

AUSANO



GENTLE CONSTIPATION RELIEF SUPPORT



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CONSTIPATION

SUPPORT

Ausano's formula, inspired by the classic Liu Mo Tang, supports the relief of constipation from Qi stagnation with sluggish bowels. It boosts Qi flow, intestinal motility, and gentle purging without overstimulation or dependency. Combining Qi-movers, warming tonics, and bowel-regulating herbs, it's effective yet gentle on digestion. Perfect for chronic constipation tied to stress, bloating, or weak peristalsis in the elderly or recovering patients, it's an alternative to harsher habit forming chemicals, targeting the root cause for balanced digestive health.

HISTORY

The origins of Liu Mo Tang, also known as the "Six Milled Herb Decoction," can be traced back over 400 years to the Ming dynasty. According to Bensky, it was first recorded in 1602 in Indispensable Tools for Pattern Treatment - Zhèng Zhì Zhūn Shéng.

This Qi-regulating formula was developed to address digestive stagnation, which can manifest as abdominal distention, bloating, and constipation. It promotes the movement of Qi, relaxing the intestines, and gently unblocking stagnation without the harsh effects of strong purgatives. Unlike aggressive standard chemical formulas, Liu Mo Tang helps restore digestive balance naturally, making it a preferred choice for individuals experiencing chronic constipation due to stress, dietary habits, and lifestyle factors.

SELECTED KEY INGREDIENTS

Aucklandia Lappa

Prepared Areca Seed

Rhubarb Root

(1) BMC Gastroenterology Jan 2025 Association of anxiety status and anxiety duration with constipation in adult Americans: a cross-sectional study using data from the NHANES 2007-2010

(2) The American Journal of Gastroenterology June 2020 Chronic Constipation in the United States: Results From a Population-Based Survey Assessing Health-care Seeking and Use of Pharmacotherapy

(3) The American Journal of Gastroenterology April 2004 Epidemiology of constipation in North America: a systematic review

BENEFICIAL AUDIENCE

- Supports Bowel Regularity and Digestive Comfort in Times of Occasional Stress
- Supports Digestive Comfort and Healthy Bowel Function
- Supports Digestive Health and Gut Motility
- Patients Seeking a Gentle, Non-Habit-Forming Alternative to Harsh Laxatives

SIZE OF AUDIENCE

CONSTIPATION AFFECTS MILLIONS ANNUALLY

- 16% of U.S. adults experience constipation symptoms (~52.8 million people).
- Chronic Idiopathic Constipation (CIC) affects between 9-20% of the population (~29.7 to 66 million people).

DEMOGRAPHIC BREAKDOWN

- Women are affected at twice the rate of men (2.2:1 ratio).
- Women with constipation (~20% prevalence) → ~33 to 66 million women.
- Men with constipation (~10% prevalence) → ~16.5 to 33 million men.
- Higher prevalence (~33%) in adults 65 and older (~18.5 million elderly individuals affected).

KEY SELLING POINTS

A BALANCED APPROACH TO CONSTIPATION RELIEF

- Liu Mo Tang provides gentle yet effective support for digestive health. It is formulated to be stronger than many regular constipation supplements while being milder than full purgative formulas, making it suitable for a wider range of individuals.
- Rhubarb Root is expertly blended with Aloeswood, Mu Xiang, and Wu Yao to support digestive balance and comfort.

TARGETING CHRONIC, QI-STAGNATION-INDUCED CONSTIPATION

- Lindera Root and Bitter Orange support healthy digestion and promote natural energy flow.
- Prepared Areca Seed supports healthy digestive function and promotes natural intestinal movement.

AVOIDING HARSH CHEMICAL EFFECTS

- Liu Mo Tang supports digestive health without the dependency or excessive irritation associated with some unbalanced herbal teas and formulas. Mu Xiang and Wu Yao support digestive health and help maintain intestinal comfort.
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