



"I quickly found that I was gaining haemorrhoid relief for some time after each application"

PRESTO GEL
CONTAINS NATURAL INGREDIENTS

Lasting relief the way Nature intended

MANAGING HAEMORRHOIDS - WITHOUT SURGERY

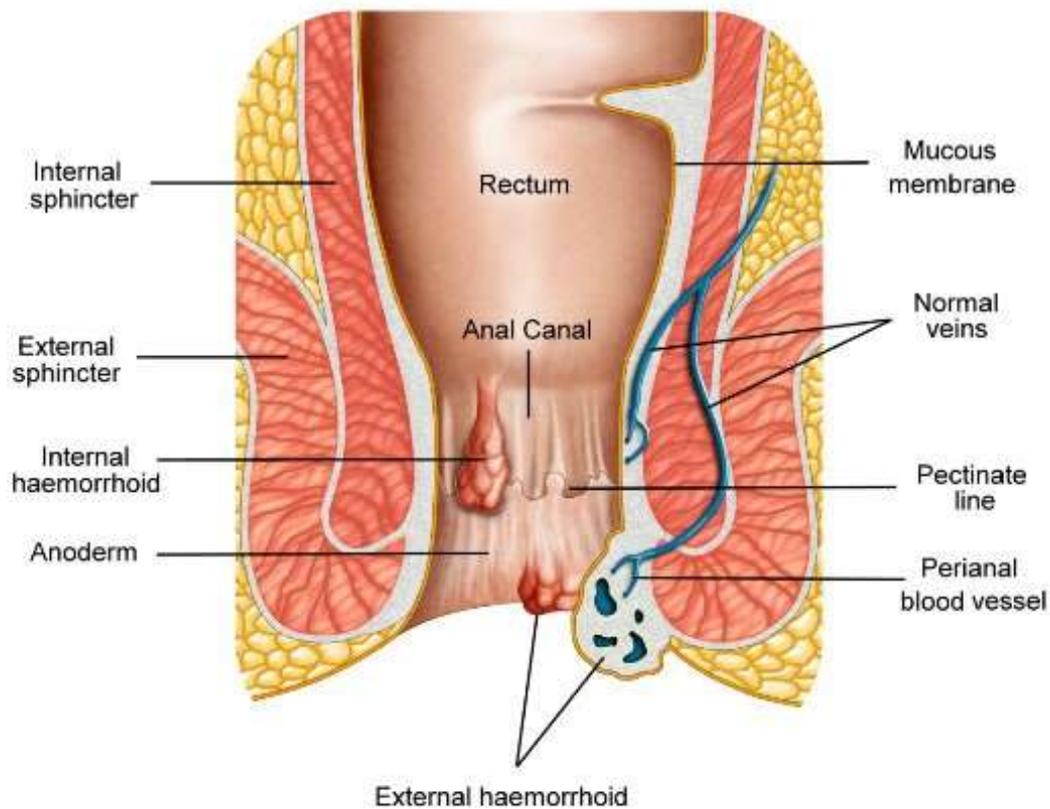
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Internal / External Haemorrhoids



About Haemorrhoids

What are Haemorrhoids?

Haemorrhoids (also known as 'piles') are swollen and sometimes very painful clusters of blood vessels located in the rectal area and are similar to the varicose veins found in the legs. They are common in industrialized societies and may begin to form in a person's early 20's, but not make their presence known until their 40's. Females are afflicted more often than males.

Haemorrhoids may cause bleeding, burning, pain, irritation, swelling and inflammation. Although rare, severe bleeding can occur and can lead to iron deficiency anaemia from long-term blood loss. Itching is also possible but is more likely to have other causes. Other anorectal problems, such as anal fissures, fistulae, or abscesses may often be mistakenly referred to as haemorrhoids.

There are two main groups of haemorrhoids; those that form internally within the lower part of the rectum and those that show themselves as an external bulge around the edge of the anus.

Internal Haemorrhoids

Internal Haemorrhoids usually make their presence known when bright red blood appears on the stool or in the toilet bowl before, during or after elimination. They are not generally painful because there are no sensory nerve endings in the area. An internal haemorrhoid may protrude (prolapse) out through the anus and then become irritated and painful. If left protruding, there is an increased likelihood that a blood clot will form.

Internal Haemorrhoids may deteriorate through four stages as follows:

1. The swollen blood vessels are present but not felt directly.
2. The haemorrhoids protrude during defecation and retract unaided.
3. The haemorrhoids protrude but do not retract unaided.
4. The haemorrhoids protrude but cannot be returned

Each phase can be accompanied with bleeding. Pain may become acute in the last stage.

External haemorrhoids

External haemorrhoids form when veins surrounding the anus begin to swell. They may appear as a circular purplish bulge adjacent to the anal opening. The swelling is sensitive to pressure and therefore very painful. It carries a potential to form a blood clot.



PRESTO GEL

Natural lasting relief for inflamed Haemorrhoids

How To Ease The Symptoms

Specific degenerative diseases seldom have singular causes and haemorrhoids are no exception. Fortunately, in learning about the main causative factors set out below, it will become apparent that there are steps you can take to provide an optimum environment that gives your damaged veins the best chance to repair themselves at a cellular level. Of most importance is the need to identify and as far as possible, avoid the conditions that stressed the veins in the first place. The first step on this journey is to obtain a proper diagnosis of the cause of your abnormal symptoms.

Getting Diagnosed

Although bleeding from the rectum or blood in the stool is usually the first sign of internal haemorrhoids, it may also be a symptom of other diseases of the digestive tract, including colorectal cancer. It is therefore important that a thorough evaluation and proper diagnosis be made by a competent and qualified doctor if bleeding from the rectum or blood in the stool is noticed.

Causes

An intricate system of veins in the rectal area is designed to quickly return blood to the liver and heart and any factors that impede the blood flow through the veins surrounding the anus will tend to build up local pressure and distend them over time.

Such factors include;

1. Constipation. Constipation is considered one of the major causes of haemorrhoids because straining during defecation puts greater pressure on the haemorrhoidal veins.
2. Persistent diarrhoea (indicative of a serious disorder of the digestive tract) may also be implicated because the continuous irritation may affect the anal veins.

3. Pregnancy often causes haemorrhoids due to hormonal changes combined with the increasing weight of the uterus which puts pressure on the veins making it harder for them to convey blood. Commonly the condition resolves itself after childbirth.
4. Standing or sitting for prolonged periods, being overweight, not exercising enough, and smoking are contributing factors.
5. Ulcerative colitis or Crohn's disease (both inflammatory bowel diseases) may cause haemorrhoids.
6. Increased pressure within the portal vein that drains blood from the intestines to the liver may be a factor and may be due to cirrhosis of the liver.
7. Strenuous physical activity (particularly heavy lifting) may be a contributing factor.
8. Psychological stress causing muscle tension that restricts blood flow can also trigger haemorrhoids.
9. Haemorrhoids can be a sign of general weakness of the veins (chronic venous insufficiency).
10. Persistent coughing or vomiting may put pressure on the anal veins and impede blood flow.
11. From our mid to late twenties, the aging process leads to a weakening of the support structures in the area, particularly if the diet is deficient or if digestion and/or absorption is poor.

A range of treatment applications are often recommended including;

1. Over the counter analgesic creams or suppositories
2. Taking a sitz bath as and when needed
3. Rubber Band Ligation
4. Sclerotherapy or Injection Therapy
5. Surgical resection
6. Use of natural Herbs

What you can do to ease (or reverse) the symptoms

Given the range of possible causes, it is not surprising that medical sources claim that at some time before they reach 50 years of age, half of the populations of

industrialised countries will encounter the itching, discomfort and bleeding that are often associated with haemorrhoids. Fortunately (and as confirmed by a highly reputable medical institution), most sufferers can find relief by turning to home treatments and making lifestyle changes.

Those who have suffered the pain and misery associated with full blown haemorrhoids, will surely advise that prevention is better than any cure, bearing in mind that the symptoms may reappear even after surgery if the causative factors are not addressed.

If you have already developed haemorrhoids, then the list of contributing factors above will suggest some obvious courses of action that you can take to either lessen or even reverse the deterioration.

While your response to the measures taken to help yourself will be affected by your age and general health, the more factors you can correct, the more likely your approach will resolve your issues without surgical intervention, so please be sure to take into consideration the following;

1. The need to avoid constipation is paramount. It is vital that you achieve and maintain regularity and softened stools and to do so, there must always be sufficient soft fibre and liquid in your diet. Fruits, vegetables, and whole grains are good sources of fibre, while psyllium hulls (stir a tablespoon into a glass of water and drink immediately) will provide excellent soft bulky fibre as opposed to coarse wheat fibre/bran etc which may aggravate bleeding. An adequate fluid intake requires that you sip through at least six glasses of clean water per day and of course, the general dietary program will be further enhanced if accompanied by regular periods of daily exercise.

It would also be wise to avoid or minimise coffee intake as it is a diuretic and causes harder stools and increased constipation. Coffee and alcohol both irritate haemorrhoids.

2. Bathroom factors should be managed to avoid worsening your symptoms by ensuring the toilet paper is soft and/or moist and your cleaning technique is gentle on the affected area.

3. The primates, (our closest animal cousins), squat when nature calls and there is good reason why humans should do the same, especially when there is a problem with haemorrhoids.

Squatting with knees drawn close to the chest straightens the lower colon and rectum allowing stools to pass more easily. The practise is common in Asia, Africa and the Middle East and may be simulated on Western toilets by raising the feet approximately six inches high using a step or blocks while seated on the toilet. You can try out this technique by raising the seat and squatting on the rim, or when barefoot, by squatting on the seat itself. Be sure to steady yourself by holding a shelf or other solid object close by.

4. The use of a Sitz bath has been used successfully to obtain temporary relief and it also may help to lie down horizontally, preferably on your right side, while raising your hips on a pillow to allow gravity to help drain the blood away from the affected area when more severe episodes are encountered.

5. Over many centuries, sufferers have used herbal remedies either taken per mouth or applied externally to find relief from haemorrhoids. Such herbs have included Pilewort, Butchers Broom, Horse Chestnut, even Cayenne Pepper, taken alone or in combination. Without doubt there is merit in this non toxic and natural approach but it does have limitations because of the difficulty of obtaining standardised pristine herbs with their active ingredients still fully intact. The variation in recommended recipes also tends to produce variable results.

6. The requirements that will ensure adequate and wholesome nutrition to support your healing process is beyond the scope of this discussion, but the internet now provides a wealth of mostly good information such as is found at <http://www.mercola.com/>.

Conclusions

Aspects of the lifestyles pursued by industrialised populations both cause and affect the progress of troublesome haemorrhoids. Fortunately, however, there is a convenient, safe, inexpensive and proven solution that can manage the pain and suffering that haemorrhoids brings and which has been formulated to help whether or not the long term, beneficial (and recommended) changes suggested in the previous chapter are implemented. This non surgical and remarkably effective solution is briefly outlined in the closing pages of this document.



Presto Gel

Research

In 2006, two highly respected physicians who are both expert in the use of plants or plant extracts to support optimum health, began their quest for a safe, natural preparation to help the body resolve haemorrhoidal issues. Drs. Alex Viminiz and Shimon Shohet conducted three phases of clinical trials at the Israpharm Clinic in Israel involving over 200 patients collectively presenting all stages of the condition, which resulted in a herbal formulation being achieved that greatly exceeded expectations.

During the course of development, several discoveries were made that allowed the researchers to fully exploit and further enhance the latent activity of the selected ingredients. This potentiation plays a vital role in the relief that Presto Gel was observed to offer.

Since Presto Gel was brought to market, it has been successfully used by many thousands of sufferers and it is no exaggeration to say that today, Presto Gel is to haemorrhoids, what aspirin is to pain.

**Presto Gel brings rapid, lasting relief to inflamed,
swollen & painful Haemorrhoids**

**It is a non-toxic, non-irritating, non-hazardous, non prescription alternative to
antiseptic, antibiotic and hydrocortisone drugs.**

**Presto Gel should be tried even when everything else has failed.
You do not have to suffer!**

Presto Gel's unique, advanced composition of highly active natural ingredients in a breakthrough formula has helped thousands of haemorrhoid sufferers around the world to their utmost satisfaction.

True to its name ("Presto" means "quickly"), Presto Gel quickly protects inflamed tissues from bacterial infection and/or contact with faecal acids and toxins which are the main cause of anal burning, itching, irritation, swelling and sensitivity.

This new and novel approach helps optimise conditions that support your body's natural biological wound healing mechanisms and encourage normal tissue repair.

Under the right conditions, our bodies can demonstrate remarkable powers of healing. Presto Gel helps your body to get you on track to again enjoy the normal things in life.

Feel the difference!

Individual response may vary but from the first application, Presto Gel users will likely experience a brief, pleasant cooling sensation as the bacterial and acid barrier takes effect.

Who may use Presto Gel?

Presto Gel is for use by men and women of all ages, including pregnant or post natal lactating women and children over 12 years of age.

Side Effects

No side effects are known or expected. Presto Gel may be used in conjunction with any prescription or other medicine as often and for as long as necessary.

Ingredients

Presto Gel contains natural ingredients selected to provide conditions that are favourable to self healing.

- Aloe Barbadenis Extract (Aloe Vera). This clever plant extract blocks bacteria and faecal toxins/acids, preventing the associated inflammation.
- Geranium Thunbergii and Pogostemon Cablin Leaf extracts. These natural preservatives avoid the use of synthetic, chemical preservatives.

Presto Gel contains no fragrance, animal ingredients, drugs or harsh, synthetic, chemicals or alcohol.

Testimonials

"I felt immediate relief upon application of the gel, lasting for some hours after every application.

It has been six months and my condition has remained absolutely quiet. I continue using the preparation after defecation as prophylaxis." Dr. Alex Viminiz MD

“I came to Dr. Alex’s clinic upon recommendation of a friend who was treated by him for hemorrhoids and who was extremely satisfied. I suffered from hemorrhoids for years and was treated in the past with many different ointments, some of which helped me, while others didn’t. I visited many specialists who could not help me much. About five years ago, I underwent surgery and since then I had a calm period for about four and a half years, and all of a sudden hemorrhoids struck again with swelling and bleeding, terrible pain, and unbearable pressure.

Dr. Alex gave me Presto Gel and told me to use it 6-7 times a day. The condition of the hemorrhoids improved from day to day, bleeding stopped, the hemorrhoids began to shrink and enter inside, and the pain disappeared completely. Now I use Presto Gel 1-2 times a day after defecation to make sure the hemorrhoids do not return again.

I am very satisfied and recommend with all my heart the use of Presto Gel to all those who suffer from hemorrhoids. It really helps immediately and efficiently”. Y. K.

1. Patients letter to her doctor

2011

Dear Dr Y,*

"I write with regard to a trial I have been participating in for treatment of haemorrhoids.

I visited Dr Z..... who examined me and said that the problem was definitely haemorrhoids. I had used some steroidal cream as prescribed plus various herbal and pharmacy treatments. None of these had helped and the steroidal cream made me feel quite sick. I was feeling despondent as the condition was definitely not improving and there didn't seem to be anything that could help.*

About a week after my visit to Dr Z..... I began participating in a New Zealand evaluation trial of Presto Gel, a herbal gel that was being trialled by Auckland-based The Blase Company. I had no expectations of this product after my lack of success with other products but, much to my amazement, I quickly found that I was gaining haemorrhoid relief for some time after each application. As time has gone on, I have continued to improve to the point that there is very little discomfort and some days none at all. I am now hopeful that the improvement will continue and I will be free of this disconcerting condition.*

As requested by the supplying company, I contacted you about this trial prior to starting my use of the gel to ask if you would be prepared to

receive the gel on my behalf and provide the supplying company with a comment on the success or otherwise after I had been using it for a while. You kindly agreed to this. Would you mind doing a quick report to this effect, confirming that I did have haemorrhoids and that I have had significant improvement through use of the gel? I would be very grateful for this as this product has made a big difference to my quality of life and I think it can help a great many people, but the company requires evidence before they begin to market it properly". RS

2. Doctors Response (reproduced with permission)

28 October 2011

"I wish to inform you that R saw me and a local surgeon with painful haemorrhoids earlier in 2011. She was prescribed U but remained unwell. A trial supply of your product "Presto Gel" was used with no great expectations but proved very effective.

*R is now pain-free most days. Surgery was offered as a possible treatment option but after the success she had with your product, R will be treated conservatively". Dr Y**

** Substituted initials*

Please understand that we are each biologically unique and individual patient response will vary.

Presto and it's over!

Presto Gel is registered as a medical device, Class I, according to Directive 93/42/EEC.



PRESTO HEALTH  CARE

For further information and details of our Presto Gel Risk Free Trial and Money Back Guarantee, please visit www.prestogel.co.nz