

# PREPARATION H<sup>®</sup>

The #1 Doctor Recommended Brand

## A Guide to Your Burning Questions



Use products as directed.  
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# Put an End to Your Uncomfortable Questions

We understand that talking about hemorrhoids or even bringing up what's below the belt can be a bit uncomfortable. We're here to provide answers, advice, and tips on how to approach any concerns with your doctor.

## Are you experiencing any or all of these symptoms?

- Painless bleeding during bowel movements
- Anal itch
- Anal pain and/or discomfort
- Rectal burning and/or pain
- Swelling around the anus
- A lump near the anus, which may be sensitive or painful
- Leakage of feces

If so, you may have hemorrhoids. Nothing to get too worried about. Hemorrhoids are a common condition where the veins in the lower rectum and around the anus are swollen, dilated, or inflamed (think varicose veins in the legs).

**75%**

of American men and women experience hemorrhoid discomfort at one time or another.<sup>1,2</sup> The earlier you talk about it and get the treatment you need, the better you'll feel.



## Put an End to Your Uncomfortable Questions (cont.)

The following information can be used as a tool to help you better understand hemorrhoids, and as a guide to talk to your doctor:

### Did you know?

Hemorrhoids can pop up both inside and outside the body.

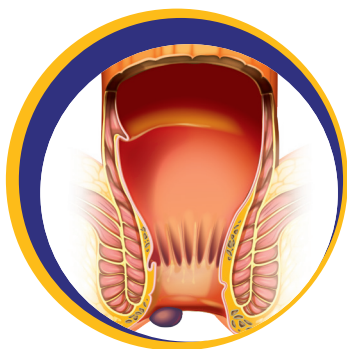
#### Internal Hemorrhoids:



Occur in the lower rectum. Typically painless, but with strain or pressure, they could “pop out,” resulting in a prolapsed hemorrhoid. When this happens, it may cause irritation and itching. Because they’re not exactly visible, it’s important to discuss these symptoms with your doctor.

- ▶ We recommend **Preparation H® Suppositories**, as they reduce internal swelling and provide prompt relief for painful burning. **Preparation H® Ointment** comes with an applicator, which can also help.

#### External Hemorrhoids:



Develop under the skin around the anus. Usually very uncomfortable and itchy due to difficulty cleaning the area. If a blood clot forms inside an external hemorrhoid, the pain can be sudden and severe.

- ▶ A variety of **Preparation H®** products can help. Depending on your symptoms, you may want to go with wipes to cleanse the area, then treat with cream or cooling gel.
- ▶ You may want to try **Rapid Relief With Lidocaine Cream** for sudden pain, burning, and itching.

Getting to the Bottom of It.

## Who Gets Hemorrhoids and Why?

Hemorrhoids are not gender, race, or age specific, and are most common among adults aged 45 to 65. However, there are many factors that may make flare-ups for some patients more frequent than others.<sup>1</sup>



### Pregnant or a new mother?

52% of women cite pregnancy as their initial cause of hemorrhoids.<sup>3</sup> In fact, 1 in 3 moms experiences hemorrhoids after pregnancy.<sup>4</sup> If you're expecting a child or have just had a baby and are experiencing hemorrhoids, talk to your doctor about your symptoms.



### Struggling with your weight?

15% of people with hemorrhoids experience a flare-up due to obesity.<sup>4</sup> A balanced diet with added fiber and proper exercise is key to relief and prevention and can even improve bowel function. [See our hemorrhoid-friendly diet and exercise list: http://www.preparationh.com/live-better](http://www.preparationh.com/live-better)



### Do you have a desk job?

People whose job or lifestyle requires them to sit for long periods of time may be at risk. That can't always be avoided, so talk to your doctor about your symptoms. To treat while at work, wipes may be your best bet.<sup>4</sup>



### Do you have a GI condition?

For people with persistent diarrhea or constipation, the constant pressure may lead to flare-ups. If you have any GI-related problems, talk to your doctor about possible symptoms.<sup>4</sup>



### Other causes

Weightlifters, or people whose jobs involve heavy lifting, are more likely to show symptoms of a flare-up. Talk to your doctor if you experience any symptoms that may be related to your lifestyle.<sup>4</sup>



Preparation H® Totables are easy to toss in your bag so you can treat hemorrhoids when you're on the go.

# Common Questions

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You probably have some questions at this point. Below we have outlined some questions and concerns many people have on this topic. If you would like to know more, don't be afraid to ask your doctor or head back to our site at [PreparationH.com](https://PreparationH.com).

## **Is bleeding normal?**

Bleeding can be a symptom of hemorrhoids or a more serious condition. Be sure to talk to your doctor.

## **What is a flare-up?**

This is a term for any time you are actively experiencing hemorrhoids. For some, flare-ups are related to things like stress, diet, and constipation. The length and severity varies by person.

## **Can hemorrhoids be cured?**

With proper care and lifestyle changes, you can get relief from hemorrhoid flare-ups and help reduce the risk of them reoccurring.

## **Is there anything that helps in addition to Preparation H® products?**

While our lineup consists of products for just about any type of hemorrhoids, soaking in a tub, applying hot or cold compresses, and taking an over-the-counter pain reliever can also help. A high-fiber diet and exercise can help prevent hemorrhoids as well.

## **Is exercise recommended during a flare-up?**

There is no reason to avoid exercise because of hemorrhoids, unless it is uncomfortable. In fact, it may help since it can induce healthy bowel function. Keep in mind that weightlifting or anything strenuous could exacerbate the area. In addition, cycling may be uncomfortable due to the seat's pressure.

## Bringing It Up With Your Doctor

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Stop hemorrhoids where they start. More than 70% of people experiencing hemorrhoids don't think their symptoms are severe enough to treat.<sup>4</sup> This not only keeps them suffering longer, but can cause future flare-ups. Don't suffer in silence.

**80%** of sufferers who treat with **Preparation H<sup>®</sup>** at the first sign of a flare-up said it made their symptoms less severe.<sup>4</sup>

**3 out of 4** will continue treating with **Preparation H<sup>®</sup>** in case of a future flare-up.<sup>4</sup>

### Get Comfortable

It may not be an easy conversation to strike up, but realize your doctor is there to help and provide information.

### Be Specific

Keep track of your symptoms. See page 2 of this guide for a list of common symptoms associated with hemorrhoids. Write them in the space below before meeting with your doctor, along with any questions you may have.



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# There's Something for Everyone

Preparation H® offers a variety of products to customize your treatment based on your symptoms. Use our chart to see which products best fit your needs. Talk to your doctor about what's bothering you most and they can provide further information on what can work for you.

	 <b>Medicated Wipes</b> <small>External &amp; Cleansing</small>	<b>OUR LATEST INNOVATION</b>  <b>Rapid Relief With Lidocaine Cream</b> <small>External</small>	 <b>Ointment</b> <small>Internal &amp; External</small>	 <b>Maximum Strength Pain Relief Cream</b> <small>External</small>	 <b>Suppositories</b> <small>Internal</small>	 <b>Anti-itch Cream</b> <small>External</small>	 <b>Cooling Gel</b> <small>External</small>
<b>Pain</b>		✓		✓			
<b>Swelling</b>			✓	✓	✓		✓
<b>Burning</b>	✓	✓	✓	✓	✓		✓
<b>Itching</b>	✓	✓	✓	✓	✓	✓	✓
<b>Discomfort</b>	✓	✓	✓	✓	✓		✓
<b>Severe Itch</b>						✓	

For samples and coupons, call 1-888-278-6528

Use products as directed.

Visit [PreparationH.com](http://PreparationH.com) to learn more about our products

**References:** **1.** Hemorrhoids. National Institute of Diabetes and Digestive and Kidney Diseases website. <http://www.niddk.nih.gov/health-information/health-topics/digestive-diseases/hemorrhoids/Pages/facts.aspx>. Updated November 2013. Accessed July 14, 2017.

**2.** Hemorrhoids. University of Maryland Medical Center website. <http://umm.edu/health/medical/altmed/condition/hemorrhoids>. Updated 2013. Accessed July 14, 2017. **3.** National Collaborating Centre for Women's and Children's Health. *Antenatal Care: Routine Care for the Healthy Pregnant Woman*. 2nd ed. London, UK. Royal College of Obstetricians and Gynaecologists; 2008. **4.** Data on file. Pfizer Inc. New York, NY.

