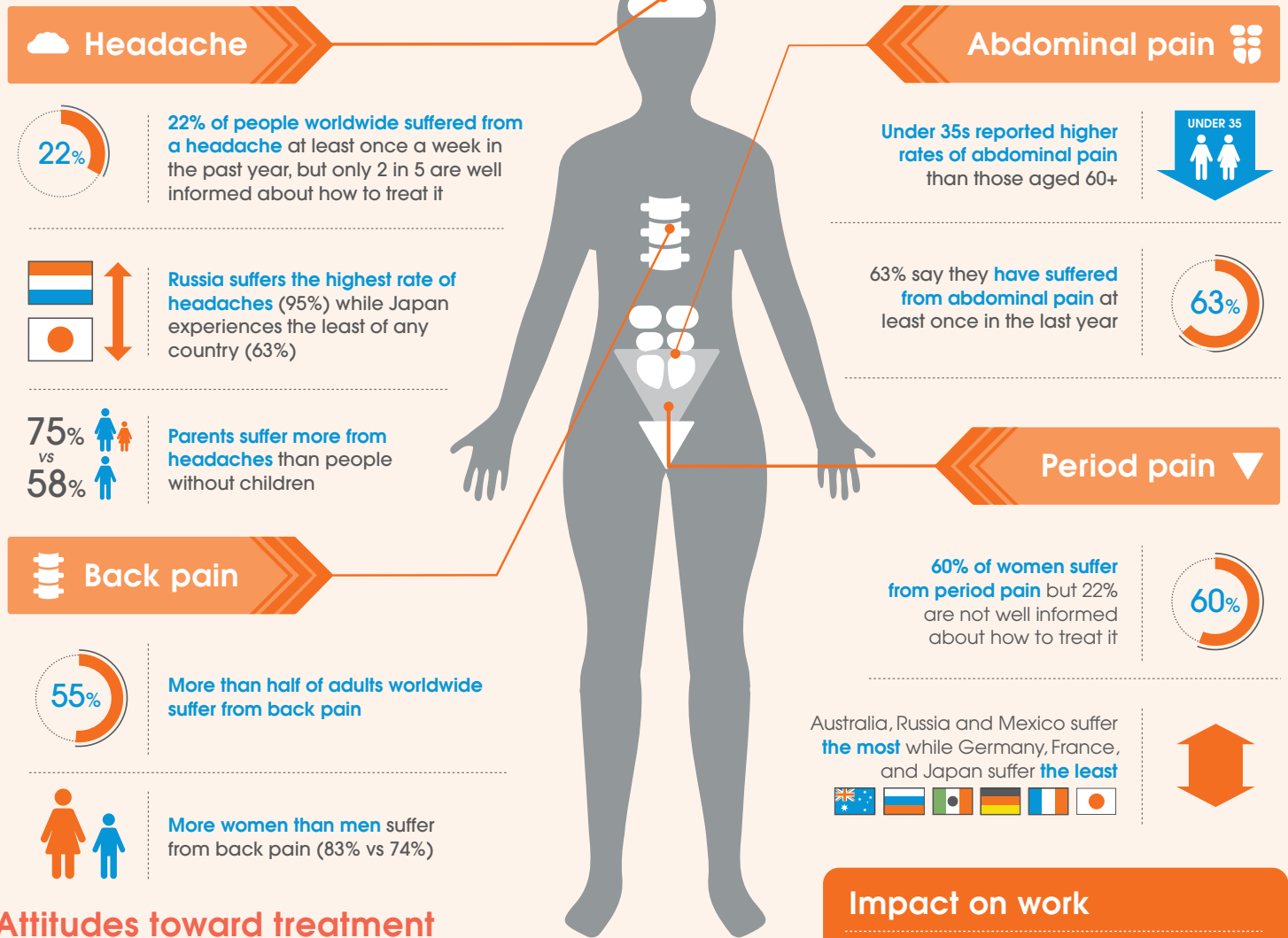




Self Care
Be Your Best

PAIN MANAGEMENT: HOW THE WORLD DEALS WITH PAIN

Prevalance



Attitudes toward treatment

- Globally, more people bought non-prescription medicines for headaches in the last 12 months than for any other illness (68%)
- Japan is least informed on how to treat period pain (45%), which may explain why 41% did nothing the last time they suffered from it
- 28% of people went straight to their doctor for treatment the last time they suffered with back pain, and almost 8 in 10 received a prescription medicine to treat it
- 3 in 10 people say they can't deal with abdominal or back pain without seeing a healthcare professional (30% and 31% respectively)
- People are most likely to buy OTC medicine when suffering from a headache (39%) but least likely to when suffering from back pain (27%)

Impact on work

- 81% of people have been to work in the last 12 months while suffering from a headache
- 74% of people have been impacted by back pain at work in the last year
- On average, people go to work 7 times a month while experiencing back pain