Effortlessly Increase Revenues by Addressing the Growing Hemorrhoid Treatments Market
SUMMARY:

Until now, the $500 million market for hemorrhoid treatments has been underserved by either largely ineffective over-the-counter ointments, or intrusive surgeries.

HemoTreat was developed to specifically address this issue with an effective solution that not only addresses the painful symptoms of hemorrhoids, but helps remedy the causing factors in a painless, soothing manner.

Offer your customers the most innovative and comprehensive hemorrhoid treatment available while increasing your revenues and expanding your bottom line!
THE OPPORTUNITY:  
Skyrocketing Interest in Hemorrhoid Treatments

The number of Americans searching online for information on hemorrhoids and how to treat them has skyrocketed since 2008, and continues to rise exponentially. Data gathered from Google searches show that interest in the term "hemorrhoids" and "hemorrhoid treatments" more than doubled between 2008 and 2013, according to a LiveScience analysis using Google trends and live search data.

The term "hemorrhoids" was searched about 40,000 times weekly between 2004 and 2008, but this number started to rise during mid-2008, crept up to about 80,000 weekly searches in 2010, and reached nearly 120,000 during some weeks in 2013, and increasing further to over 217,000 some weeks by late 2015.

Resellers: HemoTreat presents you with a unique opportunity to capitalize on a major market segment with a revolutionary product developed specifically for this market, and clinically proven to be effective.
THE PROBLEM:

The hemorrhoidal disease represents a major medical problem by affecting millions of people globally. According to some authors, the hemorrhoidal disease would have an impact upon up to 60% of the population. (Duhamel J., Proctology, Ed. Flammarion, Paris, 1972).

This disease affects both males and females, with a slight predominance over the males, young and old with the maxim incidence happening for people between 30-60 yrs old. Bleeding, itching and pain are the most common symptoms for the two types of hemorrhoids: internal and external.

There is no correlation between the stage of the disease and the severity of the symptoms. The current management of pathological hemorrhoids includes a variety of treatment options from the least invasive and most conservative to the most radical surgery.

Hemorrhoidal disease is a global, common and often chronic condition that affect millions of people regardless of age or sex. It has been projected that up to 50% of the population will suffer from hemorrhoids at one point in their life1. In 2004, the US National Institutes of Health noted that the diagnosis of hemorrhoids was associated with 3.2 million ambulatory care visits, 306,000 hospitalizations, and 2 million prescriptions in the United States.2 But of the population suffering from hemorrhoids, the largest portion do not even get diagnosed as they use the web to research their condition as well as order treatments in the form of over-the-counter medications, homeopathic remedies, etc.

Until now, the most viable and popular options for relieving the pain, itching and swelling associated with hemorrhoids were topical ointments that did little or nothing to effectively address the causes.

---

THE SOLUTION:

Most of the available over-the-counter hemorrhoid topical agents lack strong evidence showing true efficacy. HemoTreat was developed to address the need for an efficacious topical agent that not only ameliorates the symptoms, but also reduces one of the causes of pathological hemorrhoids, the inflammation. A clinical study was conducted with HemoTreat to address dual purposes:

1. To design and to test our product, HemoTreat. To analyze the biochemical ingredients, to establish the dosage and to outline the pharmacological functions of the each ingredients.

2. To show the efficacy of HemoTreat in reducing the pain, itching, bleeding and inflammation associated with hemorrhoids and anorectal disorders, and to analyze the safety and side effects of HemoTreat.

$500 MILLION
Market for hemorrhoid treatments

UP TO 50%
of the population will suffer from hemorrhoids at one point in their life.
METHODS:

The clinical study included 36 patients ages 20-75 yrs old. The average age was 46.8 years. There were 25 females (69.5%) and 11 males (30.5%). Patients were clinically examined at 4, 7 and 30 days. A rectoscopy was done at 30 days.

The HemoTreat ointment was applied twice a day for 15 days. Exclusions: patients with serious diseases such as neoplasm, HIV, TB, mental disease. Patients with hemorrhoid disease secondary to severe pathologies such as portal hypertension syndrome and retroperinial tumor were excluded.

The patients that were examined had internal hemorrhoids in different stages (Stage 1, 2 and 3) as well as external hemorrhoids.

- Internal hemorrhoids Stage 1: 16% (6 patients)
- Internal hemorrhoids Stage 2: 72% (26 patients)
- Internal hemorrhoids Stage 3: 11% (4 patients)

There were sixteen patients displaying internal hemorrhoids Stage 2 and 3 and external hemorrhoids. One patient had an anal fissure.

27 of these patients (75%) had previous hemorrhoid occurrence. Out of this group, three of the patients had relapse after surgical treatment. Nine patients (25%) had first time episode at the time of treatment.

The patients displayed the following symptoms:

- 72% (26 patients) had anal pain and discomfort
- 72% (22 patients) had anal pruritus (itching)
- 61% (22 patients) had anal bleeding after defecation
- 33% (12 patients) had wet anus
- 25% (9 patients) had acute inflammation
RESULTS:

The product design and the testing were performed in the laboratories of the Medicine and Pharmacy Faculty from “Dunarea de Jos” University Galati.

A quick overview of the main ingredients in HemoTreat:

- **CAMPHOR** is a product approved in certain concentrations for use on the skin to alleviate pain, help with skin itching and irritation as well as possibly being an antimicrobial.
- **CALCIUM CARBONATE** is a substance found in nature in the form of minerals. It seems to play an astringent role reducing the swelling of the anal venous vessels.
- **LANOLIN** is used to treat or prevent dry skin, skin sores, itching or other skin irritation.
- **PETROLEUM JELLY** is a skin protectant and a sealer that keeps the moisture inside the skin.
- **ETHANOL** facilitates the transdermal absorption of active ingredients.
- **EUCALYPTUS OIL** as a topical agent is an antiseptic and a potential pain reliever by reducing inflammation. It also provides a cooling sensation.
- **ADEPS SUILLUS** is an emollient used to form a protective layer on the skin.

In our clinical trial, 97% of patients considered the treatment effective as the symptoms were reduced and quality of life was improved. Only one patient with Stage 3 internal hemorrhoids and external hemorrhoids showed no improvement.

On the basis of the medical data gathered at 4, 7 (clinical and anamnestic examination) and 30 days (clinical and rectoscopic examination) the following therapeutic results have been noticed:

- **88% PAIN Reduction**
- **72% Less ITCHING (Pruritis)**
- **88% Reduction of acute inflammation**
- **50% No more bleeding**

(cont’d. next page)
It was also noted at the rectoscopy exam performed 30 days afterwards that clinically some of the internal hemorrhoids were **completely healed** and the majority had shown significant improvement.

- Out of the six patients with Stage 1 internal hemorrhoids, four were completely healed while two of the patients had improvements.

- Out of the 26 patients in the study with Stage 2 internal hemorrhoids, 21 had them diminished to stage 1 and five patients had shown some improvements.

- Out of the four patients with Stage 3 internal hemorrhoids, one patient had them diminished to Stage 2 while the rest had no improvement.

**None of the patients has side effects or adverse events.**
The study showed that there are no absolute contraindications to this product. The only contraindication would be in the cases that the patients are allergic to one or more of the product’s ingredients.

In conclusion, HemoTreat is an effective over-the-counter ointment that minimizes the pain, swelling, bleeding and itching and significantly improves the quality of life of the patients suffering from hemorrhoids.

---

**But Don’t Take Our Word for it – Here’s What a Few of Our Customers Have to Say About HemoTreat:**

*Great stuff. Have used just about every ointment, cream and wipe on the market. This one seemed pricey until I realized the outlay I’d made on other treatments with minimal relief. Gave this a try and am happy, happy, happy. I can sit down!! Thanks Hemotreat, from the bottom of my... bottom!!*

Marsha Tucker

*The best product of its kind. You will not be disappointed. I received instant relief. It’s not a trick. It really is a “treat”.*

Thomas Benjamin

*This product works as advertised. My soreness was reduced and I would certainly buy it again.*

Amazon Customer

*Works well. Very soothing. Highly recommend A++++*

Amazon Customer
THE PROFIT PROMISE
Committed To You, Our Reseller

HemoTreat is a product and company that is able to not only satisfy a consumer niche but do it in a way that ensures the best possible profit outcome for you as a reseller or retailer with proven product effectiveness and ways to raise your number of units sold.

Raising the Bar
We are committed to giving you a profit opportunity that will outstrip that of our competitors.

• Gain competitive advantage
• Huge market ($500 mil market yearly)
• Lucrative Revenue Stream
• Profit Margin Increases
• In-Store Marketing Materials

Guaranteed Success Practices
Trying to market, learn and educate consumers is a tall order. That’s why HemoTreat provides a number of success factors that ensure mutual success:

• Constant Contact and Feedback
• Proven Success in US Pharmacies
• Reseller Advisory Council
• Increased marketing support to close deals

Work with a vendor who understands that brand awareness and brand building is their responsibility first and foremost. We recognize our roles in ensuring customers are ready to convert. Through targeted regional marketing campaigns backed by in-store marketing materials we not only drive customers to your doors, we help you close the sale.

Why pharmacies and physicians choose HemoTreat for their customers:
• Builds and elevates brand value and reputation
• Positions and projects a reliable and strong advocate for best in class healthcare
• Profitable markup margins for increased revenue
• Helps grow market share through loyal and happy customers

COMMITMENT TO YOUR BOTTOM LINE
As a reseller you need to be able to stand behind the products you carry.

With an efficacy test showing that 97% of patients in the study had hemorrhoid remission or symptom improvement, you can stand behind HemoTreat.

In fact, we offer a 100% Satisfaction Guarantee, and we also offer a baseline commitment profit margin to you no matter your initial volume.
WHAT TO DO NEXT:

Call us today to start delivering more value to your customers by offering the best possible solution available on the market, and capitalize on the rapidly growing hemorrhoid treatment market to boost sales and profits!

HemoTreat™

PHONE: (786) 389-0094
E-MAIL: robert.zisu@hemotreat.com
ADDRESS: 1395 Brickell Ave.
Ste 800
Miami, FL 33131