

Hemorrelax

 SWISS QUALITY

SWISS-MADE MEDICAL DEVICE · MDR (EU) 2017/745

From discomfort to confidence.

A new standard in rectal care.

A ready-to-launch OTC range that pairs **Botox-effect peptides** with a full botanical repair complex – instant comfort, lasting recovery. Steroid-free. Vasoconstrictor-free.

WITH BOTOX EFFECT

Herb-pharma AG · Zürich, Switzerland
Partner Presentation · 2026



THE RANGE

Rectal Cream · 30 ml | Rectal Suppositories · 10 pcs

An ageing category, an underserved shopper.

Three forces have left a wide-open gap
on shelf.

01

Harsh, old-generation formulas

Most OTC products rely on vasoconstrictors, steroids or local anaesthetics that can irritate, mask symptoms or cause side effects — especially with long-term use.

02

Stigma keeps shoppers silent

Embarrassment, low awareness and fear of side effects mean many sufferers delay treatment — worsening the condition and holding the category back.

03

No modern, natural option

A clear gap exists for a gentle yet effective device with a certified mechanism of action — one that respects mucosal health and avoids synthetic drugs.

75%

of people over 25 experience hemorrhoidal disease at some point in their lifetime. A large, recurring, year-round audience.

— 02 — THE QUESTION

**Can one OTC range be discreet,
natural and safe — and still meet full
medical-device standards, with no
compromise on comfort or effect?**

That is exactly the brief Hemorrelax was built to answer.



Hemorrelax

A ready-to-launch OTC solution.



Why Hemorrelax wins on shelf — and at home.

01

Swiss quality, proven track record

Developed in Switzerland and refined over years of in-market use across Europe, the Middle East and Africa — already trusted for fast, gentle relief.

02

Certified & compliant

Cream and suppositories are MDR-approved medical devices (EU 2017/745), meeting the highest EU standards for safety, efficacy and post-market vigilance.

03

One unique formulation

Biotechnological peptides + hyaluronic acid + clinically selected botanicals — instant relief and lasting recovery, with no steroids or vasoconstrictors.

The **only** OTC hemorrhoid cream & suppository to combine Botox-effect peptides with a full botanical repair complex.

Peptides for rapid comfort, paired with a broad repair system for lasting resilience — **instant relief and long-term recovery, in one easy step.**

Acetyl Hexapeptide-1

Relaxes the anal sphincter muscle — easing spasmodic tension.

Pentapeptide-18

Calms contraction for more comfortable, less painful emptying.

BOTOX **EFFECT**

Peptides that act like
botulinum toxin

Dual-action technology.

1 FAST RELIEF

Peptide action

Acetyl Hexapeptide-1 and Pentapeptide-18 relax and soothe the anal sphincter muscle — relieving spasmodic tension and contributing to more comfortable, less painful bowel emptying.

→ Immediate comfort, from the first application.

2 DEEP TREATMENT

Repair & protect

A botanical blend — oak bark, horse chestnut + aescin, marigold, aloe, panthenol and zinc — shrinks swelling, fights microbes and strengthens fragile capillary walls. **Hyaluronic acid** speeds healing; **dimethicone** forms a silky protective film.

→ Lasting recovery and fewer future flare-ups.

Clinically selected, naturally powered.

BOTOX EFFECT

The peptide engine

Acetyl Hexapeptide-1

Relaxes the sphincter muscle

Pentapeptide-18

Calms spasmodic contraction

Hyaluronic acid

Deep hydration & faster healing

+ NATURAL REPAIR & PROTECTIVE COMPLEX

Oak bark

Astringent — tightens tissue

Horse chestnut

+ aescin — strengthens vessels

Marigold

Calendula — soothing, healing

Aloe vera

Calming & regenerating

Panthenol

Regenerating provitamin

Zinc oxide

Mildly antiseptic

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

Two formats. Complete coverage.

MDR approved · EU 2017/745
36-month shelf life



EXTERNAL USE

Rectal Cream

30 ml · phyto-biotechnological

Apply twice daily to the external area. Creates a protective layer and soothes external hemorrhoids, fissures and perianal irritation.



INTERNAL USE

Rectal Suppositories

10 pcs · phyto-biotechnological

One daily, preferably in the evening. Acts directly on the rectal mucosa for internal hemorrhoids. Suitable for long-term use.

Five conditions, one range.

01

Hemorrhoids

Internal & external

Relief from pain, itching, burning, swelling and bleeding.

02

Anal fissures

Soothes and promotes healing of small tears, relieving pain.

03

Prevention

Regular use helps prevent recurrence and supports rectal health.

04

Proctitis

Eases rectal inflammation, reducing irritation and swelling.

05

Perianal dermatitis

Calms redness, itching and irritation of the surrounding skin.

Built for today's shopper.

Mild-to-moderate sufferers

Seeking fast, non-steroidal relief from itching, burning and discomfort.

Sedentary & active lives

Office workers, travellers and athletes who need a portable, easy solution.

Seniors, sensitive skin

Chronic or recurring discomfort needing gentle yet effective care.

Digestive sensitivities

Hemorrhoids linked to IBS or chronic constipation, needing soothing care.

Natural-leaning consumers

Avoiding corticosteroids and vasoconstrictors — a clear white-space shopper.

Postpartum women

Facing hemorrhoidal issues after childbirth, seeking safe, soothing care.

A distinctive, pharmacy-ready proposition.

01**Differentiated shelf presence**

Steroid-free, vasoconstrictor-free — it fills a clear white space.

02**Dual action**

Internal and external relief in one connected range.

03**One-of-a-kind hook**

Botox-effect peptides — nothing else like it on shelf.

04**Immediate + long-term**

Fast relief that also heals tissue and prevents recurrence.

05**Swiss pharma quality**

ISO-certified manufacture by Herb-pharma AG builds trust.

Proven demand. Ready to launch.

- ✓ **Consistent sales growth**
Across European, Middle-Eastern and African markets — proof of real, drug-free demand.
- ✓ **Established consumer trust**
Years of in-market use have earned a reputation for fast, gentle relief.
- ✓ **Launch-ready in every detail**
Full regulatory dossier, multilingual packaging and a 36-month shelf life — ready for your shelves.

75%

lifetime prevalence over age 25

MDR

EU 2017/745 approved devices

2

formats — cream & suppositories

0

steroids & vasoconstrictors

— LET'S PARTNER

Let's bring a new standard in rectal care to your shoppers.

Thank you for your trust in our innovation and quality. We'd welcome the opportunity to tailor Hemorrelax to your range.

DEVELOPED & FORMULATED BY

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