

Gas and bloating are
a pervasive problem
in Canada.

NEW
NATIONAL SURVEY
Results Inside



But now there's a
NATURAL solution.

Jamieson Digestive care

In Canada, it happens... a lot



More than 20 million
Canadians suffer from
digestive disorders every year

Gas, bloating and diarrhea are a pervasive problem. According to the Canadian Digestive Health Foundation:



Canada has one of the highest rates of Irritable Bowel Syndrome (IBS) in the world.



Five million Canadians are currently suffering from IBS symptoms and 120,000 are developing IBS each year.



86% of gastrointestinal illnesses in Canadian cities involve diarrhea.



Diarrhea is the most common adverse side effect of antibiotics, impacting 25% of people who take them.



Over the last decade, the prevalence of Canadians with a medically diagnosed bowel disorder has doubled.

Passing gas is no laughing matter

Nothing elicits a snicker or reddened face faster than when someone, ahem, breaks wind. While jokes may abound, a national survey conducted on behalf of Jamieson Vitamins reveals 58% of respondents had suffered from gas, bloating or diarrhea in the past month.

Digestive health issues are a common problem: 43% of people are uncomfortable talking about the subject, even though gas, bloating and diarrhea are disrupting Canadians' lifestyles.

According to a March 2015 survey of 1,500 adult Canadians conducted by Vision Critical on behalf of Jamieson Vitamins:



79% have experienced gas, bloating or diarrhea in the past year, including 58% in the past month and 34% in the past week.



In the past year, **21% of Canadians said they had to decline, cancel or reschedule a planned activity because of gas, bloating or diarrhea.**



Younger Canadians are particularly affected by digestive health issues; **48% of 18 – 34 year olds said they had to decline an opportunity due to gas, bloating and diarrhea compared to 20% of Canadians 55+.**



Gas, bloating and diarrhea have a bigger impact on women than men: of those who reported they had to decline, cancel or reschedule an activity due to digestive issues, 59% were women compared to 41% men.



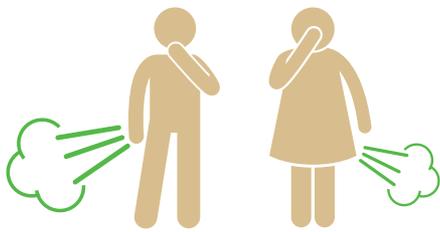
Away from home, diarrhea is a significant problem with **36% of respondents saying a vacation has been spoiled, affected or impacted because of diarrhea.**

Nature calls FAQ

Although it happens to all of us, digestive health problems are an awkward subject to discuss. Here are the answers to all of the questions you may be too uncomfortable to ask.

How often does a person pass wind each day?

Gas is always present in the digestive tract, and getting rid of it is a normal part of the digestive process. According to the Canadian Digestive Health Foundation, the average person passes wind 15 times each day, with men passing an average of 18 times a day, and women 12 times a day.



On average men pass gas 18 times a day and women 12 times a day

Why do we pass some gas as burps and other as wind?

When you swallow air, chew gum and drink, excess gas accumulates in your stomach and upper intestine. This gas is typically released as a burp. You also accumulate excess gas in your lower intestine when bacteria release gas as they break down food. This gas is passed as wind.

Is excessive wind a sign of something serious?

While excessive intestinal gas is seldom a symptom of a serious health condition, it can be uncomfortable, embarrassing, and have a negative impact on the enjoyment of your day-to-day activities.

Why does passing wind come with such an embarrassing odour?

A large amount of bacteria is at work in your colon and large intestine. Some bacteria in the colon produce gas, especially hydrogen, and others consume it. The bacteria that consume large quantities of hydrogen also release small amounts of methane gases which contain sulphur. It's the release of these gases that gives wind its unpleasant and revealing odour.

Why do I get diarrhea when I go on vacation?

If you have experienced diarrhea on vacation, you are not alone, as travellers' diarrhea is the most common illness affecting travellers. Caused by eating food or drinking water contaminated with bacteria, viruses, or parasites, travellers' diarrhea is particularly common in destinations that have poor hygiene and sanitation and unsafe food handling practices.

Why is digestive health important?

A healthy digestive system is essential to your overall well-being. Poor digestive health negatively impacts your energy, mood, concentration and ability to fight illness. If you don't have good digestive health, your whole body will suffer.

What causes it? The toot-orial

Intestinal gas

Intestinal gas is a common and natural occurrence caused by bacteria working in your large intestine and colon. Excess gas is caused when undigested food ferments in your colon or when there are changes to your intestinal bacteria caused by medications such as antibiotics. To help reduce your awkward gassy moments:

- Avoid foods that are high in fat or fibre
- Stop taking meals on the run and eat slowly
- Go for a walk after each meal
- Take a daily probiotic supplement

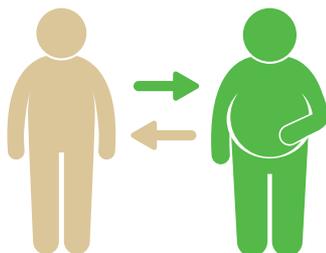


Bloating

Everyone has a pair of comfy stretchy pants for those unpleasant, bloated days when you don't feel comfortable at all. Bloating occurs when gas doesn't escape naturally, and it can be a painful experience. There are lots of causes, including:

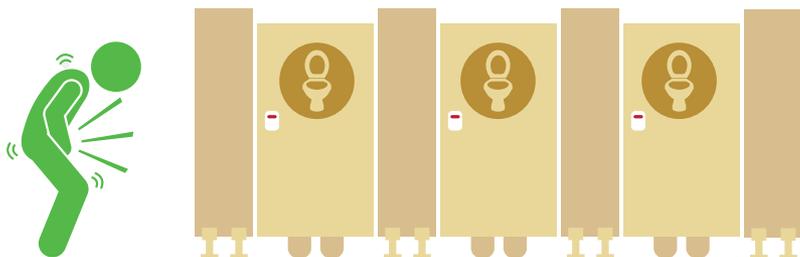
NEW
PROBIOTIC

- Eating foods that are high in fat
- Drinking pop
- Eating too quickly or drinking through a straw
- Irritable Bowel Syndrome
- Stress or anxiety
- Smoking
- A gastrointestinal infection, blockage or disease



Diarrhea

Nothing can ruin a special occasion, important meeting or vacation faster than a bout of diarrhea. Unpleasant for adults, diarrhea can be dangerous for the very young and very old because of the risk of dehydration. Diarrhea can be caused by an infection, food intolerance, reaction to a medication – particularly antibiotics – or by IBS.



It happens...but it doesn't have to

If you suffer from gas, bloating or diarrhea, a probiotic supplement can provide relief. Probiotics are live, natural micro-organisms that relieve and manage gas and bloating, reduce the length and severity of infectious diarrhea, and reduce the risk of antibiotic-associated diarrhea. Unlike probiotic foods, probiotic supplements provide a consistent therapeutic dose of probiotics...but not all probiotics are created equal.

Introducing Jamieson Digestive Care™

Jamieson Vitamins has just launched a new Digestive Care™ line of natural probiotic products that specifically address gas, bloating and diarrhea. It's the natural choice for digestive balance from Canada's most trusted natural supplements brand.

Digestive Care™ Daily Relief



Jamieson Digestive Care™ Daily Relief provides a consistent, therapeutic dose of probiotics for people looking to naturally relieve and manage digestive imbalance.

This once-daily capsule naturally relieves and manages gas, bloating and abdominal discomfort with Probi Digestis®, a probiotic strain proven to help relieve symptoms commonly associated with IBS more than any other strain of probiotic.



Suggested Retail Price: **\$29.99**

Digestive Care™ Diarrhea Relief

NEW
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Jamieson Digestive Care™ Diarrhea Relief naturally relieves and manages infectious and antibiotic-associated diarrhea in a once-daily capsule. This natural probiotic supplement is made with the clinically proven probiotic strain *Lactobacillus rhamnosus* GG (LGG), the world's most documented probiotic strain and widely tested in more than 160 clinical studies.

If your health-care practitioner approves, start taking Jamieson Digestive Care™ Diarrhea Relief the same day as your course of antibiotics, and continue for 7 to 10 days after the antibiotics are finished for natural relief. Adults take 1 capsule daily.



Suggested Retail Price: **\$29.99**

Digestive Care™ Diarrhea Relief Kids

NEW
PROBIOTIC



Created for parents who want to support their child's gastrointestinal health and naturally manage infectious and antibiotic-associated diarrhea, Jamieson Digestive Care™ Diarrhea Relief for Kids contains the clinically proven probiotic strain *Lactobacillus rhamnosus* GG (LGG).

Available in an easy-to-use powder format for kids ages 1 to 12, parents simply add the convenient flavourless powder sachets to food or drinks. After checking with your child's health-care practitioner, start your child on Jamieson Digestive Care™ Diarrhea Relief for Kids the same day he or she begins a course of antibiotics, and continue for 7 to 10 days after the antibiotics are finished.

Children 1 to 12 years old take 1 sachet daily for gastrointestinal health and 2 sachets daily to manage and reduce the risk of diarrhea.



Suggested Retail Price: **\$29.99**

Don't let digestive issues upset your day

5 ways to fight gas, bloating and diarrhea



Eat a healthy diet

Eating more fibre-rich foods, including whole grain products, vegetables and fruit, can help regulate bowel movements and speed up the passage of waste through the colon. Avoid dairy products such as milk, yogurt and soft cheeses if you have difficulty digesting them.



Get moving

Exercise keeps your digestive system running smoothly, as it stimulates natural contractions of your digestive muscles, which in turn keeps food moving through your system. Aim for 20 to 30 minutes every day of aerobic exercise, such as brisk walking, jogging or swimming.



Take a probiotic supplement

Probiotics are “good” bacteria that keep your digestive system healthy, but they can be depleted by antibiotic use, stress and an unbalanced diet. Adding a probiotic supplement to your daily regime can help restore a healthy bacterial environment in your digestive tract and relieve symptoms such as gas, bloating and diarrhea.



Drink plenty of fluids

Aim to drink 8 to 10 cups of water every day. Water supports the process of digestion by helping to break down food and move it through your intestinal tract. This also helps to alleviate constipation.



Take time to relax

Stress can wreak havoc on your stomach and digestive processes, so it is important to calm your nerves and manage your stress levels. Try meditation, deep breathing, yoga, writing in a journal, calling a friend, or simply going for a walk to get some fresh air.

Jamieson Digestive Care™ can be found in the stomach aisle of mass market retailers starting April 2015



**GMO
FREE**

All Jamieson Digestive Care™ products are GMO free and contain no gluten, lactose, artificial colours, flavours or preservatives.



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For product samples or an interview with a Registered Dietitian, please contact:

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