

IRRITABLE BOWEL SYNDROME (IBS)



WHAT IS IBS?

IBS is made up of many different symptoms. People with IBS usually have belly cramps, bloating, and pain. Other symptoms are specific to their type of IBS, such as IBS with constipation (IBS-C) or IBS with diarrhea (IBS-D).¹

Many people self-treat with products they find at the drug store; however, those may not address all of their symptoms. IBS is a serious condition that is ongoing and you may need to talk to a healthcare professional for full symptom management.

SELF-TREATING IBS: YOU'RE NOT ALONE¹

 **77%** have tried off-the-shelf medicine to manage IBS

 **<20%** reported being 'very satisfied' with OTCs²

OTC medications are not indicated for IBS-C or IBS-D treatment.
OTC=over-the-counter.

WHAT ARE IBS-C SYMPTOMS?^{1,3}



Belly discomfort and pain



Hard, lumpy stools that may look like pebbles



Straining to have a bowel movement



Bloating

WHAT ARE IBS-D SYMPTOMS?^{1,3,4}



Belly discomfort and pain



Loose, watery stool/diarrhea



Urgent need to use the bathroom and possible loss of bowel control



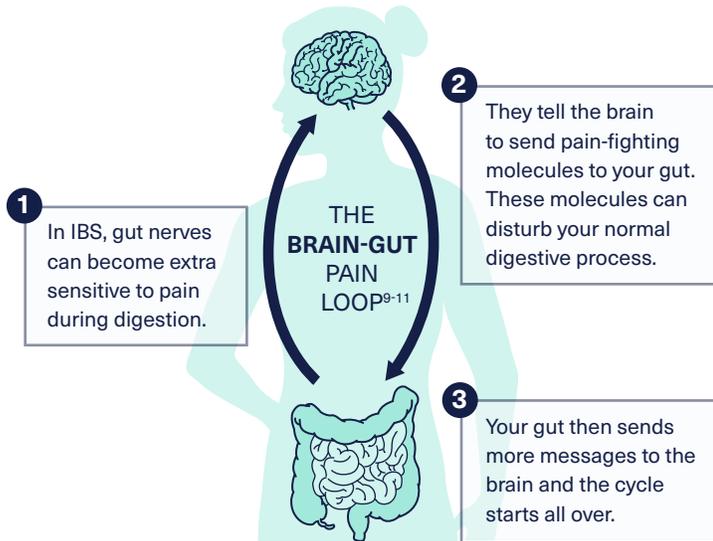
Many bowel movements per day

WHAT HAPPENS TO YOUR BODY DURING IBS?

Experts believe that IBS is caused by a combination of genetics, lifestyle, immune reactions, and diet, among other things.⁵⁻⁸ They have also found that IBS-C and IBS-D have two things in common.

1. EXTRA SENSITIVITY TO PAIN SIGNALS

The brain and gut communicate directly. In IBS, a communications breakdown between them creates a loop that can cause IBS symptoms.



2. PROBLEMS WITH GUT MUSCLES

The intestines have gut muscles that flex to move food, food waste, and fluid through your system. In IBS, the rate of this movement and amount of fluid is off balance.

IBS-C: buildup of waste in the system



In IBS-C, the gut muscles don't work well enough to move waste through. Over time, the waste builds up and dries out, becoming hard and difficult to pass.¹²

IBS-D: processing happens too fast



In IBS-D, gut muscles flex too strongly and too quickly. This pushes waste along before it is fully processed by the body. The result is cramping, urgency, and diarrhea.¹³

HOW IS IBS TREATED?

IBS can happen for many different reasons and cause many different symptoms. That is why it is so important to talk with your doctor about what you're experiencing. Treatment requires a combination of diet, lifestyle changes, and medicines to help address the many symptoms that IBS sufferers report.⁹ **Talk with your doctor today about which approach to IBS treatment may be right for you.**

References: 1. American Gastroenterological Association. IBS in America: survey summary findings. December 2015. <https://www.multivu.com/players/English/7634451-aga-ibs-in-america-survey/docs/survey-findings-pdf-635473172.pdf> Accessed February 16, 2022. 2. Rangan V, Ballou S, Shin A, et al. Use of treatments for irritable bowel syndrome and patient satisfaction based on the IBS in America survey. *Gastroenterology*. 2020; 158(3):786-788. doi:10.1053/j.gastro.2019.10.036 3. Ballou S, McMahon C, Lee HN, et al. Effects of irritable bowel syndrome on daily activities vary among subtypes based on results from the IBS in America survey. *Clin Gastroenterol Hepatol*. 2019;17(12):2471-2478. doi:10.1016/j.cgh.2019.08.016 4. Marquis P, Lasch KE, Delgado-Herrera L, et al. Qualitative development of a patient-reported outcome symptom measure in diarrhea-predominant irritable bowel syndrome. *Clin Trans Gastroenterol*. 2014;5:1-13. doi:10.1038/ctg.2014.7 5. Chey WD, Kurlander J, Eswaran S. Irritable bowel syndrome: a clinical review. *JAMA*. 2015;313(9):949-958. doi:10.1001/jama.2015.0954 6. Drossman DA. Functional gastrointestinal disorders: history, pathophysiology, clinical features, and Rome IV. *Gastroenterology*. 2016;150:1262-1279. doi:10.1053/j.gastro.2016.02.07 7. Holtmann G, Shah A, Morrison M. Pathophysiology of functional gastrointestinal disorders: a holistic overview. *Dig Dis*. 2017;35:5-13. doi:10.1159/000485409 8. Radovanovic-Dinic B, Tesic-Rajkovic S, Grgov S, Petrovic G, Zivkovic V. Irritable bowel syndrome - from etiopathogenesis to therapy. *Biomed Pap Med Fac Univ Palacky Olomouc Czech Repub*. 2018;162(1):1-9. doi:10.5507/bp.2017.057 9. Kim YS, Kim N. Sex-gender differences in irritable bowel syndrome. *J Neurogastroenterol Motil*. 2018;24(4):544-558. doi:10.5056/jnm18082 10. Saha L. Irritable bowel syndrome: pathogenesis, diagnosis, treatment, and evidence-based medicine. *World J Gastroenterol*. 2014;20(22):6759-6773. doi:10.3748/wjg.v20.i22.6759 11. Quigley EMM. The gut-brain axis and the microbiome: clues to pathophysiology and opportunities for novel management strategies in irritable bowel syndrome (IBS). *J Clin Med*. 2018;7(6):1-8. doi:10.3390/jcm7010006 12. Andrews CN, Storr M. The physiology of chronic constipation. *Can J Gastroenterol*. 2011;25(supplB):16B-21B. 13. Sarna SK. *Colonic Motility: From Bench Side to Bedside*. San Rafael (CA): Morgan & Claypool Life Sciences; 2010.

