



**LIBRARIES**  
UNIVERSITY OF WISCONSIN - MADISON

## MiraLax advertisement.

[s.l.]: [s.n.], 2003

<https://digital.library.wisc.edu/1711.dl/7JULCICWKTDXY8H>

<http://rightsstatements.org/vocab/InC/1.0/>

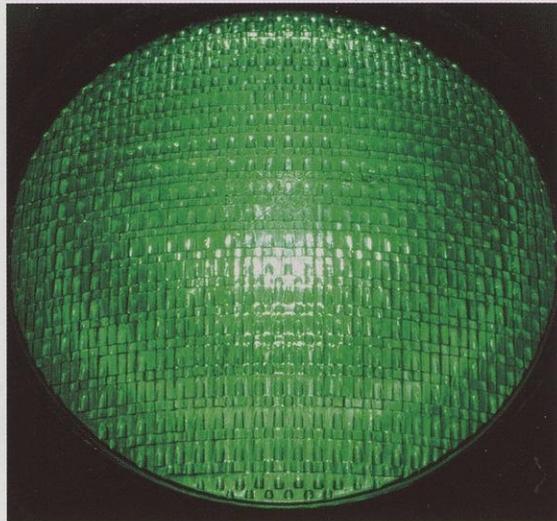
The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

# If this is Constipation



# This is MiraLax™



**MIRALAX™**  
Polyethylene Glycol 3350, NF Powder for Solution

**Works so well it's the #1 Rx laxative<sup>1</sup>**  
**Most-prescribed Rx by gastroenterologists<sup>2</sup>**  
**Millions of scripts written<sup>1</sup>**

- No taste, grit, or residue
- No sugar or sweetener
- Dissolves completely in water, juice, soda, coffee, or tea

**An Effective Stool Softener**

MiraLax is an osmotic laxative. Indications and Usage: For the treatment of occasional constipation. Most Common Adverse Events: Nausea, abdominal bloating, cramping, and flatulence. Contraindications: Patients with known or suspected bowel obstruction and/or allergy to polyethylene glycol. Warnings: Symptoms suggestive of bowel obstruction should be ruled out before initiating MiraLax therapy. Precautions: Patients should be evaluated for bowel obstruction or metabolic disorders.

**Brief Summary:** Before prescribing, see complete prescribing information. **INDICATIONS AND USAGE:** For the treatment of occasional constipation. This product should be used for 2 weeks or less or as directed by a physician. **CONTRAINDICATIONS:** MiraLax is contraindicated in patients with known or suspected bowel obstruction and patients known to be allergic to polyethylene glycol. **WARNINGS:** Patients with symptoms suggestive of bowel obstruction (nausea, vomiting, abdominal pain or distention) should be evaluated to rule out this condition before initiating MiraLax therapy. **PRECAUTIONS: General:** Patients presenting with complaints of constipation should have a thorough medical history and physical examination to detect associated metabolic, endocrine and neurogenic conditions, and medications. A diagnostic evaluation should include a structural evaluation of the colon. Patients should be educated about good defecatory and eating habits (such as high fiber diets) and lifestyle changes (adequate dietary fiber and fluid intake, regular exercise) which may produce more regular bowel habits. MiraLax should be administered dissolved in approximately 8 ounces of water, juice, soda, coffee, or tea. Safety and effectiveness in pediatric patients has not been established. MiraLax should only be administered to a pregnant woman if clearly needed. **ADVERSE REACTIONS:** Nausea, abdominal bloating, cramping and flatulence may occur. High doses may produce diarrhea and excessive stool frequency, particularly in elderly nursing home patients. Patients taking other medications containing polyethylene glycol have occasionally developed urticaria suggestive of an allergic reaction. **Rx only. STORAGE:** Store at 25°C (77°F). Distributed by Braintree Laboratories, Inc., Braintree, MA 02185

U.S. Patents No. 5,710,183; No. 6,048,901.

References: 1. #1 in prescription volume as reported in IMS Health. *National Prescription Audit, Therapeutic Category Reports*, January 2001-January 2003.  
2. IMS Health. Custom Data, January 2001-December 2002.



For product samples and literature, call  
1.888.MIRALAX (1.888.647.2529)  
or visit our Web site at [www.MiraLax.com](http://www.MiraLax.com)

©2003 Braintree Laboratories, Inc.

LAX-0028

February, 2003

LABORATORIES, INC.  
**Braintree**