The link between the brain and the gut

- The gut affects our mood more than we think. Did you know that 72% of people who suffer digestive discomfort from time to time say that it affects them emotionally? 31% say that they’re not at their best, 25% say that they’re bad tempered and 15% feel unattractive
- 95% of serotonin, the body’s feel good hormone, is produced in the gut
- The intestine can be regarded as a sensory organ as it sends messages to your brain. Did you know that the digestive system is home to up 100 million neurons, more than in either the spinal cord or the peripheral nervous system

Facts about the digestive system

- Almost 80% of population suffer some digestive disorders. Most common symptoms are: feeling bloated, constipation and flatulence
- 86% of people that suffer digestive discomfort say that affects them physically
- Feel uncomfortable (57%)
- Feel tight in your clothes (29%)
- Feel fat (27%)
- 75% of people say digestive discomfort is worse in the evening
- Digestive discomfort affects twice as many women as men, however men suffer indigestion more
- Belly distension can increase abdominal girth –by up to 12cm over course of a day

Bloating

- Bloating is the most common digestive discomfort and affects 36% of the general population
- Bloating is usually absent in the morning and then worsens throughout the day
- The adult stomach can expand up to four times its normal size after a large meal holding nearly 2 litres of food

Constipation

- Constipation occurs in up to 20% of population, is more common in women and becomes more common as we get older
- The final part of the digestion, the transit through the colon, takes 30–40 hours. When transit gets slower it can lead to constipation

Flatulence

- The average person breaks wind 15 times a day and passes about 600 cc per day but there is great variation, and can be up to 2 litres a day in some healthy people

Men generally pass more wind than women - men (average 18 times a day) women (average 12 times a day)