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What Your Mother Never Told You About Being a New Mom

New Survey Shows You're Not Alone... Many New Moms Suffer From Occasional Constipation After Delivery

STAMFORD, CT – New moms often get the low-down on what to expect – from sleepless nights to crying jags to lack of sexual desire. But they don't always get the “scoop on poop.”

According to a just-released nationwide digestive health survey of new moms with a newborn six months old or younger, many new moms are unaware that they could experience a bout of bowel irregularity after childbirth. In fact, sixty-seven percent (67%) indicate that their mom never warned them about constipation after giving birth. Only eighteen percent (18%) of new moms surveyed say they discussed constipation with their physician.

The survey, conducted by Russell Research in collaboration with Colace® Capsules, a stool softener and part of the Purdue Products L.P., line of laxatives, reveals that nearly one-half (47%) of new moms were affected by constipation or other digestive issues, and nine in 10 (89%) of those who experienced constipation say they had difficulty “getting things moving” in the days immediately following childbirth.

“Constipation and difficulty going to the bathroom are common after childbirth, and moms should not be embarrassed to discuss it with their doctor,” says Mitzi Dulan, RD, CSSD, co-author of The All-Pro Diet. “As a dietitian, I see plenty of new moms dealing with post-childbirth constipation and painful bowel movements. As a mom, I know how challenging it is to deal with sleepless nights, finding time to exercise and maintaining a good diet, which are all important in helping to avoid occasional constipation.”

An Unexpected Arrival...

Eighty-six percent (86%) of those surveyed say they were prepared for lack of sleep as a new mom. But, sixty-two percent (62%) didn't anticipate occasional constipation. Seventy percent (70%) of moms who experienced constipation after childbirth indicate that having bowel movements in the days immediately following childbirth was worse than they expected.

Softening the Blow of New Motherhood...

According to the survey, sixty-nine percent (69%) of new moms who have suffered occasional constipation after childbirth have done something to treat it. Of those, seventy-seven percent (77%) used stool softeners. Increased water consumption (70%) and fiber intake (63%) were other common methods used to try to get relief.

"We commissioned this survey to help us get the word out to new moms that there is help for occasional constipation," explains Charlene Bailey, Director, Product Management, Purdue Products L.P. "New moms should be able to focus on their baby, without the disruption of occasional constipation. Occasional constipation can be treated with a fiber-rich diet and exercise, and if that doesn't work, Colace® Capsules offer a gentle way to restore regularity."

Please read full product label before use. If pregnant or breastfeeding, ask a healthcare professional before use.

Survey Methodology

The survey polled a sample of 1,007 new mothers ages 21 through 44 with children six months of age or younger. The survey has a margin of error of +/- 3.1 percentage points. Interviews were conducted from July 21-July 30, 2010, for a sample drawn from Survey Sampling International's SurveySpot online consumer panel.

The Purdue Products L.P. Line of Laxatives

The Purdue laxative portfolio is dedicated to providing customers with various options to help relieve occasional constipation that can occur as a part of everyday life. Colace® Capsules, the #1 recommended stool softener brand by doctors and pharmacists, relieves occasional constipation.

The Purdue laxative portfolio also includes: Peri-Colace® Tablets, Senokot® Tablets, Senokot-S® Tablets and SenokotXTRA® Tablets. Senokot® Tablets and Colace® Capsules have been recommended by doctors and pharmacists for more than 50 years for gentle and effective relief from occasional constipation. For further information, visit www.getconstipationrelief.com

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