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**Methodology:** Online survey to explore and measure shopper reaction to 22 different claims related to Micralax

- Study name: Micralax Claims Testing
- Fieldwork dates: 31st March – 4th April
- Number of responses: 301 responses
- Sample target:
  - All must live in Spain
  - All of respondents have purchased Micralax in last 12 months
  - All of respondents are above 18 years of age
  - All of respondents are constipation sufferers and are **not** pregnant, breastfeeding, chronic constipation sufferer, with long-term condition or disease that causes constipation, or non constipation sufferer

**Claim:**

- 95% of Micralax users confirm that they would buy the product, Micralax, again for occasional constipation
- 94% agree that Micralax provides quick help for occasional constipation
- 93% confirm that Micralax provides an effective relief of occasional constipation
- 93% agree that Micralax helps them control their day during holidays or travel when suffering from occasional constipation
- 93% agree they felt relieved once they had treated their occasional constipation with Micralax
- 92% agree that Micralax acts fast on occasional constipation
- 92% agree that Micralax facilitates a smooth evacuation of stool
- 92% agree were able to get on with their day during holidays or travel once they had treated their occasional constipation with Micralax
- 91% agree that Micralax was easy to use
- 90% agrees that Micralax is practical and discreet way to relieve occasional constipation
- 89% agree that by using Micralax it avoids having to wait overnight for relief
- 89% agree they felt more in control\* when they treat their occasional constipation with Micralax (\*control of constipation relief)
- 89% agree Micralax solved their occasional constipation faster than oral laxatives
- 89% agree Micralax relieved occasional constipation more predictable than oral laxatives
- 85% agree that by using Micralax it helps recovery to a normal bowel movement cycle
- 87% agree that a single dose of Micralax is sufficient to relieve constipation

Yours sincerely,

J. Jones

Jenny Jones  
Client Director  
Maru Group Ltd.