

Stress & IBS Related Symptoms

The Gut-Brain Axis: Once met with skepticism, the mind/body connection has rapidly become one of the most important topics in microbiome research.¹ Mental and emotional states can directly impact the physical one, affecting systems of the body like the GI tract. This is especially true for IBS sufferers. Psychological factors like stress can contribute to the onset or perpetuation of abdominal intestinal pain, resulting in gas, constipation and/or diarrhea.²

COVID-19 & Stress Induced GI Symptoms

The pandemic has affected the day-to-day life of US consumers by creating a looming threat of illness, financial insecurity, and social isolation.³ The increase in stress has directly affected the GI Health of many Americans.⁴

25%

US adults have reported an increase in digestive health concerns since the beginning of COVID-19.⁴

57%

Attribute their heightened GI discomfort to an increase in stress/worry and feelings of uncertainty.⁴



The Rise of IBS Related Symptoms

40% of the global population suffers from functional GI disorders, including IBS.⁵

In the US, **70%** of adults reported digestive health concerns in the last 12 months.⁶ While the majority describing their symptoms as tolerable and manageable without medication, they also found them disruptive, uncomfortable and often embarrassing.⁶

Top-Line GI Complaints⁶:



What's Working in the US OTC Digestive Health Category

While Antacids still hold the largest market share, the predicted category growth from 2018-2020 is looking promising for IBS treatments.⁷

- +15.9%** Stomach remedies /antidiarrheals
- +7.4%** Laxatives
- +2.7%** Antacids

Multi-Functional Products

- **48%** noted trial or interest in multi-functional digestive supplements.⁷
- Targeting the many facets of digestive health, instead of singular symptoms, will not only promote homeostasis but more product usage, adding value for consumers.

Go Beyond the Gut

- **46%** agree having a healthy gut is important.⁷
- Products that go beyond the gut can tap into other benefits by connecting with broader health topics like immunity, stress reduction, or proactive health.

Low FODMAP Products are In-Demand

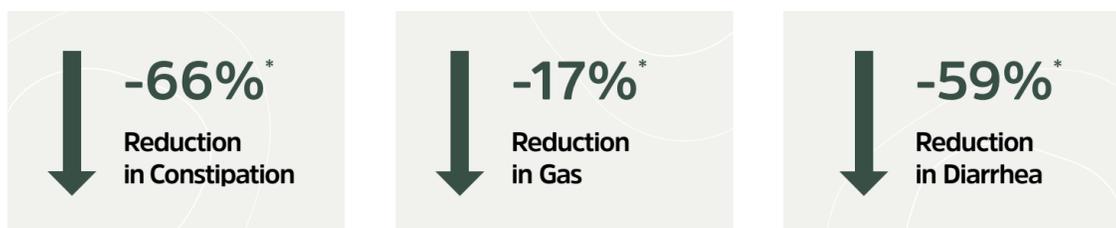
- **15x** more FODMAP Friendly products in the marketplace since 2016.⁸
- IBS sufferers are looking for the FODMAP Friendly logo on shelf. Formulating with FODMAP Friendly certified ingredients ensures laboratory proof of low FODMAPs and trust with consumers.

'Comfort' as a Top-line Attribute

- **56%** IBS sufferers find symptoms uncomfortable.⁷
- IBS sufferers live with tolerable but uncomfortable symptoms, so developing communication around comfort and relief will speak directly to these consumers.

The Solnul™ Solution

Solnul™ offers a triple-action effect on IBS related symptoms reducing daily gas, constipation, and diarrhea, promoting regularity.



* Symptom reductions measured from baseline to week four with daily consumption of 7 g Solnul™ Restorative Dose.

IBS product formulators can achieve the following structure/functional claims at all Solnul™ dose levels:

- ✔ Well-tolerated
- ✔ Contributes to the maintenance of normal bowel movements
- ✔ Promotes/Maintains bowel regularity
- ✔ Supports/Promotes/Maintains regular bowel movements



Give consumers what they're seeking:

Solnul™ delivers relief from top GI complaints caused by stress, multi-functional attributes and research-supported label claims and certifications.

Learn more about formulating with Solnul™



References:

¹ Brower V. (2006). Mind-body research moves towards the mainstream. EMBO reports, 7(4), 358-361. <https://doi.org/10.1038/sj.embo.7400671>

² York L, Kesztelyi D, van Kujik S, Quetglas E G, Tornblom H, Simren M, Aziz O, Corsetti M, Tack J, Mujagic Z, Leus C, Kruimet J W, & Masclee A. (2020). Patient-Specific Stress-Abdominal Pain Interaction in Irritable Bowel Syndrome: An Exploratory Experience Sampling Method Study. Clinical and translational gastroenterology, 11(7), e00209. <https://doi.org/10.14339/ctg.0000000000000209>

³ Haleem, A., Javald, M., & Vaishya, R. (2020). Effects of COVID-19 pandemic in daily life. Current medicine research and practice, 10(2), 78-79. <https://doi.org/10.1016/j.cmrp.2020.03.011>

⁴ Mintel: Digestive Health Incl Impact of COVID-19 US, Aug 2020

⁵ Black, C. J., Drossman, D. A., Talley, N. J., Ruddy, J., & Ford, A. C. (2020). Functional gastrointestinal disorders: advances in understanding and management. Lancet (London, England), 50140-6736(20)32115-2. Advance online publication. [https://doi.org/10.1016/S0140-6736\(20\)32115-2](https://doi.org/10.1016/S0140-6736(20)32115-2)

⁶ FODMAP Friendly. Certifying Body, AUS



Contact us:

Solnul™ (Trademark of MSP Pandemic Products Inc.)
P.O. Box 850, 10 Fredrick Street, Carberry, Manitoba, Canada, R0K 0H0
www.solnul.com | info@solnul.com