

GUIDELINES FOR HEMORRHOIDAL CARE

PATIENT NAME _____

IT'S A COMMON PROBLEM — millions of people suffer from hemorrhoids at some point in their lives. You can help minimize the symptoms and discomfort caused by hemorrhoids by observing the following guidelines:

DIET

DEVELOP A PROPER DIET rich in high fiber foods to help avoid constipation, which can contribute further to hemorrhoidal problems. Include in your diet:

- Whole grain foods — bran breakfast cereals, whole grain bread, unprocessed oatmeal, brown rice.
- Fruits and vegetables — especially apples, strawberries, prunes, oranges, carrots and green leafy vegetables.
- Liquids — 6 to 7 glasses of water per day (include fruit juices).
- Avoid highly seasoned foods and excessive consumption of alcohol.

EXERCISE

A REGULAR PROGRAM OF EXERCISE will help prevent hemorrhoids by improving circulation and muscle tone.

- Running, walking, stretching, bicycling, swimming or ball sports are appropriate for those in good health.

(Important Hygiene & Treatment Guidelines for Hemorrhoidal Care on other side.)

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HYGIENE PROPER BOWEL HABITS AND HYGIENE can help to prevent further irritation and infection.

- Do not strain or try to force a bowel movement. This may greatly contribute to the development of hemorrhoids.
- Good toilet hygiene should include carefully cleansing the anal area to free it of matter that may cause pain and irritation. Preparation H® Cleansing Tissues are ideally suited for this purpose. They are specially formulated without alcohol to moisturize and cleanse sensitive rectal or vaginal skin. Use daily.

TREATMENT PREPARATION H® Hemorrhoidal products, available in Ointment, Cream and Suppositories, are effective and specially made for the treatment of hemorrhoidal symptoms. Frequent application and lubrication with Preparation H is important for effective results: It is recommended for use up to six times daily, especially at night, in the morning, and after each bowel movement. Adherence to this regimen can often bring prompt, temporary relief of pain and itching, as well as reduce swelling of inflamed hemorrhoidal tissues.

PRURITUS ANI Very often people suffer from moderate or severe anal itching (pruritus ani) that is not caused by hemorrhoids. External anal itching may be due to heat and tight fitting clothing, improper hygiene, soaps and detergents, and stress. To provide consumers with anal itch relief, the makers of Preparation H now have Preparation H® Hydrocortisone 1% (without a prescription).