

Persona 1

"Why start using Dulcolax?"

Constipated On A Budget
Adam

- 45 year old male
- Constipated and wants to use laxatives but is unfamiliar
- Busy every day at his working class, low income job
- Inactive and lacks the education to create a healthier lifestyle for himself

Persona 2

- 67 year old female
- Constipated for many years, because her preferred treatment of a lifestyle change has proven unsuccessful
- Gas and bloating accompany her constipation symptoms
- Frequent user of laxatives

"Why switch to Dulcolax?"

Eternally Constipated
Marge

Laxative Insight

People with less education and lower income are most likely to be constipated and most likely to use laxatives for treatment (rather than a lifestyle change).

Constipation is likely accompanied by other gastrointestinal problems such as gas bloating, cramps, and nausea.

Constipation is associated with reduced activity.

Females are more likely to report constipation. Males are more likely to use laxatives.

People over the age of 60 are the most frequent users of laxatives.

Most laxative users have experienced 3 + years of constipation, despite laxative use.

Dulcolax Insight

Most effective laxative on the market, but relatively expensive.

Treats constipation and other gastrointestinal problems.