



# A RELIEF Game Changer



Hemorrhoids  
Burden

Herbal Integrated  
Approach

Patient Profiles

PROCTOLAR

Summary &  
Dosage



## Hemorrhoids

**“Swelling of the veins of rectal plexus, often complicated by inflammation, thrombosis, and bleeding”.<sup>1</sup>**

Classified according to anatomical origin to<sup>2</sup>:

- Internal hemorrhoids   ○ External hemorrhoids
- Internoexternal



50%

**>50%** of men and women aged **≥50** years will develop hemorrhoid symptoms during their lifetime.<sup>1</sup>

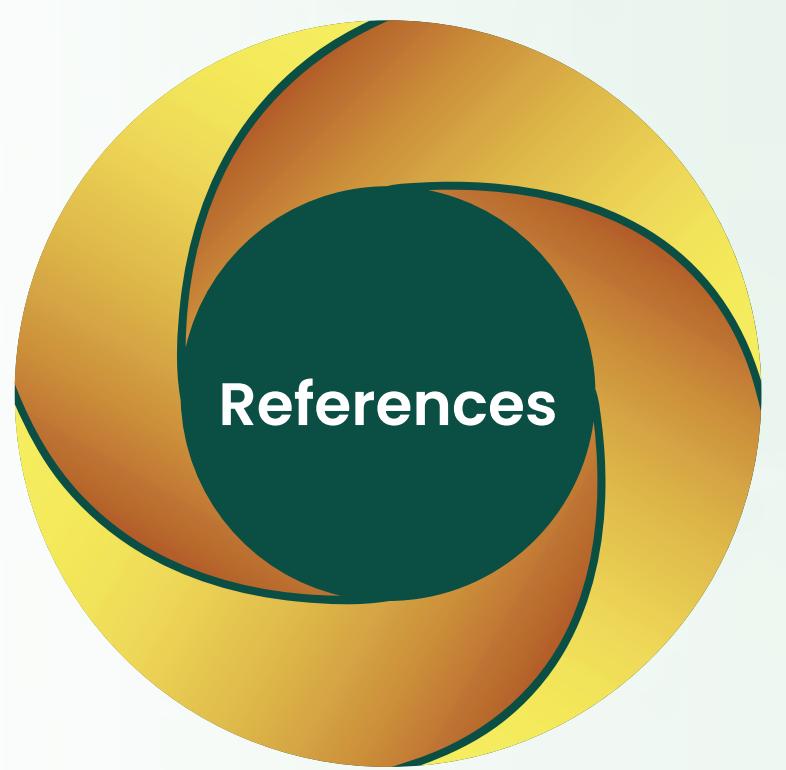


**40%** of individuals with hemorrhoids are asymptomatic.<sup>3</sup>



**6 out of 10** people in **KSA** reported experiencing at least one symptom of hemorrhoids.<sup>2</sup>





- 1.** Gami et al. HEMORRHOIDS – A COMMON AILMENT AMONG ADULTS, CAUSES & TREATMENT: A REVIEW . Int J Pharm Pharm Sci, Vol 3, Suppl 5, 5-12.
- 2.** Oberi IA, Omar Y, Alfaifi AJ, et al. Prevalence of Hemorrhoids and Their Risk Factors Among the Adult Population in Jazan, Saudi Arabia. Cureus. 2023 ;15(9):e45919.
- 3.** Sun Z and Migaly J. Review of Hemorrhoid Disease: Presentation and Management. Clinics in Colon and Rectal Surgery 2016;29:22–29.

## Hemorrhoids Risk Factors<sup>1,2</sup>

## Hemorrhoids Symptoms<sup>2</sup>

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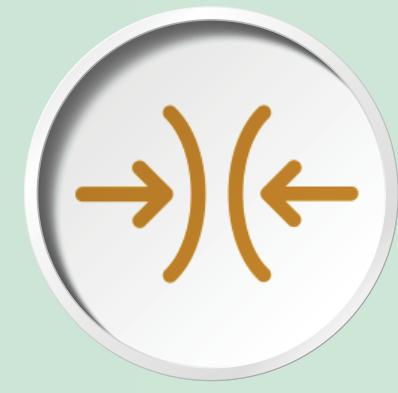
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## Hemorrhoids Risk Factors<sup>1,2</sup>



**Constipation  
and straining**



**Tight clothes**



**Pregnancy**



**Sedentary life**



**Poor fiber diet**



**Long standing  
and sitting**



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## Hemorrhoids Symptoms<sup>2</sup>

Rectal Prolapse



Fecal Leakage



Mucus Secretion



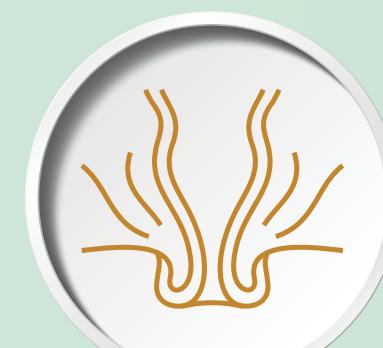
Bleeding



Pain

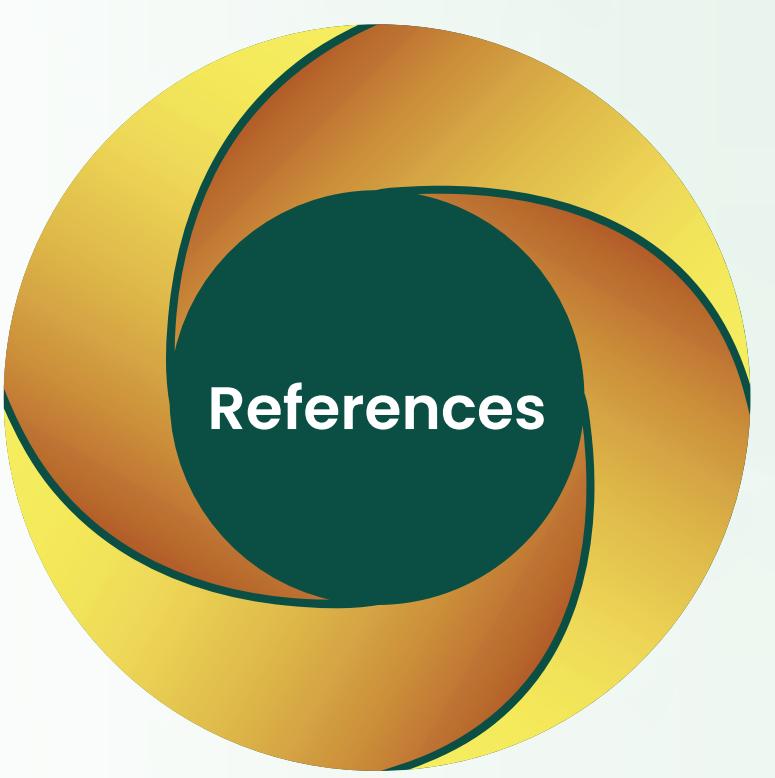


Skin Itching



Developing a thrombosed hernia





- 1.** Gami et al. HEMORRHOIDS – A COMMON AILMENT AMONG ADULTS, CAUSES & TREATMENT: A REVIEW . Int J Pharm Pharm Sci, Vol 3, Suppl 5, 5-12.
- 2.** Oberi IA, Omar Y, Alfaifi AJ, et al. Prevalence of Hemorrhoids and Their Risk Factors Among the Adult Population in Jazan, Saudi Arabia. Cureus. 2023 ;15(9):e45919.

## The Importance of Herbal Remedies

## The Integrated Approach for Hemorrhoids Treatment<sup>2</sup>

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## The Importance of Herbal Remedies

**≈70–80% of people worldwide rely chiefly on herbal medicine to meet their primary healthcare needs.<sup>1</sup>**

Treat early stages of hemorrhoids.<sup>1</sup>

Adjuncts in higher stages of hemorrhoids.<sup>1</sup>

**Improve:**

- Microcirculation
- Capillary flow
- Vascular tone

Strengthen connective tissue of the perivascular substrate.<sup>1</sup>



Hemorrhoids Burden

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## The Integrated Approach for Hemorrhoids Treatment<sup>2</sup>

Hemorrhoids Burden

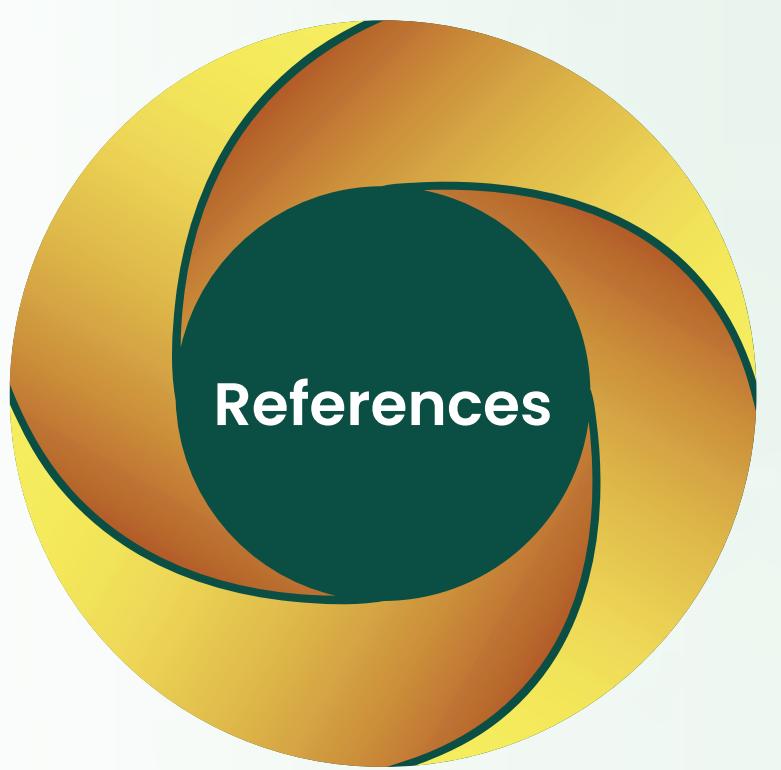
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- 1.** Gami et al. HEMORRHOIDS – A COMMON AILMENT AMONG ADULTS, CAUSES & TREATMENT: A REVIEW .  
Int J Pharm Pharm Sci, Vol 3, Suppl 5, 5-12,
- 2.** Tripathi RK, Bolegave SS, Shetty PA, et al. Efficacy and safety of a polyherbal formulation in hemorrhoids. J Ayurveda Integr Med. 2015 ;6(4):225-32.

**NORAH**



**SAUD**



**Hemorrhoids  
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# NORAH



**29 years old  
Pregnant in her third trimester.  
Suffers from:**

- Rectal pain which makes her suffer in sitting position
- Skin irritation
- Mucus secretion
- Burning sensation

Her symptoms negatively affect her quality of life during day and night.



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## 52 years old An office manager

A grandfather for 2 grandsons and 2 grand daughters diagnosed with internal hemorrhoids one year ago

### Suffers from:

- Rectal bleeding
- Bright red blood in stool
- Fecal leakage, Prolapse developing
- Developing a thrombosed hernia



**SAUD**



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# PROCTOLAR

## A Relief Game Changer

will provide the INTEGRATED APPROACH through its unique combination.

*Hamamelis Virginiana*



- Hamamelitannin

*Aloe Vera*



- Vitamins (A,C,E)
- Anthraquinone

*Peppermint*



- Peppermint Oil

*Lupinus Albus*



- Alpha Lupaline

*Vateria Indica*



- Resveratrols



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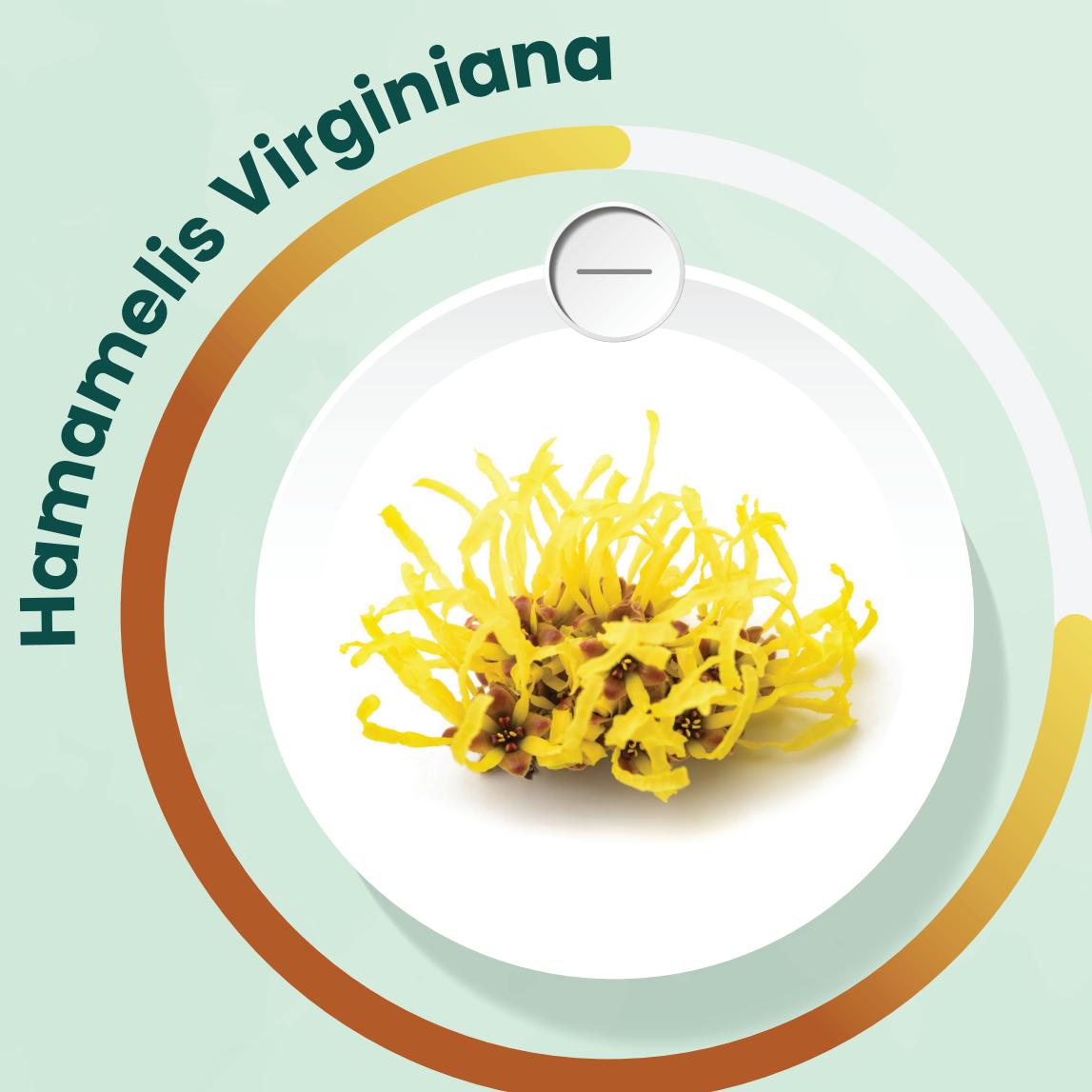




# PROCTOLAR

## A Relief Game Changer

Hamamelis Virginiana<sup>1</sup>



### Reduction in Bleeding

- Astringent Properties.
- Vasoconstrictor activity.



### Promoting Overall Healing

- Reduces suppuration

### Anti-inflammatory Action

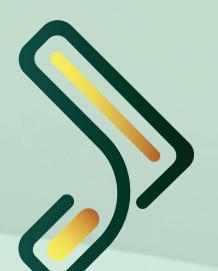
- Blocks 5-Lipoxygenase.

### Anti-Bacterial Activity

- Inhibits the growth of E. Coli, S. Aureus, Candida Albicans.

### Antibacterial/Antifungal/Antiviral

- Presence of Anthraquinone.



Hemorrhoids Burden

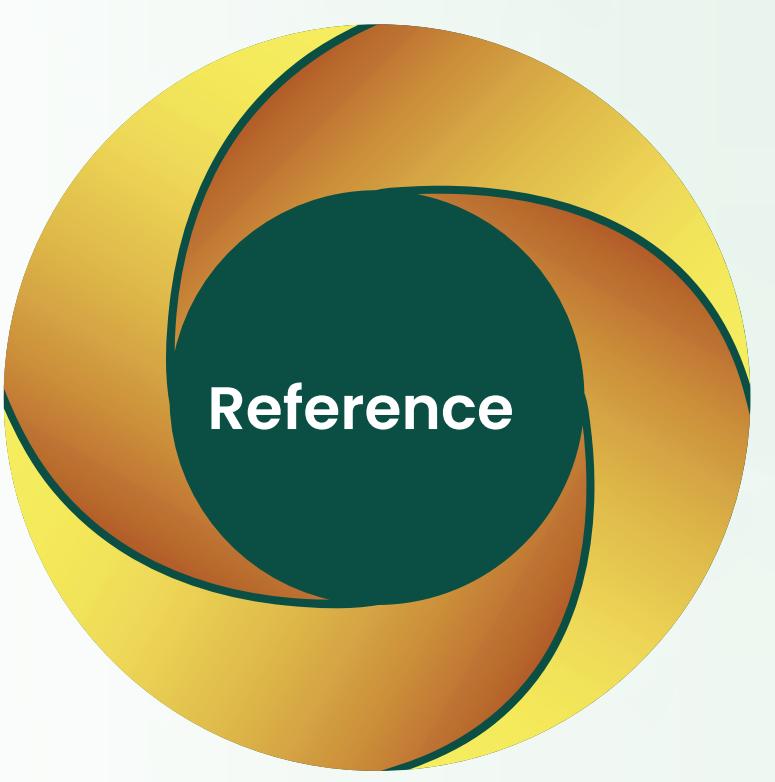
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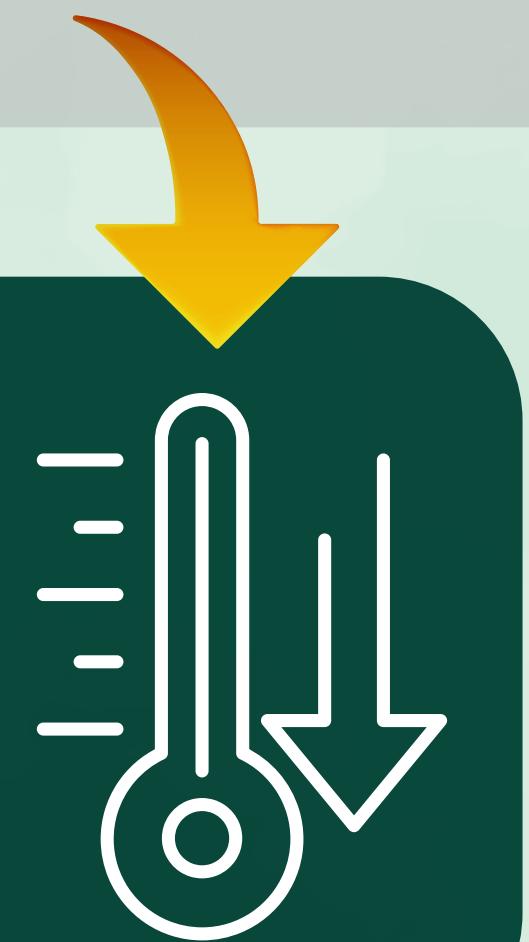
1. Assessment report on Hamamelis Virginiana L, Cortex Hamamelis Virginiana L, Folium. European Medicines Agency



## A randomized, placebo controlled study

- To access the vasoconstrictive effects of *Hamamelis Virginiana* extract
- 30 Volunteers
- A thermometric method proposed

Significant reduction in skin temperature compared to placebo.<sup>1</sup>



**1.** Diemunsch AM, Mathis C. S.T.P. Effet vasoconstricteur de l'hamamélis en application externe. Pharma, 1987, 3:111–114.



# PROCTOLAR

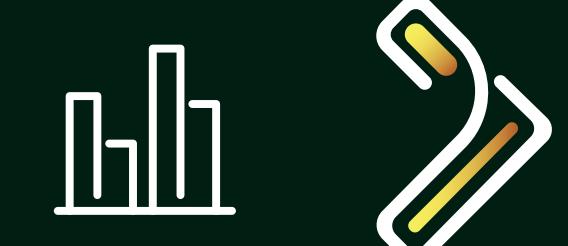
## A Relief Game Changer

Hamamelis Virginiana<sup>1</sup>

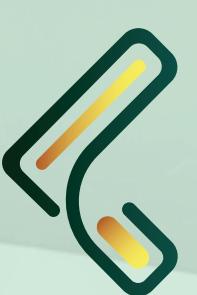
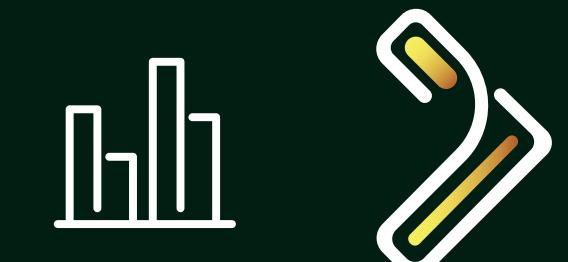
○ Hamamelis combination Ointment improved QoL scores and reduced symptoms in hemorrhoids patients after 13 days<sup>1</sup>



Change in mean QoL scores after treatment<sup>1</sup>



Change in the percentage of participants reporting symptoms of any frequency after treatment<sup>1</sup>



QOL: quality of life



Hemorrhoids Burden

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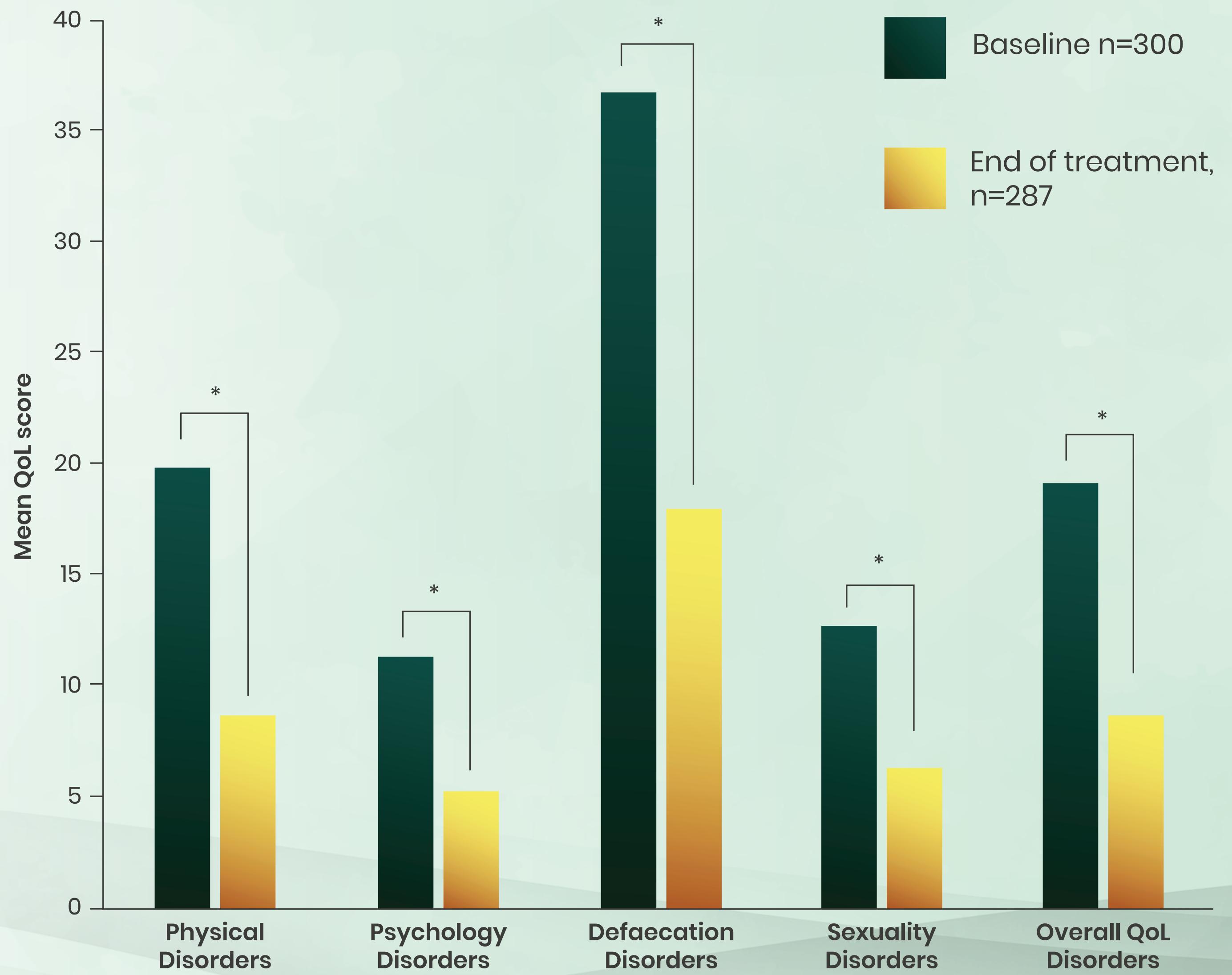
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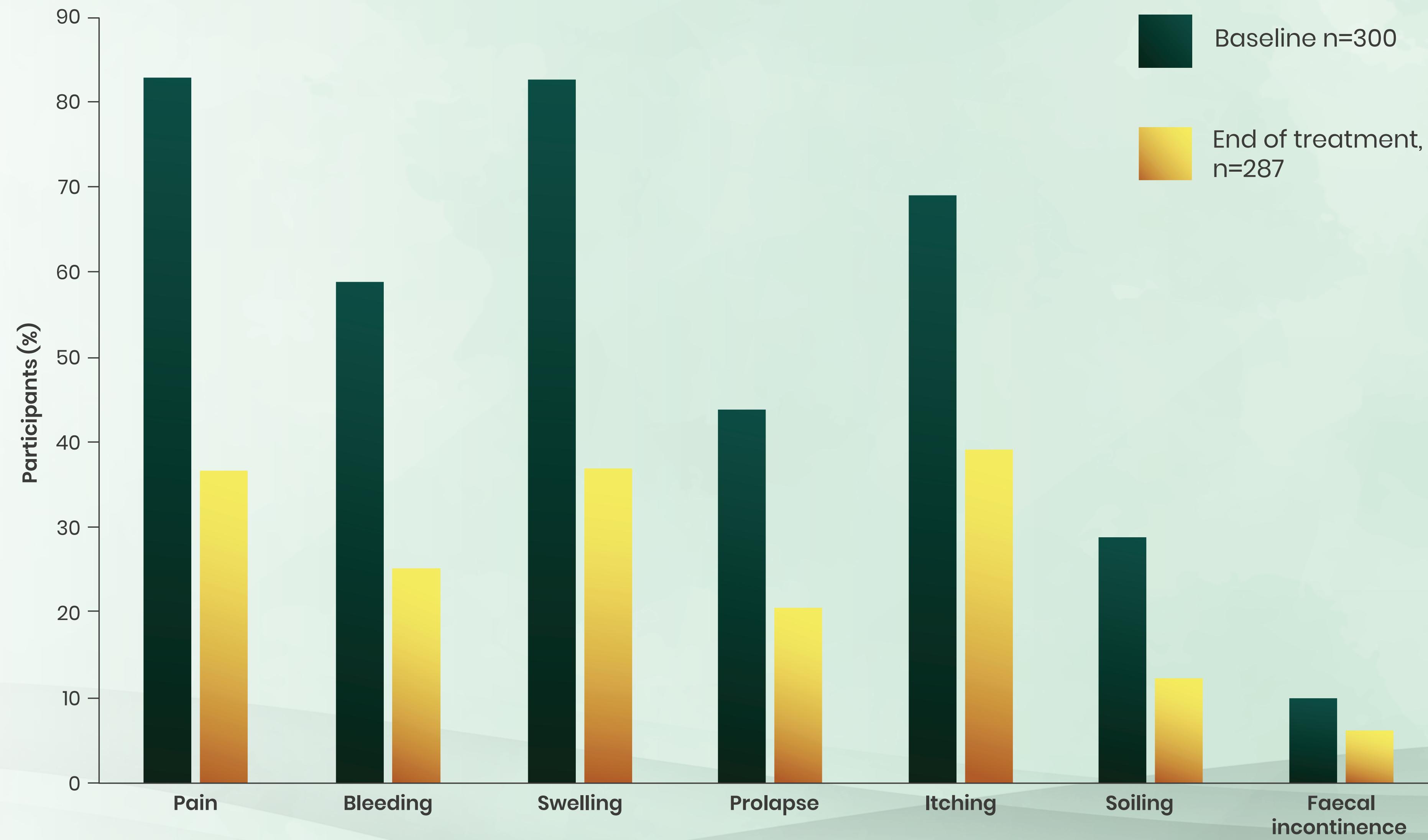


## Change in mean QoL scores after treatment<sup>1</sup>

A reduction in score indicates an improvement. \*P<0.001.



## Change in the percentage of participants reporting symptoms of any frequency after treatment<sup>1</sup>



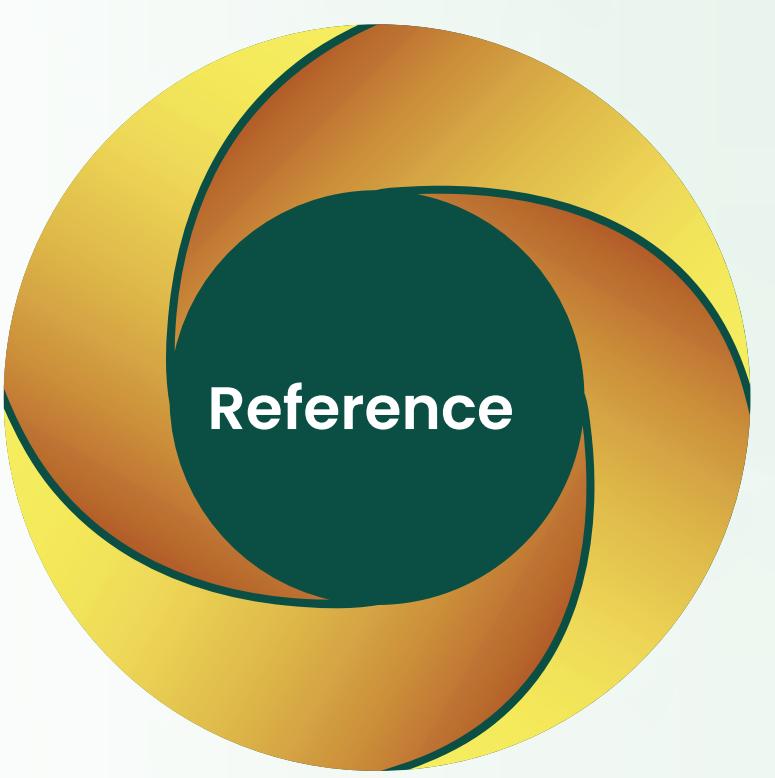


## Study Method:<sup>1</sup>

A multicentre prospective survey conducted at community pharmacies in Italy. **300 patients** with hemorrhoids symptoms were enrolled and advised to apply a rectal ointment containing Hamamelis combination 1 to 2 times a day. A survey was administered by the investigating pharmacists at the beginning and end (~14 days) of treatment.

The primary endpoint was the change in HEMO-FISS-QoL\* scores. 287 patients attended the follow-up visit.

\*HEMO-FISS-QoL, Hemorrhoidal Disease and Anal Fissure Quality of Life questionnaire; QoL, quality of life.



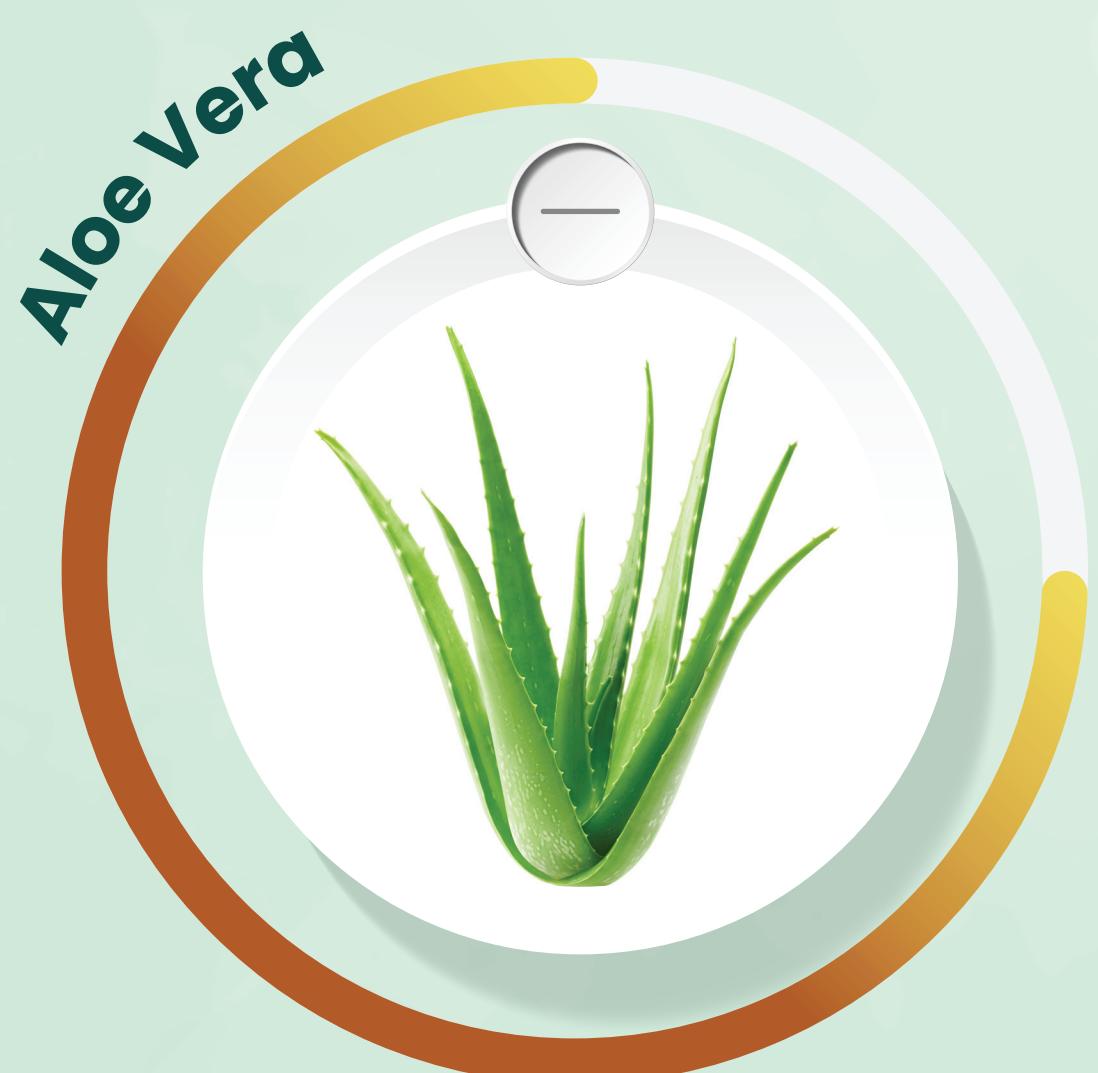
- 1.** Giua C, Minerba L, Piras A, et al. The effect of sucralfate-containing ointment on quality of life in people with symptoms associated with haemorrhoidal disease and its complications: the results of the EMOCARE survey. *Acta Biomed*. 2021;92(1):e2021029



# PROCTOLAR

## A Relief Game Changer

### Aloe Vera



#### Anti-inflammatory

- Presence of Sterols.

#### Analgesic

- Presence of Salicylic Acid.

#### Antiseptic and Laxative

- Muscarinic receptor blocker due to presence of Anthraquinone and Saponins

#### Anti-Oxidant

- Vitamins (A,C,E)
- Enhance cell survival by decreasing super oxide and hydroxyl radical production.



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### Peppermint



○ Reduce swelling, pain and spasms in smooth muscles

○ Relieves burning pains and itching

○ Cooling Effect

○ Soothing Agent



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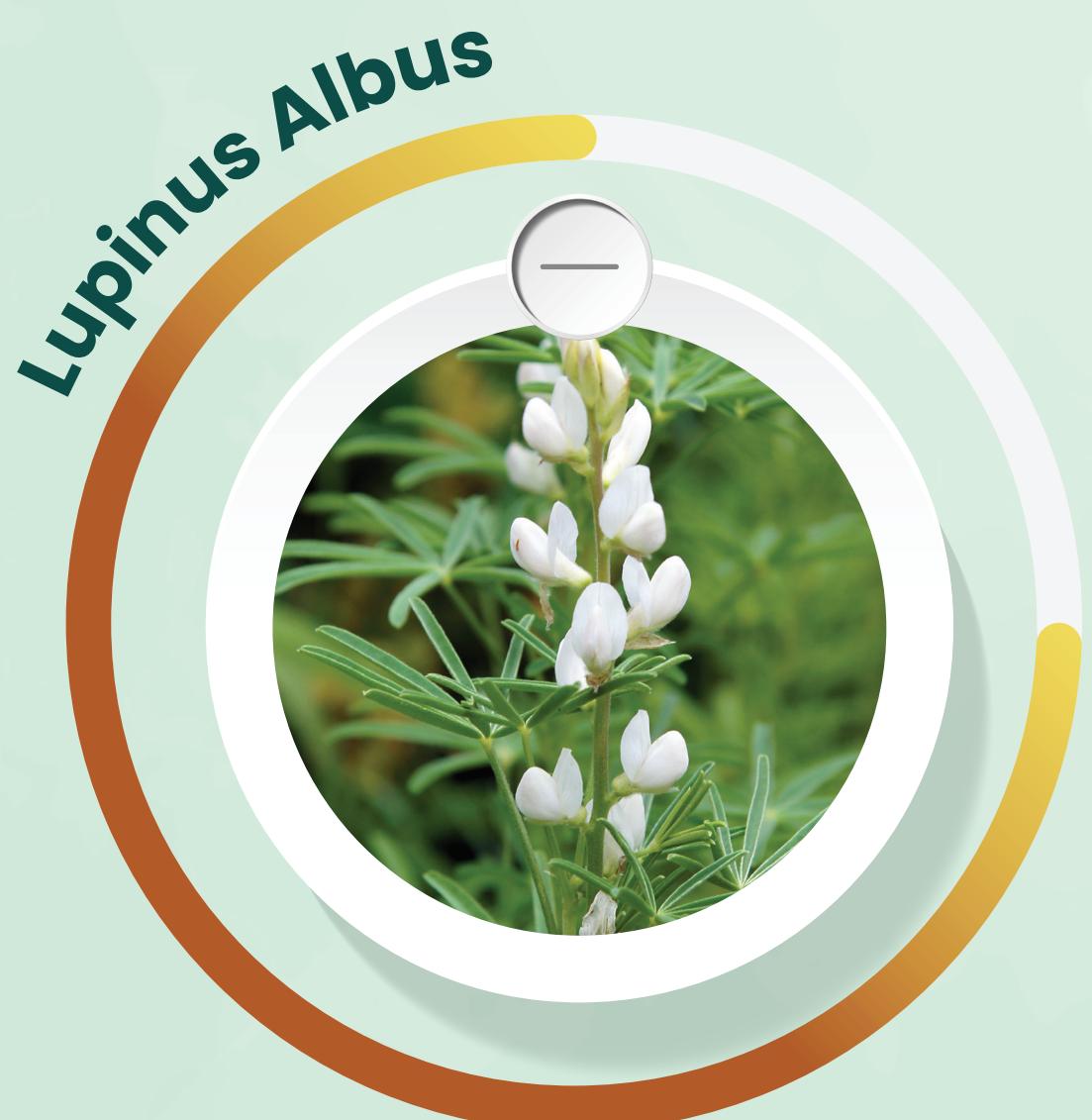




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## A Relief Game Changer

### Lupinus Albus<sup>1</sup>



#### ○ Antibacterial/Antifungal Activity

Significant activity on *Bacillus Subtilis*, *Staphylococcus Aureus* and *Pseudomonas Aeruginosa*

#### ○ Skin Wound Healing

Inositol helps in:

- Cell Growth
- Endocytosis

#### ○ Revitalizes the Skin

Alpha Lupanine topically treat ulcers



Hemorrhoids Burden

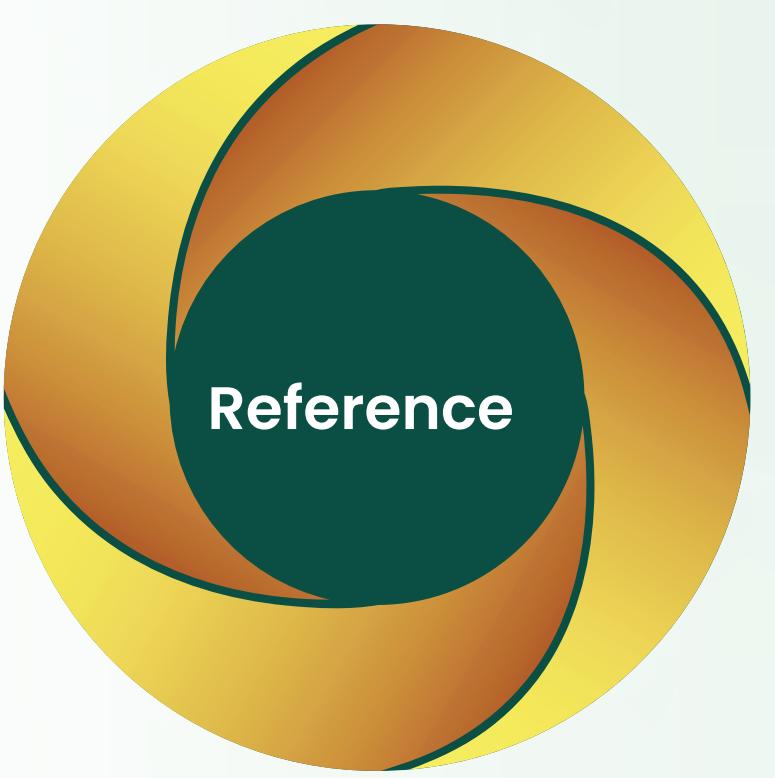
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- 1.** Erdemoglu N, et al. Alkaloid profile and antimicrobial activity of *Lupinus angustifolius* L. alkaloid extract. *Phytochemistry Reviews* · April 2007



# PROCTOLAR

## A Relief Game Changer

Vateria Indica<sup>1</sup>



### Antibacterial Effect

Broad range of activity against both Gram- positive and Gram-negative bacteria.

### Skin Wound Healing

Presence of Resveratrols



Hemorrhoids Burden

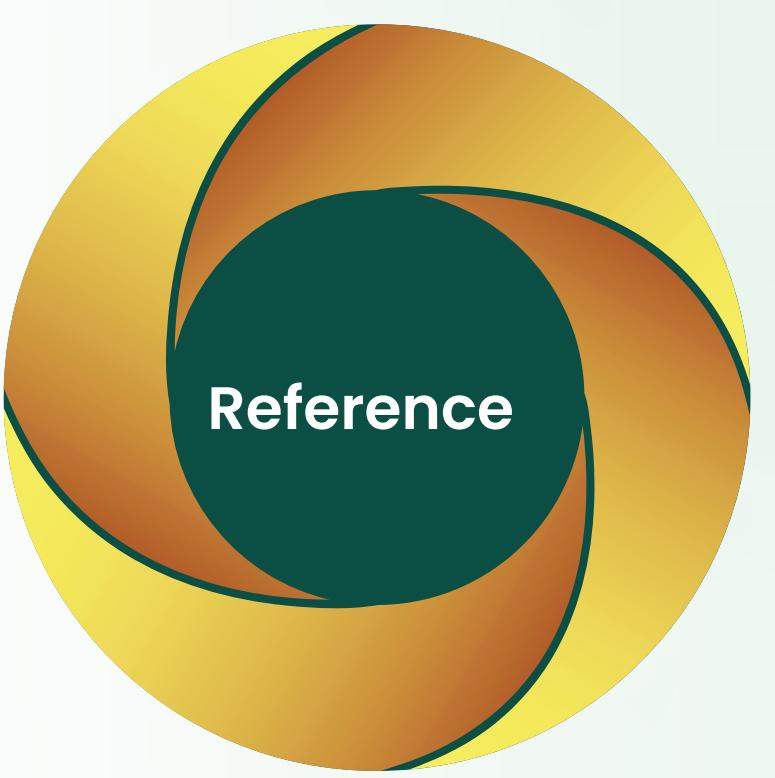
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- 1.** Shrisha DL et al. Bioprospecting of selected medicinal plants for antibacterial activity against some pathogenic bacteria. Journal of Medicinal Plants Research 2011; Vol. 5(17), 4087-4093.



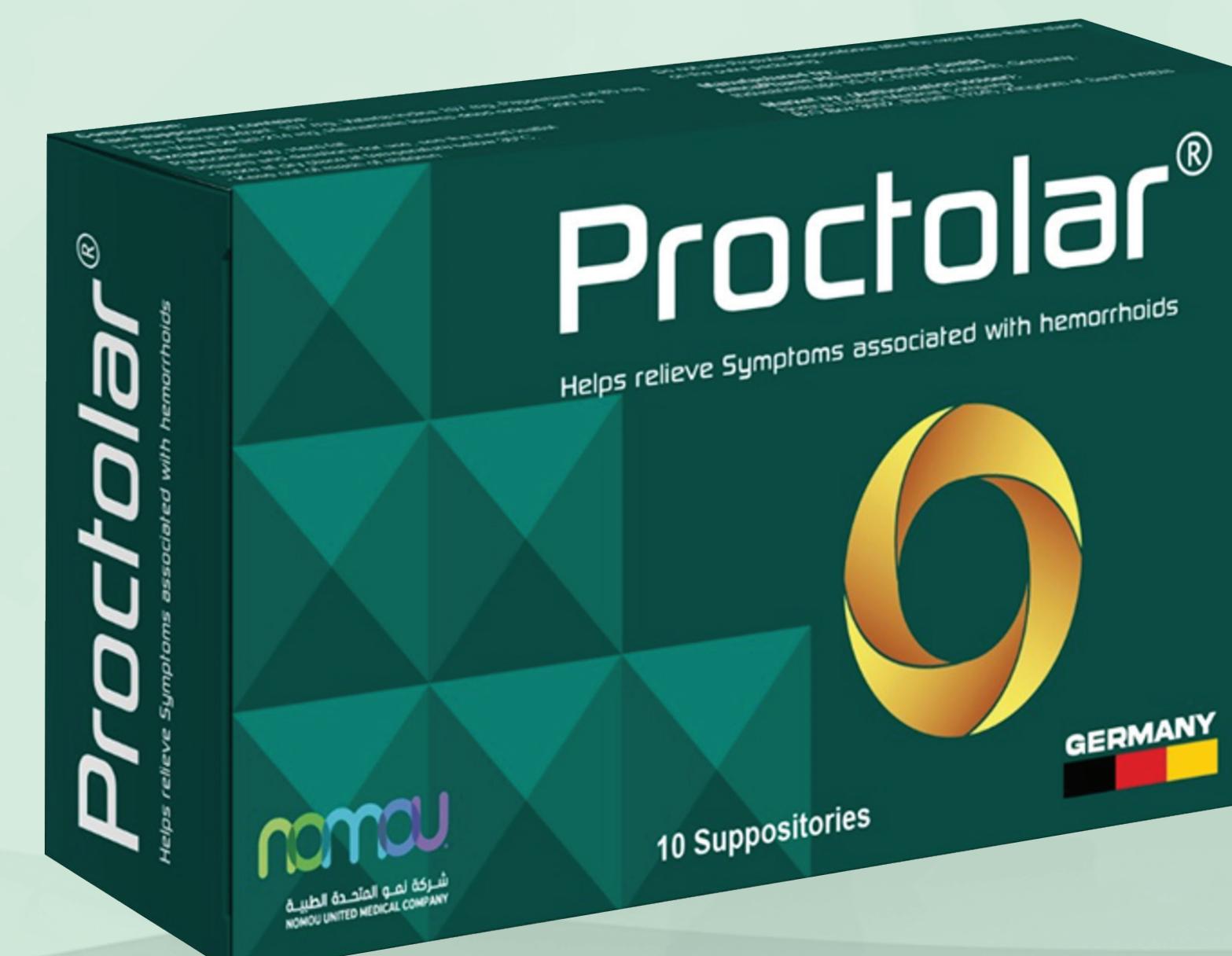
# PROCTOLAR

## A Relief Game Changer

**PROCTOLAR will free your patient from:**



**Rely on PROCTOLAR for TREATMENT,  
PROPHYLAXIS and SYMPTOMS RELIEF  
“Adjunct to surgery”<sup>1</sup>**



Hemorrhoids  
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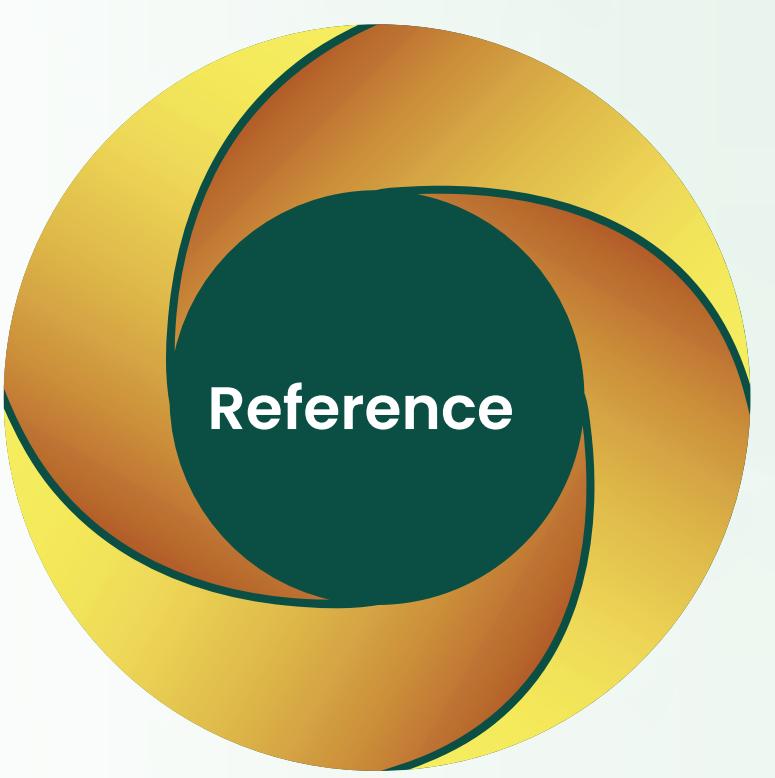
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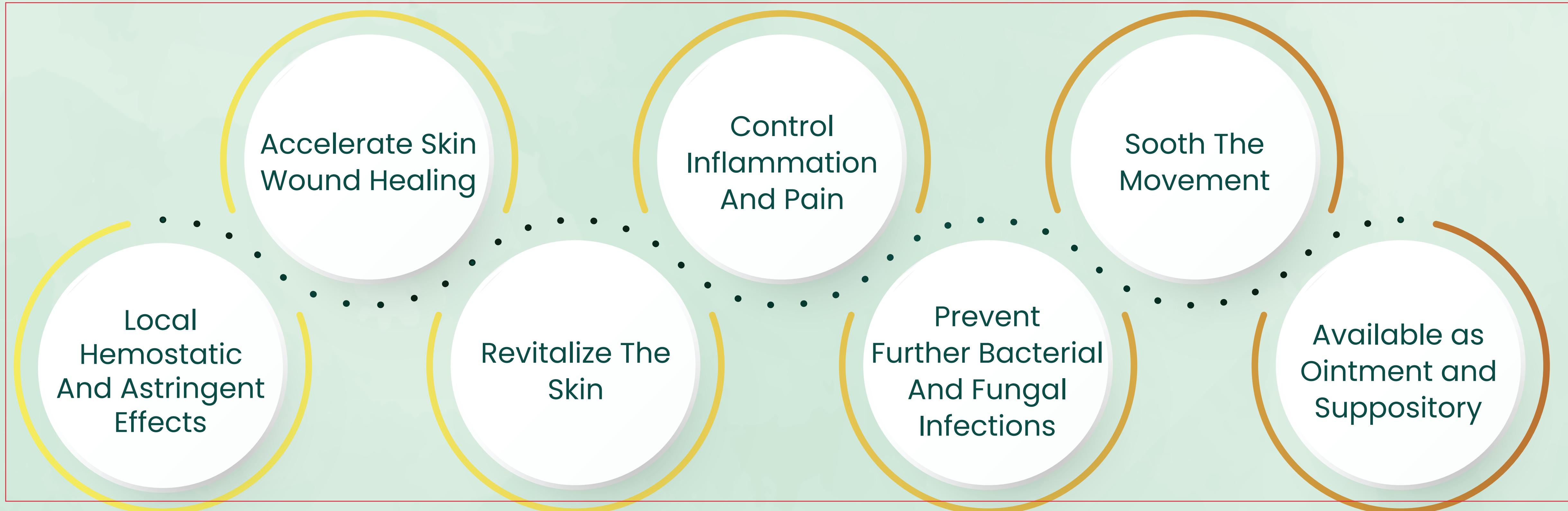
**Proctolar®**  
**A RELIEF** Game Changer



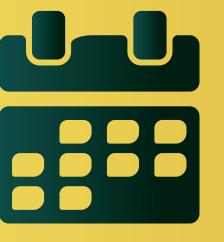
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## A Relief Game Changer

Effectively Reduce Hemorrhoids  
Symptoms Within 3 Weeks



### Dose



For Ointment 2-3 time daily

For suppositories up to 2 times daily



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