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# Hemor relax

*From Discomfort to Confidence: A New Standard in Rectal Care*



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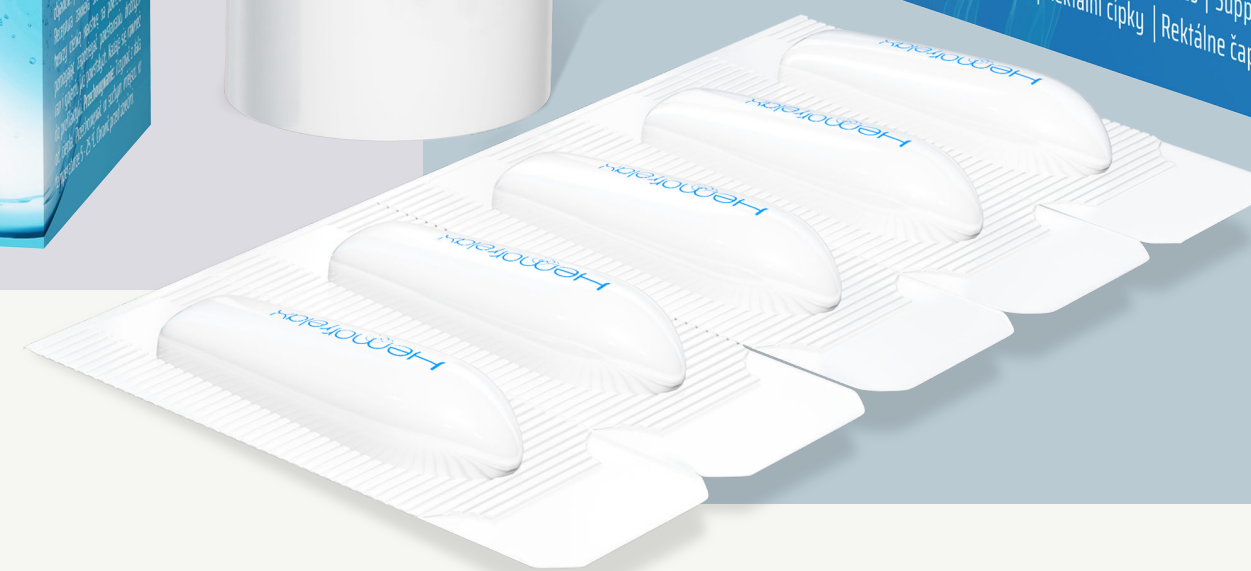
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# Hemorrelax



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HEMORRELAX  
Phyto-biotechnology  
Rectal Cream



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HEMORRELAX  
Phyto- biotechnology suppository



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## MARKET SITUATION

- Hemorrhoids affect up to **75% of the population** at some point in life- yet they remain **underdiscussed**, often self-treated, and poorly addressed with outdated OTC solutions.
- Global Consumers are increasingly seeking **non-invasive, natural**, and **clinically backed** alternatives to traditional creams, corticosteroids, or surgical interventions.
- Demand for safe, long-term options
- Hemorrelax offers a unique format – **rectal cream** and **suppositories**- aligned with **modern expectations**: relief & treatment



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## COMPLICATION

- **Dominance of Harsh, Old-Generation Hemorrhoid Creams**  
Most OTC products rely on **vasoconstrictors, steroids, or local anesthetics**, which may irritate, mask symptoms, or cause side effects- especially with long-term use.
- **Stigma and Delay in Seeking Help**  
Many sufferers delay treatment due to embarrassment, limited awareness of options, or concerns about side effects- increasing discomfort and worsening the condition.
- **Lack of Modern, Natural, Evidence-Based OTC Options**  
There's a clear **gap in gentle but effective solutions** with a **certified mechanism of action**, especially those that respect mucosal health and avoid synthetic drugs.

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## QUESTION:

*Can we offer a discreet, safe, and natural hemorrhoid solution that meets medical device standards – while addressing the real-world needs of modern users with no compromise on comfort or effectiveness?*

## THE ANSWER - HEMORRELAX: A READY-TO-LAUNCH OTC SOLUTION

### Swiss Quality and Proven track record

- Developed in Switzerland and refined over multiple years of in-market use, Hemorrelax has earned consumer trust for fast, gentle relief of hemorrhoid symptoms.

### Certified Safety & Regulatory Compliance:

- Hemorrelax cream and suppositories **certified OTC products**, meeting the highest EU standards for safety, efficacy, and post-market vigilance.



### Unique Formulation:

- Combines biotechnological peptides, hyaluronic acid, and clinically selected botanicals (oak bark, horse chestnut, marigold, aloe vera, and zinc) to offer instant relief, soothe irritation, protect sensitive tissue, and accelerate healing – all without steroids or vasoconstrictors.

### Demonstrated Market Success:

- Consistent sales growth across Europe, Middle-East and African markets proves strong consumer demand for a drug-free, multi-action hemorrhoid solution.

### Competitive Advantage:

- In today's tightened regulatory landscape, a multi-ingredient formula that delivers both **immediate relief & long-term tissue recovery** offers retailers a distinctive, pharmacy-ready proposition with broad commercial appeal.

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## Why Hemorrelax Is Unique on the Market?

*Only OTC haemorrhoid cream & suppository combining Botox-like peptides with a full-spectrum herbal, hydrating and protective complex, delivering immediate comfort plus long-term resilience in one easy step.*

***Hemorrelax is the only OTC cream & suppository that couples peptides for rapid comfort with a broad botanical repair system- delivering instant relief and long-term resilience in one formula.***

## Hemorrelax - Dual-Action Technology:

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### 1. Fast Relief (Peptide Action)

Botox-mimicking peptides- Acetyl-Hexapeptide-8 + Pentapeptide-18- gently relax the internal sphincter, so stool passes with much less pain or strain.

By calming the local nerve endings, the same peptides shut down burning, itching and stabbing pain within minutes, yet without the numbness of classic anaesthetics.

### 2. Deep Treatment (Natural Repair Complex)

A targeted botanical blend—**oak bark** (astringent), **horse chestnut + aescin** (anti-inflammatory, vessel-strengthening), **marigold & aloe** (healing, calming), **panthenol** (regenerating) and **zinc** (antiseptic)—shrinks swelling, fights microbes and reinforces fragile capillary walls, lowering the risk of future flare-ups.

**Hyaluronic acid** floods tissues with moisture and speeds up epithelial regeneration for faster wound closure.

**Dimethicone** spreads a silky protective film that prevents micro-tears and keeps the area comfortably lubricated.

# Dosage and Administration guide

## Hemorrelax Rectal Suppositories (For Internal Use)

- **Recommended Dosage:**
  - Use **once daily**, preferably in the evening after completing evening hygiene routines.
  - Suitable for long-term use if needed, based on symptoms and under proper medical advice.
- **Application Instructions:**
  - Ensure proper hygiene by washing your hands and the treated area before and after use.
  - Remove the suppository by pulling apart the two wings of the blister.
  - Insert **one suppository** per day into the rectum.
- **Length of Use:**
  - The duration of use depends on the severity of symptoms. Safe for both short-term relief and extended use to maintain rectal health.

## Hemorrelax Cream (For External Use)

- **Recommended Dosage:**
  - Apply **2-3 times a day**, ensuring even application to cover the affected area thoroughly.
- **Application Instructions:**
  - Wash your hands before and after applying the cream.
  - Squeeze an adequate amount of cream onto your fingertip.
  - Gently apply the cream to the external area of the anus, focusing on the affected or irritated areas.
- **Length of Use:**
  - The cream can be used regularly as needed for ongoing relief and maintenance of external hemorrhoid symptoms or irritation.

## Targeted health conditions

**Hemorrhoids** (Internal and External): Provides effective relief from symptoms like pain, itching, burning, swelling, and bleeding, whether the hemorrhoids are internal or external.

**Anal Fissures:** Soothes and promotes the healing of small tears in the lining of the anus, relieving pain and preventing further irritation.

**Prevention of Recurring Hemorrhoids:** Regular use can help prevent the reoccurrence of hemorrhoid symptoms, supporting overall rectal health and well-being.

**Rectal Inflammation (Proctitis):** Alleviates inflammation of the rectum, reducing irritation, swelling, and the risk of infection.

**Perianal Dermatitis:** Helps with skin irritation around the anus, including redness, itching, and inflammation caused by various conditions or hygiene products.

**Post-Surgical Recovery:** Assists in the healing process after hemorrhoidectomy or other rectal surgeries by promoting tissue regeneration and reducing discomfort.

## Targeted Consumer Groups

### **Adults with Mild to Moderate Hemorrhoid Symptoms**

Individuals experiencing itching, burning, or discomfort due to internal or external hemorrhoids, looking for fast, non-steroidal symptom relief.

### **Sedentary Professionals & Active Individuals**

Office workers, athletes, or frequent travelers prone to hemorrhoids due to prolonged sitting, straining, or physical activity, seeking portable, easy-to-use solutions.

### **Seniors with Sensitive Skin**

Older adults dealing with chronic or recurring hemorrhoid discomfort and thin, sensitive perianal skin, requiring gentle yet effective care.

### **Patients with Dietary or Digestive Sensitivities**

Consumers experiencing hemorrhoids as a result of chronic constipation, IBS, or other gastrointestinal conditions, in need of soothing, long-term supportive care.

### **Health-Conscious Consumers Seeking Natural Solutions**

People avoiding corticosteroids or vasoconstrictors who prefer plant-based, non-pharmaceutical options supported by clinical ingredients.

### **Postpartum Women**

Women in the postpartum period facing hemorrhoidal issues linked to childbirth, seeking safe, hygienic, and soothing care without harsh drugs.



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## Why choose Hemorrelax?

- **Dual Action:** Offers both internal and external hemorrhoid relief with suppositories and cream.
- **Botox-Like Peptides:** Unique biotechnological ingredients relax rectal muscles, reducing pain and discomfort.
- **Differentiated Shelf Presence** – Steroid-free, vasoconstrictor-free formula fills a clear white space for post-partum women, chronic sufferers, and natural-leaning consumers.
- **Immediate and Long-Term Relief:** Provides fast symptom relief while promoting healing and prevention.
- **Swiss Pharma Quality** – Developed and manufactured by Herb-pharma AG Schweiz; ISO-certified facilities and rigorous QC standards build trust with shoppers and pharmacists alike.



PHYTO-BIOTECHNOLOGICAL CREAM AND RECTAL SUPPOSITORY TREAT

- ✓ Hemorrhoids
- ✓ Painful skin cracks
- ✓ Anal fissures



Research & development:  
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