

## SUFFERING FROM BODY PAIN?

### DON'T LET IT BECOME A COMPLETE 'PAIN IN THE NECK'

- ***First-of-its-kind global study finds two-thirds (65%) of the world's adults experience body pain every week, with a quarter (23%) labelling it 'severe'***
- ***Findings shed new light on how body pain reduces quality of life***

February 25, 2016 TORONTO – From back pain, to shoulder pain to a 'pain in the neck', to knee pain, body pain is something we all experience but what's concerning is that for two-thirds [67%] of people, it dramatically reduces quality of life, both physically and emotionally and whilst the experience of pain is extremely personal and subjective it has vast ripple effects beyond the sufferer. That's according to a first-of-its-kind global study commissioned by GSK Consumer Healthcare on behalf of body pain expert, Voltaren®.

The Global Pain Index (GPI), which spoke to 7,000 people aged 18+ across four continents and 14 countries<sup>1</sup>, reveals that 88% of the world's adult population suffer from body pain such as back pain, a frozen shoulder or knee pain, with more than half [65%] experiencing it at least once a week. The study found that the ripple effect of body pain is widespread and people from all participating countries feel that pain affects social life [72%] and their love life [64%] on a daily basis. And those in employment feel that pain affects their work life too [78%].

Two-thirds [67%] of parents believe they would be doing a better job if it wasn't for body pain. Almost half [49%] have difficulty picking their children up, [60%] are unable to play with them, and [41%] are unable to transport kids to and from daily activities because of everyday ailments like backache, neck stiffness and sore muscles.

The global study also found that the aches and pains of daily life are pouring cold water on the world's love lives. It reveals that 47% of Canadians say their sex life is affected by everyday ailments like back pain, a stiff neck or muscle stiffness. 53% of Canadian pain sufferers admit that regular body pain is making them feel less attractive while 44% of Canadian sufferers who are sexually active feel guilty about their resulting lack of energy in the bedroom.

For many people, the impact of body pain goes beyond the family home. Indeed, the 'ripple effect' of body pain can be felt at work too as 61% of workers globally claim it renders them unable to concentrate at work

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<sup>1</sup>Australia, Brazil, Canada, China, Germany, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, Sweden, UK and the USA

whilst 48% of sufferers globally say it limits their ability to perform their job at all. The result is a regular stream of sick days and a distinct lack of motivation among a sizeable portion of the country's workforce.

The study also reveals how our response to pain varies wildly from nation to nation:

- Many Canadians [74%] feel pain is just a part of life, with very few [12%] taking medication at the first sign of pain to find relief, where most Swedes [80%] believe treatment with pharmaceutical ingredients is more effective in relieving pain
- Italians are most likely to feel annoyed by body pain (52% react this way) whereas in Mexico, the primary response is to worry [40%]
- Most Chinese and Russians [65% and 59%] consider pain a sign of weakness, a view not shared in Poland [30%], Germany [31%] or Saudi Arabia [44%]
- In Saudi Arabia, [66%] of people think body pain is a sign they pushed themselves hard enough during a workout (much higher than any other nation) but only [15%] of Swedes agree

These differences are evident in the way each culture views medication. In Saudi Arabia and China, there is a strong push towards using natural remedies for body pain compared to other markets. However, in the UK and Sweden, the reverse is true, with eight in ten sufferers placing their faith in pharmaceutical medication instead.

Dr. William Stanish, Professor of Orthopaedic Surgery and former Olympic Chief Medical Officer adds: "It is evident that everyday preventable pain such as back ache, shoulder pain and 'knee pain' has a significant impact on people's lives: half of physicians' visits around the world are about pain and we know from the GSK Global Pain Index that over 88% of people globally experience body pain and at least 65% of those people suffer from body pain every week. What's concerning is that 67% feel it's reducing their quality of life and 78% are being forced to change their daily routine as a result. Pain stops them from moving effortlessly and freely and gets in the way of enjoying each day. It affects their ability to interact with others and be at their best, impacting people around them. For health professionals, it is a daily struggle they are trying to solve for others, which ultimately impacts their lives too. Using products like Voltaren Emulgel® Original are one part of the solution to help relieve the pain associated with acute, localized minor muscle or joint injury, but the scale of this study will help inform more systemic changes across the world as we better understand how people cope with preventable pain.<sup>3</sup>"

John Bell, a Pharmacist from Sydney, Australia, says: "When we know that two thirds [67%] of people feel body pain is reducing their quality of life, it is vital that we continue to explore ways to address this through new improved products, the right medications and education on how to effectively manage pain. With our position as the global leader in pain relief treatments like Voltaren Emulgel® Original, we believe we can help free more people from physical pain enabling them to experience the joy of movement, enhancing their lives by driving the right access to pain relief treatment, constantly looking for new solutions/treatments or simply providing them with useful information on how to manage their pain. Thanks

to the unique insights in the GPI, we're better equipped than ever to help sufferers and we can ensure we focus on the key areas which we know will make a difference to people's lives."

John Bell continues: "We know people consistently talk about the impact pain has on their lives, with 2.3m Twitter mentions over the past 6 months alone. We also know that people love to celebrate how being pain free unlocks them to do things they love and enjoy every day, sharing their experiences on social media. We want to encourage people to join the conversation and share their moments using the hashtag #breakthroughpain

To find out more about the Global Pain Index, go to [www.global-pain-index.com](http://www.global-pain-index.com).

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#### **Notes to Editors**

For more information, including details of how body pain impacts particular aspects of our lives, such as relationships, parenting and work, please contact:

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#### **About the Global Pain Index (GPI)**

The GPI is a global study by GSK Consumer Healthcare, with the first edition completed on behalf of body pain expert Voltaren®. It was conducted by global market research firm Edelman Berland, across four continents and 14 countries (Australia, Brazil, Canada, China, Germany, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, Sweden, UK and the USA). Fieldwork took place from November 2014 through January 2015 among 7,000 adults aged 18+.

#### **About Voltaren®**

Voltaren®, part of GSK Consumer Health, is an anti-inflammatory pain reliever. The Voltaren Emulgel® portfolio contains medicated topical gels that provide patients with treatment and guidance for the relief associated to acute, localized minor muscle or joint injury. Voltaren® is available in more than 130 countries worldwide. Diclofenac diethylamine, the active ingredient is one of the world's most widely-used pain-relieving and anti-inflammatory medicines. It has been used effectively since the discovery of the diclofenac molecule in Switzerland 40 years ago. To learn more about pain and how to relieve pain effectively, go to [www.global-pain-index.com](http://www.global-pain-index.com)

#### **About GSK Consumer Healthcare**

GSK Consumer Healthcare is one of the world's largest consumer healthcare companies, responsible for some of the world's best loved healthcare brands including Sensodyne®, Voltaren®, Theraflu®, Parodontax®, Panadol®, Polident®, Otrivin®, Horlicks® and Physiogel®.

**Downloadable Infographics**  
(Click on the thumbnail to view Hi-Res Image)

**BODY PAIN IMPACTS ALMOST ALL OF US**

More than **88%** of people in each country experience body pain



**THE GLOBAL PAIN INDEX**

An in-depth global study explores the prevalence of pain and compares the significance of body pain around the world.



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**PAIN AND ITS IMPACT ON PEOPLE'S QUALITY OF LIFE**

**7 in 10** people feel their body pain decreases their quality of life



**PAIN CAN PREVENT GETTING JOB DONE**



**1 in 2** people in the workforce cannot perform properly at their job



**PAIN CAN STAND IN THE WAY OF CAREER**



**78%** of people in the workforce believe that pain negatively impacts their professional life



### BODY PAIN INFLUENCES INNER BALANCE



**93%** of people feel negative emotions when they experience body pain



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### PAIN KILLS LOVE?

**64%** of people believe that pain negatively impacts their romantic and love life



### PAIN - A SIGN OF WEAKNESS?

In many countries, like China and Russia, pain is seen as a sign of weakness.



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## WHEN DO PEOPLE START TREATING THEIR BODY PAIN?

When to medicate differs around the world



For advice on medical issues you should always consult your local medical practitioner.



## PHYSICAL IMPACT OF PAIN



**64%** of people feel that body pain compromises their ability to participate in physical activities they like



## PSYCHOLOGICAL IMPACT OF PAIN



**64%** of people feel that body pain impacts their mood



## A CLEAR RELATIONSHIP BETWEEN EXPERIENCING PAIN AND FEELING ANXIETY

**42%** of people feel anxious because of their pain



## LET'S TALK ABOUT PAIN...



**1 in 2** people consider themselves vocal about their body pain



## A BETTER PARENT WHEN NOT IN PAIN



More than **3 in 5** parents feel they could be a better parent if they were not in pain



THE MAJORITY OF PEOPLE EXPERIENCE PAIN AT LEAST ONCE A WEEK



More than **2** in **3** people  
experience **body pain** at  
least **once a week**

