

MEDCO FORUM[®]

PRESENTING INNOVATIVE PRODUCTS & SERVICES TO HEALTHCARE PROFESSIONALS

30 million women & men have little bowel leaks

Yet 70% don't speak up to their Healthcare Provider

Many of your patients may have already discussed their urine leakage or prolapse with family, friends or you. Bowel leakage symptoms, however, are typically not shared, even with a doctor. Thirty million women and men over the age of 40 experience accidental bowel leakage (ABL) and 90% of these people experience light to moderate bowel leakage. These little bowel leaks can happen to anyone and there are a number of common causes. It is especially prevalent among people who experience bowel disorders (IBS, chronic diarrhea), diabetes, urinary incontinence, childbirth, advancing age, menopause, hemorrhoids, obesity, prostate treatment and have a history of pelvic surgery or radiation.



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Here are 4 patient tips for Accidental Bowel Leakage (ABL)

DIETARY AND LIFESTYLE CHANGES CAN HELP

1. Fiber supplements can improve stool consistency

Suggest increasing fiber through foods and/or supplements. Help your patients determine their specific nutritional needs based on their physical condition, weight and medications.

2. Kegel exercises can strengthen the pelvic floor

The pelvic floor muscles are not always easy for your patients to find, but the key to success is isolating the right muscles. Your patients should start doing these exercises while lying in bed or on the floor. These exercises should not be done on the toilet, because these muscles should be relaxed when evacuating urine or stool.

3. Butterfly Body Liners can help patients feel secure and stay active

For light to moderate bowel leaks, Butterfly Body Liners are a discreet, new absorbent product that adheres comfortably in between the buttocks. Butterfly provides a hygienic way to manage ABL that relieves the worry about unexpected accidents, staining and odor. Sometimes people give up activities when they have even light to moderate ABL. Using an absorbent pad like Butterfly can help them feel more secure while remaining active. You can visit Butterfly.com to learn more.

4. Anti-diarrheal medicines can be used to prevent accidents

If your patient mentions loose stool and urgent bowel movement symptoms, over-the-counter anti-diarrhea medicines like Imodium can be helpful. It is important to have them start with small doses of this medicine to avoid getting constipated.

The New Shape of Secure Protection



To request your Butterfly Physician Tear Pad Kit, [click here](#).



Information sourced from: ABL Treatment Options.
For medical solutions and more information on ABL, visit

ABLINFO.ORG