



# **HEMORRHOIDS?**

**STOP SUFFERING**

**NOW THERE IS AN EASY  
NON-SURGICAL  
NO DOWNTIME  
SOLUTION**

**COVERED BY INSURANCE**

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## YOU ARE NOT ALONE

Three out of four people will develop hemorrhoids at some point in their lives. While many people associate hemorrhoids with painful surgery, only a small percentage of patients actually require surgery. A fast and highly effective office procedure has taken the fear out of hemorrhoid treatment.

## WHAT ARE HEMORRHOIDS AND WHO GETS THEM?

Hemorrhoids are a swelling in the rectum or anal area that may protrude through the anus on straining. They usually contain enlarged veins and are most common in people over the age of 50 or after child bearing.

## WHAT CAUSES HEMORRHOIDS?

The exact cause is unknown. There are a number of factors that are known to contribute to hemorrhoidal disease:

- Heredity
- Aging
- Chronic constipation or diarrhea
- Pregnancy
- Faulty bowel function due to overuse of laxatives or enemas; straining during bowel movements
- Spending long periods of time (e.g. reading) on the toilet

## WHAT ARE THE SYMPTOMS OF HEMORRHOIDS?

You may have hemorrhoids if you notice any of the following symptoms:

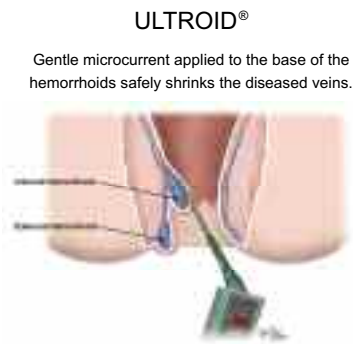
- Bleeding during bowel movements
- Protrusions during bowel movements
- Itching or burning in the anal area
- Pain (mild to severe if thrombosed—a blood clot within them)
- Sensitive lump(s)

## ARE THERE DIFFERENT KINDS OF HEMORRHOIDS?

Yes. “Internal” hemorrhoids develop inside the anus. The most common symptoms are bleeding during bowel movements or protrusion through the anus upon straining. “External” hemorrhoids develop around the anus and can be very painful, especially if a bleed clot develops within them. They can be felt as a firm lump or lumps around the anus.

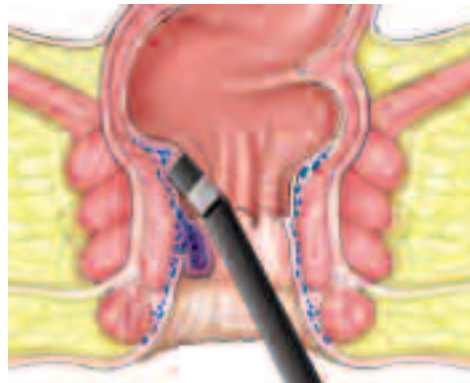
## TREATMENT OPTIONS:

- INFRARED LIGHT COAGULATION™ (IRC™)
- ULTROID™



## WHAT IS INFRARED LIGHT COAGULATION™?

Since its introduction 20 years ago, infrared coagulation (IRC™) has become the world's leading office treatment for hemorrhoids. This non-surgical treatment is fast, well tolerated, and remarkably complication-free. A small probe is placed above the hemorrhoid and a few short bursts of infrared light are applied. The infrared light quickly coagulates the vessels that provide the hemorrhoid with blood, causing the hemorrhoidal tissues to shrink and recede. Shrinkage of the hemorrhoidal tissues may take a few weeks.



## WHAT IS ULTROID™?

Ultroid™ utilizes a technique called hemorrhoidolysis™. Hemorrhoidolysis™ incorporates a proven device that applies a safe and painless microcurrent to the base of the hemorrhoid. This microcurrent induces a chemical reaction that gently dissolves the diseased veins, causing the hemorrhoids to shrink and recede.

## DOES THE TREATMENT HURT?

While patient sensitivity may vary, most patients report feeling a brief sensation of heat, but not acute pain. Local anesthesia is usually not required.

## ARE THERE ANY AFTER-EFFECTS?

Typically, there are no post-treatment effects. Most patients return to a normal lifestyle the same day. There may be slight spot bleeding a few days later. Heavy straining or lifting should be avoided and aspirin should not be taken for a few days.

## HOW MANY VISITS ARE REQUIRED?

After your initial visit with our physician, he will make a determination of how many treatment sessions you may need. The average number of visits are between 3—8 at two to three week intervals. Each visit takes between 10 to 15 minutes. There is no special preparation before your treatment.

**TAKE ADVANTAGE OF THIS SIMPLE TREATMENT BEFORE IT'S TOO LATE AND YOUR HEMORRHOIDS ARE TOO ADVANCED FOR NON-SURGICAL CARE.**

**CALL TODAY 801-748-0580  
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