

Are You Writing About Norovirus?

Submitted by: Spink Ltd

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One of the key symptoms of Norovirus is diarrhoea, which can be debilitating and, left untreated, can lead to dehydration which can be dangerous, particularly for children or the elderly. NHS Choices advise drinking plenty of fluids to avoid dehydration and an anti-diarrhoeal can be used. Loperamide, for example, provides immediate and effective treatment for diarrhoea .

If you are intending to write about the condition we can help with background information on treatment and provide gastrointestinal experts to comment on the best course of action.

Please contact Nicky Bryan or Lucy Jones at Spink PR, nicky@spinkpr.com lucy@spinkpr.com for more information, pack shots or to arrange an interview on 01444 484888 or out of hours on 07912 567063.

Notes:

Imodium Instants contain loperamide hydrochloride 2mg. Imodium Instants are indicated for the symptomatic treatment of acute diarrhoea. Legal Status: GSL.

Always read the leaflet.

Wingate D., Phillips S.F., Lewis S.J., Malagelada P., Speelman P., Steffen R., and Tytgat G.N.J. (2001) 'Guidelines for adults on self-medication for the treatment of acute diarrhoea', *Aliment Pharmacol Ther*, Vol 15, pp 773-782