



# NEW PRODUCT RELEASE - FLEET® NATURALS

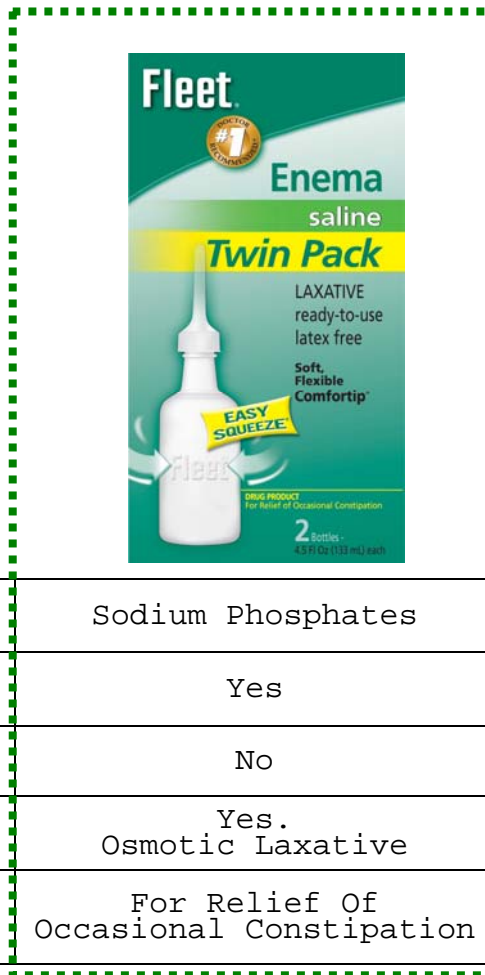
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## FLEET® NATURALS - THE FIRST READY-TO-USE CLEANSING ENEMA

In March of 2010, Fleet Laboratories will begin distributing **Fleet Naturals Cleansing Enema**, the first enema designed specifically for elective cleansing.

Tell your patients to continue to look for the **green box** for relief of occasional constipation

THIS IS NOT A LAXATIVE



Active Ingredient	Sodium Phosphates	No Active Ingredient
Medicated	Yes	Drug Free
Safe for Daily Use	No	Yes
Relieves Constipation	Yes. Osmotic Laxative	NOT A LAXATIVE
Intended Use	For Relief Of Occasional Constipation	ELECTIVE RECTAL CLEANSING

**Fleet Naturals Cleansing Enema should only be used as an elective rectal cleanser. It is not indicated for relief of constipation, however it may produce a bowel movement on some occasions.**

Elective Rectal Cleansing is the practice of introducing a volume of water-based liquid into the rectum to cleanse the rectum and/or to obtain a sensation of refreshment. Research has shown that nearly 4% of the general population participates in elective rectal cleansing. Reasons for elective rectal cleansing include perceived health benefits, or use before or after anal intimacy.

**\* Please note if you are recommending a Fleet Enema for relief of constipation, please have them refer to the Saline laxative product in the green box. Fleet Naturals should only be used for elective use.**