

Pedia-Lax™

Mom's Guide for Constipated Kids



**SPECIAL SAVINGS
INSIDE**

RECOGNIZING & DIAGNOSING CONSTIPATION

Staying regular isn't always easy. Recognizing the symptoms of constipation in your child is the first step.

Some kids will be able to tell you when they're constipated, but others won't because they're either not talking yet or they're embarrassed or scared. Luckily, there are physical symptoms to look for, which may include:

- Less than three bowel movements a week
- Hard stools that are difficult to pass
- Cramps, stomachaches or nausea
- Rectal bleeding (this symptom might be a sign of a serious condition, consult your pediatrician)
- Urinary incontinence, frequent urination or bed-wetting (these symptoms might be signs of a serious condition, consult your pediatrician)
- Soiling (often confused with diarrhea)

In addition to physical symptoms, look for changes in behavior such as a decrease in appetite. Chances are they'll be cranky. And while they might act like they need to use the bathroom – crossing their legs, making faces, wriggling and squirming – they're often trying to hold it in to avoid the pain of going.

Once you've determined your child is constipated, let them know it's very normal and happens to people all the time. As you know, being constipated can be painful and scary. Having problems pooping when you're 5 is as embarrassing as when you're 35. As the parent, anything you can do to let them know they are OK and it will be OK is the right place to start.

If you suspect your child may be suffering from constipation for the first time, consult your physician.

HOW DO I KNOW IF MY CHILD IS CONSTIPATED?

The American Academy of Pediatrics outlines normal frequency of bowel movements for children.

AGE	BOWEL MOVEMENTS PER WEEK ^a	BOWEL MOVEMENTS PER DAY ^b
0–3 Months		
Breast-fed	5–40	2.9
Formula-fed	5–28	2.0
6–12 Months		
	5–28	1.8
1–3 Years		
	4–21	1.4
More Than 1–3 Years		
	3–14	1.0

Adapted from Fontana M, Blanch C, Cataldo F, et al. Bowel frequency in healthy children. *Acta Paediatr Scand* 1987;78:682-4.

^a Approximately mean \pm 2 SD.

^b Mean.

Source: North American Society for Pediatric Gastroenterology, Hepatology and Nutrition

WHAT CAUSES CONSTIPATION?

There are about 50,000 cases of constipation every day. Constipation can occur for a variety of reasons. Here are some of the most common:

Diet: Poor diet, changes in diet and not getting enough fiber are all leading causes of pediatric constipation. In addition to diet, not getting enough fluids is another leading cause.

Withholding: Pediatric constipation often occurs because kids "hold it in too long" because they don't want to stop what they're doing to go to the bathroom. Kids may also withhold to try and avoid a painful bowel movement or because they are in an unfamiliar environment and are embarrassed.

Illness: Sometimes illness can cause constipation because of loss of appetite, changes in diet and dehydration. Constipation can also be a side effect of certain medications.

Other Changes: Routine is the key to regular bowel movements. Changes such as travel or stress may affect your poop pattern – and it's the same for your child.



PEDIATRICIAN'S PERSPECTIVE

When something's wrong with your child, a doctor's advice is just what you need to put your mind at ease. See what Dr. B has to say about managing your child's constipation.

Hydration, Hydration, Hydration

Water plays an important role in keeping kids regular, because it helps soften stools so that they are easier to pass. More than our bowel is affected when we get dehydrated because water makes up 60% to 80% of our bodies. It is essential to regulating the body's temperature by allowing us to sweat. Water also carries away our waste in urine and helps move nutrients and other substances through our bodies.

So, how much fluid do kids need? The American Academy of Pediatrics suggests that children weighing approximately 88 pounds should drink 5 ounces of water every 20 minutes while they are active. Help create a "hydration habit" by offering fluids six times a day.

Please Pass The Fiber

Unless children are taught the importance of a healthy diet at a young age, then chances are they will develop poor eating habits that will stick with them throughout life. Fiber could be considered the unsung hero of a kid's healthy body — essentially, it helps them feel comfortable. It's fiber that aids digestion, promotes regularity and relieves constipation.

As you consistently encourage a fiber-rich diet and communicate the benefits, you will help your kids grow into adults equipped with healthy habits.



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As the mother of two children, Belinda Basaca, MD, has great empathy for parents and a clear understanding of young patients' health needs.

The American Academy of Pediatrics recommends these daily fiber intakes for children.

AGE/GENDER	FIBER (GRAMS)
2-3 years	19
4-8 years	25
9-11 years (female)	26
9-11 years (male)	31

Address Constipation Quickly

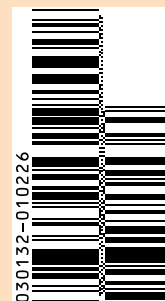
It's not unusual for a child to avoid going to the bathroom for any number of reasons, in particular, the association of pain when straining on the potty. But, the problem is that when a child holds in stool, the colon absorbs water from the stool, making it hard, dry and difficult to pass. If your child experiences constipation, it's important to relieve it as soon as possible, so the bathroom doesn't become an unpleasant experience. A laxative designed for children, like Pedia-Lax Chewable Tablets, can work quickly to help treat the problem so children can keep their normal routine without developing bad bathroom habits.

MANUFACTURER'S COUPON / EXPIRES 12/31/2014

SAVE \$1

Any one (1) Pedia-Lax Chewable Tablets,
Liquid Stool Softener,
or Liquid Glycerin Suppository

CONSUMER: Limit one coupon per item purchase on product(s) indicated. No other coupon may be used with this coupon. You must pay any sales tax. Void if reproduced, auctioned, altered, purchased, traded or sold. Cash value 1/100¢. **RETAILER:** Valid in the USA only. We will reimburse you the face value of this coupon plus 8¢ handling, in accordance with our redemption policy. Void if copied and where prohibited. Improper use constitutes fraud. Mail to: CB Fleet, PO Box 880045, El Paso, TX 88588-0045.



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Poop happens, but when it doesn't, there's Pedia-Lax. It's the first line of products for regularity and constipation relief made just for kids by the #1 trusted name in laxatives.



PEDIA-LAX CHEWABLE TABLETS

Pedia-Lax Chewable Tablets are formulated to provide kids ages 2-11 quick yet gentle relief in 30 minutes to 6 hours. Tasty watermelon-flavored chewable tablets are appropriately dosed for children and allow relief without the painful cramping sometimes associated with stimulant laxatives.



PEDIA-LAX LIQUID STOOL SOFTENER

Pedia-Lax Liquid Stool Softener is designed for less urgent cases when you want gradual relief over a 12- to 72-hour period. Designed for kids ages 2-11, Liquid Stool Softener works gently on their systems and comes in a fruit-punch-flavored liquid that mixes easily with their favorite juice.



PEDIA-LAX LIQUID GLYCERIN SUPPOSITORIES

Pedia-Lax Liquid Glycerin Suppositories provide your child relief in minutes. Designed for kids ages 2-5, the sodium-free formula contains doctor-recommended glycerin to soften stool on contact without upsetting your child's digestive system. Additionally, the convenient, no-mess applicator makes providing your child quick relief much easier than traditional suppositories.



Keeping kids regular.

For more information about relieving your child's constipation, visit pedia-lax.com