



Self Care
Be Your Best

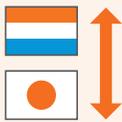
PAIN MANAGEMENT: HOW THE WORLD DEALS WITH PAIN

Prevalance

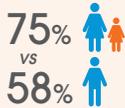
Headache



22% of people worldwide suffered from a headache at least once a week in the past year, but only 2 in 5 (21%) are well informed about how to treat it



Russia suffers the highest rate of headaches (95%) while Japan experiences the least of any country (63%)



On a monthly basis, parents suffer more from headaches than people without children

Back pain



More than half of adults worldwide suffer from back pain, on a monthly basis



More women than men suffer from back pain (83% vs 74%)

Abdominal pain

Under 35s reported higher rates of abdominal pain than those aged 60+



63% say they have suffered from abdominal pain at least once in the last year



Period pain

60% of women suffer from period pain but 22% are not well informed about how to treat it



Australia, Russia and Mexico suffer the most while Germany, France, and Japan suffer the least



Attitudes toward treatment



Globally, more people bought non-prescription medicines for headaches in the last 12 months than for any other illness (63%)



Japan is least informed on how to treat period pain (30%), 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 from 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 an 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

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