Discussing Hemorrhoids and Treatment With Your Doctor

PREPARATION H®
A Guide to Your Burning Questions

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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, and inflamed (think varicose veins in the legs).

75% of American men and women experience hemorrhoid discomfort at one time or another.\(^1,^2\) 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 may also be of help.

**External Hemorrhoids:**
Develop under the skin around the anus. Usually very uncomfortable or painful 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. Discuss with your doctor what may be best for you.
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.¹

**Pregnant or a new mother?**
52% of women cite pregnancy as their initial cause of hemorrhoids.³ In fact, 1 in 3 moms experiences hemorrhoids after pregnancy.⁴ 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.⁴ 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

**Do you sit all day?**
Men and women whose job or lifestyle requires them to sit for long periods of time may find themselves suffering. 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.⁴
Common Questions

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.

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

Stop hemorrhoids where they start. 71% of people experiencing hemorrhoids don’t think their symptoms are severe enough to treat. This not only keeps them suffering longer, but can cause future flare-ups. Don’t suffer in silence.

80% of sufferers who treat at the first sign of a flare-up said it made their symptoms less severe.

3 out of 4 will continue treatment in case of a future flare-up.

Get Comfortable

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

Use this area to take notes, track your symptoms, or jot down any questions you have before heading to your doctor.
There’s Something for Everyone

The symptoms and severity of your hemorrhoids will vary. Preparation H provides the most maximum-strength solutions to treat pain, swelling, burning, itching, discomfort, and severe itch. Talk to your doctor about what’s bothering you most and they can provide further information on what can work for you.

- **Ointment**
  For internal and external discomfort.

- **Maximum Strength Pain Relief Cream**
  With maximum-strength pramoxine.

- **Cooling Gel**
  Prompt cooling relief from painful burning and itching.

- **Anti-Itch Cream**
  A maximum strength anti-itch formula.

- **Medicated Wipes**
  Soothes and cleanses to reduce irritation and skin damage.

- **Suppositories**
  Reduces internal swelling during the day and at night.
Not Sure What Will Work for You?

Use our chart to narrow down your options based on your symptoms:

<table>
<thead>
<tr>
<th>Ointment</th>
<th>Maximum Strength Pain Relief Cream</th>
<th>Cooling Gel</th>
<th>Anti-Itch Cream</th>
<th>Medicated Wipes</th>
<th>Suppositories</th>
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<tbody>
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<td>External</td>
<td>External</td>
<td>External &amp; Cleansing</td>
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Visit PreparationH.com to learn more about our products

References: