

The  
Great



Taboo

# Foreword

Research suggests that the number of people suffering from digestive health issues such as IBS is higher than first thought. Yet talking about bowel health is still a taboo subject for many people.

In an attempt to break down the stigma and get people talking about their bowel health, Lepicol have created this booklet to highlight some of the main statistics discovered in the research.

'The Great Loo Taboo' research, commissioned by Lepicol has exposed the devastating impact a condition such as IBS can have on sufferers whilst also detailing how sufferers cope with

debilitating digestive health conditions.

There are some light hearted statistics highlighted, such as showing a staggering 31% of people who admitted to using their phone whilst on the toilet.

Well, you never know when you may receive an urgent call!

Maintaining bowel health is incredibly important and lifestyle changes which include sufficient water intake, exercise, relaxation and dietary adjustment is paramount. In particular the amount of the right type of fibre in our diet together with an understanding of how we



can nurture the healthy bacteria within our bowel plays a vital part in this maintenance. It is exciting to be working with a product such as Lepicol that helps educate and encourage people to think about their bowels.

I hope you will enjoy 'The Great Loo Taboo' and consider it suitable reading material for your loo!

*Dr Hilary Jones*

# Biography

Dr Hilary Jones is a GP and Medical broadcaster.

He practises as a part time GP in the NHS and also has a private practice in London.

He began presenting educational medical TV programmes for British Medical TV in 1986.

In 1989 Dr Hilary joined the most successful TV breakfast station ever, TVAM.

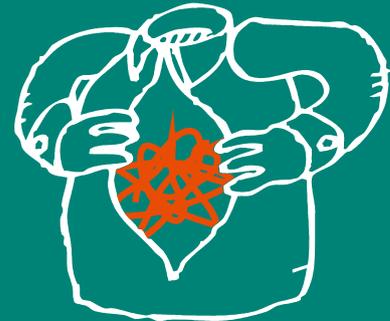
He and Lorraine Kelly were the first presenters to be signed up by GMTV when it won the breakfast franchise in 1993.

He is now the Health Editor for breakfast television.

# Digestive health issues in Britain



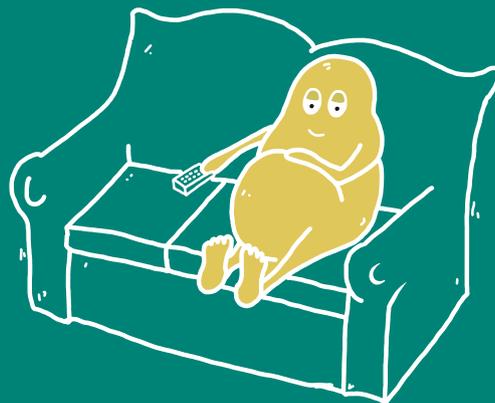
**45%** of Brits  
have experienced  
**IBS** or other ongoing  
digestive  
health issues



**65%** of the British public have suffered digestive health issues due to

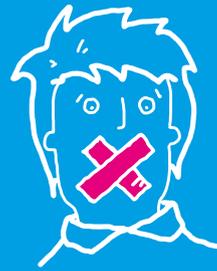


**Stress**



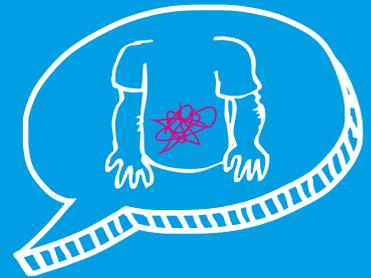
**15%** of women blamed their digestive health issues on a **lack of exercise** compared to only 11% of men

# Who do I speak to?



**1 in 5**

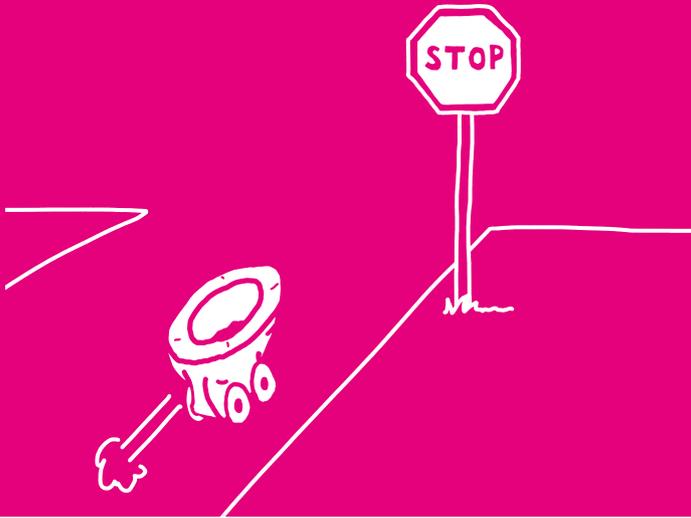
people have **never** discussed their digestive health with anyone



**70%**

of Brits are **happy** discussing digestive health with their **GP**

# Effects on personal life and restrictions



**30%** of people have listed **diarrhoea** as the worst symptom that effects their personal life,

followed by **abdominal pain & cramps** (26%), and **constipation** (17%)

## Worst symptoms

1. Diarrhoea (30%)
2. Abdominal pain & cramps (26%)
3. Constipation (17%)

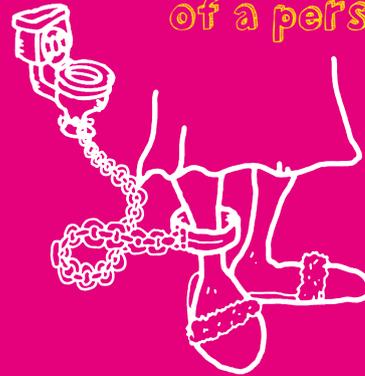
**22%** of Brits have cancelled a date or romantic plans due to symptoms of digestive health and IBS whilst

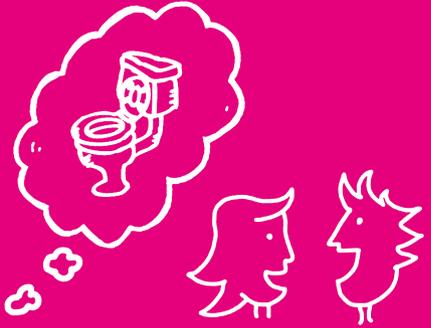
**6.5%** of Brits have left during a date due to digestive issues



**16%** of sufferers claim that digestive health symptoms restrict 2-3 hours of their daily activity.

That's roughly 20% of a person's day





10%

of people say that their digestive health issues **stop them from socialising** with their friends and colleagues

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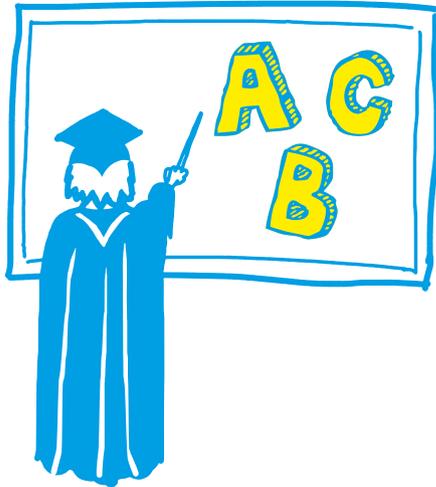
**15%** of Brits do not go on holiday as they do not feel comfortable travelling due to digestive health issues or have

**cancelled holiday plans**

when their stomach has flared up



# More information needed!



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**44%** of people who have experienced IBS or ongoing digestive health issues feel that **more information and knowledge is required**



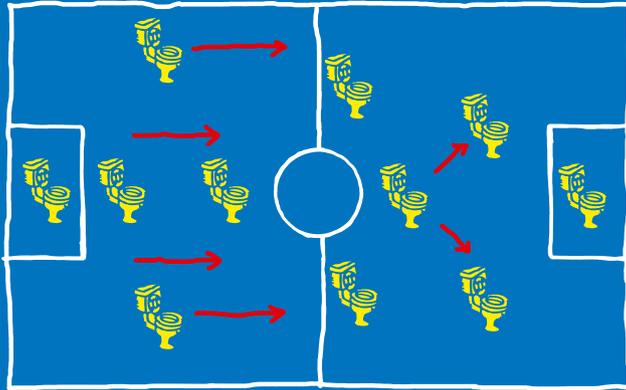
 **37%** believe that GPs and Pharmacists are somewhat knowledgeable but could do with **further education in the area**



# Toilet Tactics

28%

of **brits** place sheets of toilet paper in the toilet bowl to hide the noise

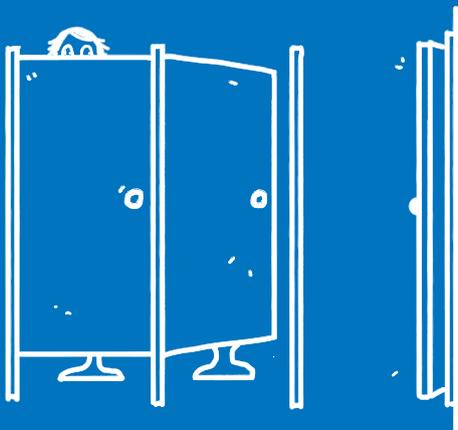


26%

flush the toilet while using it to hide the noise

# 25%

wait until everyone  
that was in the  
toilet at the same  
time as them has left  
before using it



# 31%

use their phone  
whilst on the  
toilet -  
text/  
email/  
surfing  
the net

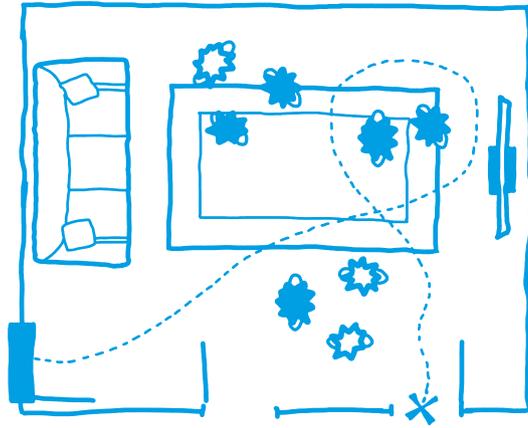


# 22%

have  
magazines/papers  
and books  
in the  
bathroom  
to read  
whilst there



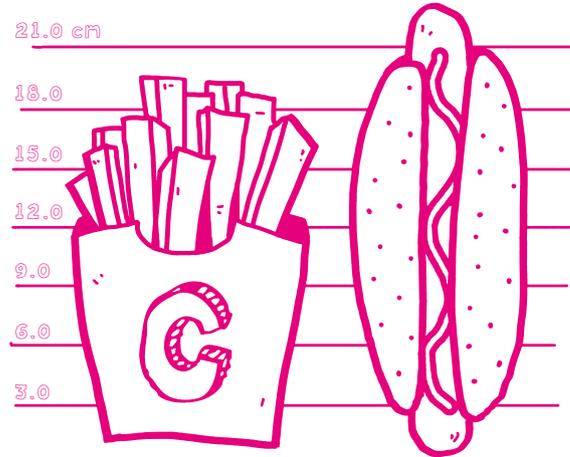
# Party Perils



**1 in 5** plan a bathroom route and options as soon as they arrive at an event or party

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# Causes



Particular foods was listed as the **number one cause** of digestive problems (37%)

# Solutions



43%

of people  
would consider  
**exercise** to help  
ease digestive  
symptoms



41%

of people  
would consider taking  
**natural food supplements**  
(such as Lepicol)  
to help their  
digestive systems



# Bristol Stool Chart

Type 1		separate hard lumps, like nuts (hard to pass)
Type 2		Sausage-shaped but lumpy
Type 3		Like a sausage but with cracks on the surface
Type 4		Like a sausage or snake, smooth and soft
Type 5		soft blobs with clear-cut edges
Type 6		Fluffy pieces with ragged edges, a mushy stool
Type 7		Watery, no solid pieces <b>Entirely Liquid</b>

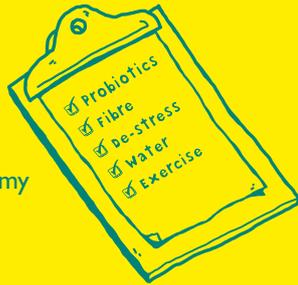
This chart lists the range of stool types most commonly passed, ideally you should be aiming for a type 4 stool.

# How to 'go' more comfortably



# Top Tips

Follow these five top digestion tips from Lepicol to help keep your tummy in tip top condition...



**1.** **Live bacteria** are naturally present in your digestive tract. The good bacteria help keep the body healthy – helping to balance the gut microflora, alleviating indigestion and bloating. But stress, bad eating habits and antibiotics, can all kill this bacteria in our body. It is important to restore the body's balance by eating food containing live bacteria, or supplementing.

**2.** A balanced diet, high in **fibre**, helps to keep food moving effectively through your digestive tract. Vegetables, fruit and whole grains are all good sources of insoluble fibre, while oats, Psyllium and pulses like beans and lentils are rich in soluble fibre. In addition, fibre can help you achieve or maintain a healthy weight.

**3.** **Stress** can be difficult to avoid, but when we are affected our digestive system is one of the first body parts affected. In order to counteract stress find activities that you enjoy and practise them on a regular basis, as well as working on the aspects making you stressed in the first instance.

**4.** **Water** is essential for the human body to function correctly. Drinking enough water helps ensure the nutrients in food are digested and absorbed. Aim for eight glasses of water a day minimum, more in the heat - it helps alleviate bloating, control hunger pangs and aid concentration.

**5.** **Exercise** helps keep foods moving through your digestive system. Regular exercise can help you to maintain a healthy weight, which is good for your health overall. Exercise is also vital in alleviating stress – considered to be one of the key factors with digestive health issues.

# Summary

Lepicol is a three in one combination of soluble plant fibre known as Psyllium Husks, Inulin and live bacteria. These ingredients make up a formulation which is effective but gentle in action and suitable for everyday use in helping to maintain a healthy bowel and gently helps waste material to move through your bowels without straining or unwanted urgency.

All the ingredients used in Lepicol are from vegetable sources only and none of them are absorbed by the body.

## The Great Loo Taboo

Lepicol commissioned some research to assess the extent of tummy troubles in the UK, peoples coping strategies and other toilet tactics - 3000 people responded to the research and this booklet highlights some of the key findings.

Research conducted April 2012

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