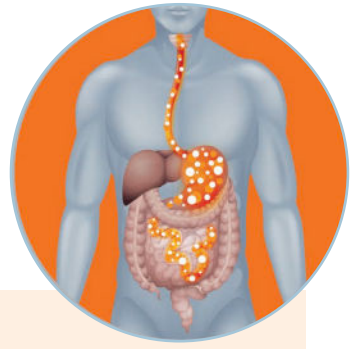


SUPPORTING YOUR PATIENTS' HYDRATION DURING BOWEL PREPARATION



Ensuring adequate hydration status when preparing for a colonoscopy may be challenging for your patients:¹

- ✓ **Dehydration and electrolyte imbalances are a risk** when undertaking bowel preparation to empty and cleanse the colon²
- ✓ Patients may have **difficulty tolerating large volumes of fluid intake** required during bowel preparation, further affecting hydration status³
- ✓ Patients may find **definitions of 'clear liquids' confusing**, with inappropriate intake of coloured liquids negatively affecting colonoscopy visualisation and outcomes⁴

Hydralyte® Colour Free Lemonade: A clear, well-tolerated oral rehydration solution (ORS) for effective rehydration during bowel preparation⁵

Patients report **better satisfaction** during bowel preparation **with Hydralyte® ORS** than with other clear fluids.*⁵

Available in a **range of formats** to suit different patient preferences:

- ✓ Ready To Use Solution
- ✓ Powder Sachets
- ✓ Effervescent Tablets
- ✓ Ice Blocks



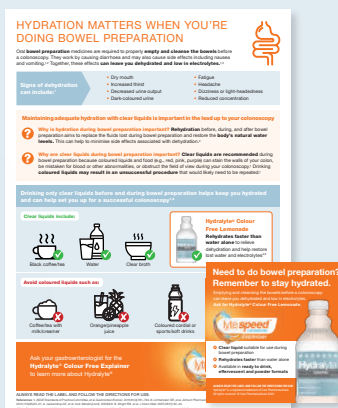
REGISTER

to order **free samples** for your patients at



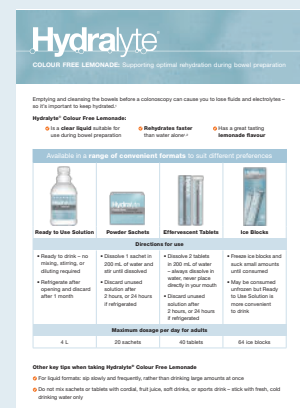
OFFER

the **Hydralyte® tear-off pad and patient leaflet** for take-home information



SHARE

the **Hydralyte® Colour Free Explainer** to help explain how an ORS can rehydrate faster than water alone



*Single-blinded pilot study of 64 patients randomised to 2 L Hydralyte® ORS or 2 L other clear fluids during split-dose bowel preparation.⁵

Hydralyte® products are formulated with the correct balance of glucose and sodium to **activate the body's natural sodium-glucose transport (SGLT) pumps and rehydrate faster than water alone**⁶⁻⁸



SGLT pump



Sodium



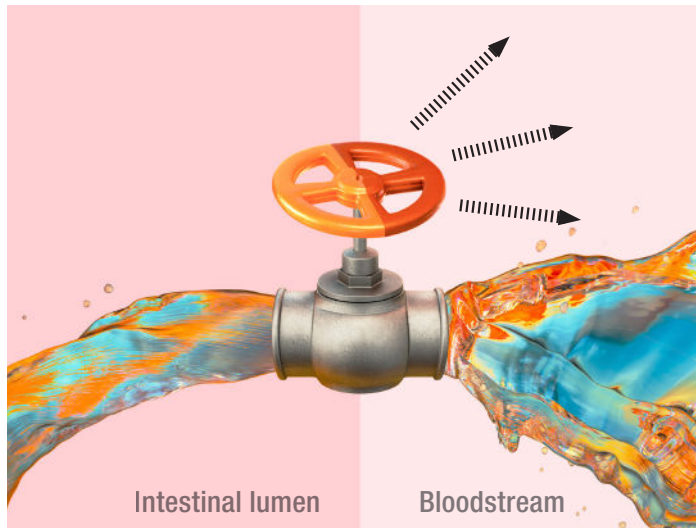
Glucose



Intestinal lumen

Bloodstream

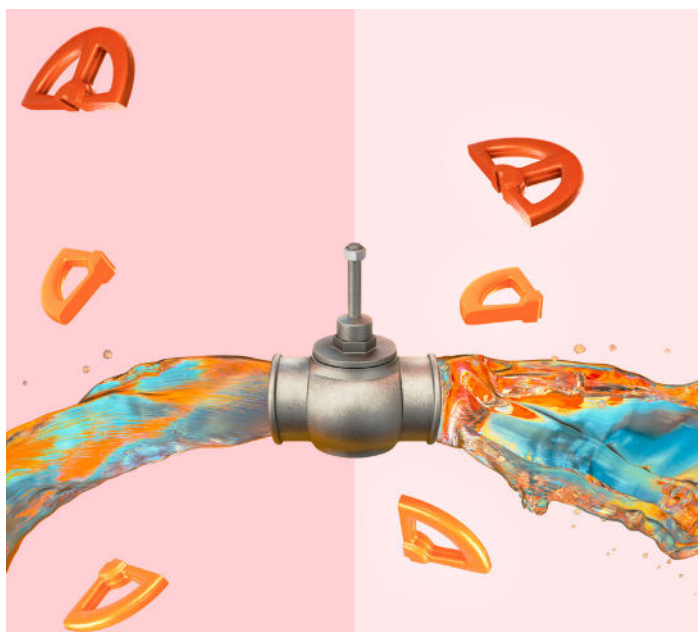
When two sodium molecules bind to the surface of the SGLT protein, it changes conformation – allowing a single glucose molecule to bind.



Intestinal lumen

Bloodstream

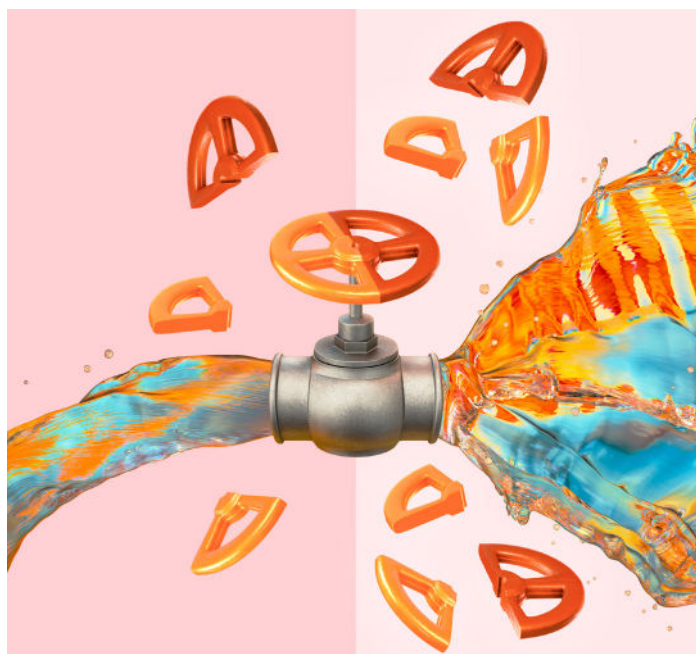
Once all three molecules are bound, the SGLT transports them across the membrane (along with some water).



Intestinal lumen

Bloodstream

The three molecules are then released into the bloodstream, where the sodium molecules add to the sodium concentration. More sodium and glucose molecules from the intestinal lumen are then able to bind to the SGLT protein.



Intestinal lumen

Bloodstream

As the sodium concentration increases within the body and decreases in the intestinal lumen, water is actively pulled across the membrane and into the bloodstream via osmosis.

References: 1. Lichtenstein GR, et al. *Aliment Pharmacol Ther.* 2007;26(5):633–641. 2. Sacks NC, et al. *Clin Exp Gastroenterol.* 2018;11:289–299. 3. Waldmann E, et al. *United European Gastroenterol J.* 2019;7(1):114–124. 4. ASGE Standards of Practice Committee, et al. *Gastrointest Endosc.* 2015;81(4):781–794. 5. Tan J(Y)C, et al. *J Gastroenterol Hepatol.* 2014;29(Suppl. 2):43–44. 6. Jeukendrup AE, et al. *Nutr Metab (Lond).* 2009;6:9. 7. Wright EM, et al. *J Intern Med.* 2007;261(1):32–43. 8. World Health Organization (WHO). Oral rehydration salts. Production of the new ORS. 2006. Available at: https://www.who.int/maternal_child_adolescent/documents/tch_cah_06_1/en/ (accessed December 2024).

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