachets 15g each

Organic mineral gel (70% Polymethylsiloxane, 30% Purified water) for oral administration. Medical device class IIA.

Scientifically developed to attach or bind to toxins, allergens, pathogens and viruses in the GUT. Clinically proven.

Gut nasties are gently and effectively expelled from the body with the stool.

For effective detoxification and supportive treatment of gastrointestinal disorders associated with

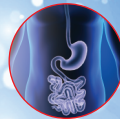
✓ Diarrhoea ✓ Allergies ✓ IBS-D

Unlike old adsorbents (activated charcoal, clay, silica, kaolin), drug-free innovative ENTEROSGEL's porous molecule selectively targets medium and high-weight harmful substances in the gut and it has high adsorption capacity towards endotoxins. It can be used long term and in conjunction with other medications.

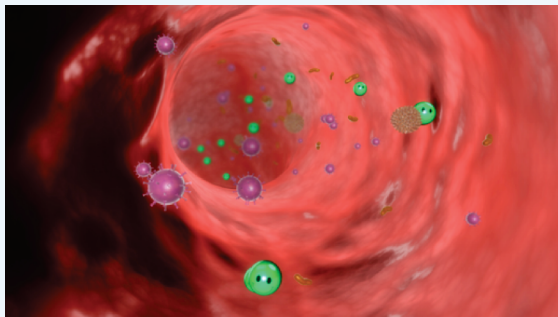
ENTEROSGEL[®]

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WHY GASTROINTESTINAL ADSORBENTS?



'All disease begins in the gut' Hippocrates

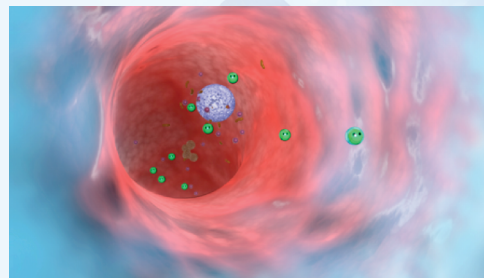


Pathogens, allergens, viruses, bacterial toxins can cause inflammation of the intestinal wall and can affect gut flora and digestive health. Symptoms associated with gut disorders may include:

- ✓ Diarrhoea
- ✓ Vomiting
- ✓ Nausea
- ✓ Allergic reactions
- ✓ Heartburn
- ✓ Bloating
- ✓ Skin problems
- ✓ Indigestion

Intestinal Adsorbents – a breakthrough in gut treatment

First Step in Treatment – take ENTEROSGEL. A drug-free intestinal adsorbent, scientifically developed to attach or bind to toxins, allergens, pathogens and viruses in the gut. They are then naturally expelled from the body, helping towards detoxification, treatment of diarrhoea, allergies and IBS and protection of the intestinal wall. ENTEROSGEL is not absorbed, is not metabolized and it is excreted unchanged within 12-24 hours.



LINK SALES

Grow the digestive category through link sales and help your customers improve their quality of life!

Drug-free ENTEROSGEL works effectively in conjunction with other medications. It doesn't have systemic side effects and it is safe for long term use for babies, children and adults, including pregnant and breastfeeding women.

ORS

Antimotility

Probiotics

Antibiotics

Antispasmodics

Antihistamines

+

YOUR GUIDE TO INTESTINAL ADSORBENTS



32million
suffered with
dairrhoea

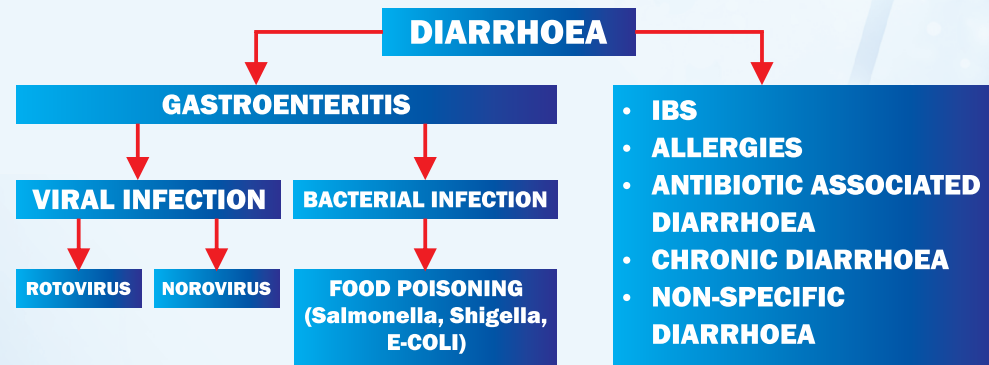
10million
children admitted
to the hospitals
with dairrhoea

Last year in the UK
55 million
suffered with
gut disorders

12million
suffered with
intestinal
infections

10million
suffered
with IBS

Intestinal adsorbents present an opportunity for the pharmacy teams to boost sales in digestive health category.



There are 4 main over-the-counter supportive treatments of diarrhoea:

ORS (Oral Rehydration Solution)	Antimotility (Loperamide)	Intestinal Adsorbents (ENTEROSGEL)	Probiotics (multi-strain bacteria)
Help to avoid dehydration	Help to slow bowel movement. Not suitable for children	Help to stop or reduce duration of diarrhoea Help to reduce duration of nausea, vomiting and other associated symptoms. Help to restore gut flora. Help to protect intestinal wall Help to stop progress of disease by tackling the possible causes of diarrhoea; Suitable for babies, children and adults, including pregnant and breast-feeding women	Help to restore gut flora

Dosage of ENTEROSGEL: TWO age related DOSES followed by a SINGLE DOSE after every bowel movement. Once diarrhoea has stopped continue for 5 days with single age-related dose.

Recommended by the World Health Organisation specialists in cases of food poisoning.

SUITABLE FOR CHILDREN

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