

Supporting customers with IBS

Learning outcomes

After reading this, you will know about:

- Irritable bowel syndrome (IBS) - symptoms and potential triggers
- The difference between IBS and stomach cramps
- When to recommend products from the Busco range, including NEW* Buscomint

Customers need to have IBS diagnosed by a GP before purchasing OTC products for the condition. Some customers may get painful abdominal cramps (sudden irregular tightening of the bowel muscle wall) but not have IBS, which is typified by a group of intermittent symptoms that are present for six months or more.

Customers should be advised to request an urgent GP appointment if they have:¹

- Lost a lot of weight for no reason
- Blood in the stools or rectal bleeding
- Any hard lumps/swellings in the stomach area
- Shortness of breath, palpitations or pale skin.



Potential IBS triggers¹⁻³

Diet

particularly alcohol, caffeine and foods that are fatty or spicy, or contain wheat.



Emotional factors
such as stress/anxiety

Female hormones



Certain medicines

*NEW to the Busco range, July 2020

OTC treatment options

Buscopan

Some customers mainly experiencing abdominal pain and cramps might be using treatments such as antacids or painkillers to manage their condition. These treatments may help with excess stomach acid or general pain but don't treat the source of the problem in IBS. You could recommend an antispasmodic such as Buscopan® IBS Relief or Buscopan Cramps, if appropriate.



Hyoscine butylbromide

Buscopan provides effective treatment to ease the symptoms of abdominal cramps, pain and discomfort caused by stress, certain foods or IBS:

- Contains hyoscine butylbromide, an antispasmodic. Unlike analgesics, it acts directly on the muscle spasms and very little is absorbed into the bloodstream
- Helps the muscles to relax, which starts to relieve pain quickly, and can allow the digestive process to return to normal.

Benefits:^{4,5}

- Targets the source of the abdominal pain
- Fast acting — starts to work in 15 minutes⁶
- Gentle on the stomach
- Well tolerated
- Can be taken at the first sign of a flare-up, as needed
- Simple and flexible dosage regimen.

Buscomint

NEW*



Peppermint oil 0.2ml

Herbal medicinal product for multi-symptom relief in IBS, including the symptomatic relief of abdominal pain, minor spasms, bloating and flatulence.

Suitable for:

Adults and children over 12 years of age (who weigh over 40kg). Not suitable for pregnant or breastfeeding women.

Dose:

One capsule three times a day. Swallow whole, do not chew, crush or break before swallowing. Should be taken 30 minutes before a meal with plenty of fluid.

Benefits:⁷

- Multi-symptom relief in IBS
- Effective relief of abdominal pain and cramps, bloating and flatulence
- Targets the source of abdominal pain
- For symptomatic treatment for up to two weeks
- Can be taken for up to three months for persistent symptoms
- Well tolerated.

*NEW to the Busco range, July 2020

Treatments to help ease other IBS symptoms:

Diarrhoea:

Products containing anti-diarrhoeal ingredients such as loperamide can be recommended.

Constipation:

There are many laxatives available to help ease constipation, such as osmotic laxatives (e.g. macrogol), bulk forming laxatives (e.g. ispaghula husk), stool softeners (e.g. docusate sodium) or stimulant laxatives (e.g. bisacodyl).



Customer queries

What's the difference between Buscopan and Buscomint?

Buscopan is ideal if you are looking for fast and effective pain relief, as it works on the painful abdominal cramps, whereas Buscomint gives multi-symptom relief in IBS.

Can I use both Buscomint and Buscopan together?

Yes - they work differently so you can use both. Buscopan's active ingredient is the antispasmodic hyoscine butylbromide, while Buscomint contains peppermint oil to relax the muscles and ease bloating.

I sometimes get heartburn – can I use antacids with Buscomint?

No, Buscomint shouldn't be taken with antacids as this affects when the product is released from the capsule. It also shouldn't be taken with proton pump inhibitors or H2 antagonists. In addition, be aware that peppermint oil may make heartburn worse – if this happens, stop using Buscomint.



Advice

Diet and lifestyle tips⁸

People experiencing abdominal cramps and those related to IBS may be able to manage their symptoms by **making adjustments to their lifestyle, such as:**



Avoiding known food triggers: keeping a food diary may help the customer to identify trigger foods



Trying probiotics for a month to see if they help (e.g. live strains such as Bifidobacterium or Lactobacillus)



Limiting intake of wholegrain breads, cereals high in bran, and wholegrains such as brown rice, and replacing with oats



Eating no more than three pieces of fresh fruit a day as fructose can sometimes trigger symptoms



Undertaking regular exercise



Finding time to relax, as stress can exacerbate symptoms.

Revalidation

What have you learnt after reading this? You can record any changes to advice and product recommendations you will give to customers.

For information about the gut microbiome and daily digestive support, watch this short video from Sanofi:



www.pharmacymagazine.co.uk/buscobiota

Note: Buscobiota is a food supplement

PRODUCT INFORMATION:

Buscomint® Peppermint oil 0.2 ml gastro-resistant capsules. **Presentation:** Buscomint® Peppermint oil 0.2ml gastro-resistant capsules containing 0.2ml of peppermint oil. **Indications:** Herbal medicinal product for the symptomatic relief of abdominal pain, minor spasms of the gastrointestinal tract and flatulence, especially in patients with irritable bowel syndrome. For use in adults and adolescents over 12 years of age. **MA holder:** Sanofi, 410 Thames Valley Park Drive, Reading, Berkshire, RG6 1PT, UK, contact email: uk-medicalinformation@sanofi.com. Tel: 0845 372 7101. **Legal category:** GSL. Information about this product including adverse reactions, precautions, contraindications and method of use can be found at: <https://mhraproductsprod.blob.core.windows.net/docs-20200302/6e7f5e839f532fd9d62a744a1e4bd04910cf7f62> **Date of preparation:** March 2020

Buscopan® IBS Relief. **Presentation:** Buscopan® IBS Relief tablets containing hyoscine butylbromide 10mg. **Indication:** For the relief of gastro-intestinal tract spasm associated with medically confirmed irritable bowel syndrome. **MA Holder:** Sanofi, 410 Thames Valley Park Drive, Reading, Berkshire, RG6 1PT, UK, contact email: uk-medicalinformation@sanofi.com, Tel: 0845 372 7101. **Legal category:** GSL. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: www.medicines.org.uk/emc/product/3884 **Date of preparation:** October 2019.

Buscopan® Cramps. **Presentation:** Buscopan® Cramps tablets containing hyoscine butylbromide 10 mg. **Indications:** For the relief of spasm of the gastro-intestinal tract and the symptomatic relief of irritable bowel syndrome. **MA Holder:** Sanofi, 410 Thames Valley Park Drive, Reading, Berkshire, RG6 1PT, UK, contact email: uk-medicalinformation@sanofi.com, Tel: 0845 372 7101. **Legal category:** P. Information about this product, including adverse reactions, precautions, contraindications, and method of use can be found at: www.medicines.org.uk/emc/product/891 **Date of preparation:** October 2019

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Online references last accessed June 2020.

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