



POWERFUL HEALING • INSTANT RELIEF
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Important Information Regarding Doctor Butler's Hemorrhoid & Fissure Ointment



Doctor Butler's Maximum Strength Relief Formula Hemorrhoid & Fissure Ointment

This ointment can be used to immediately reduce swollen and painful hemorrhoids. Use as directed for best results.

How often do I treat and for how long?

Apply three times a day over a two-week period. Follow the steps below to treat your hemorrhoids:

- 1) When you wake up in the morning
- 2) After your first bowel movement
- 3) Before going to bed

How to use

Step 1: Clean affected area with mild soap and warm water, rinse thoroughly, and then gently pat dry with a tissue or soft cloth.

Step 2: Apply ointment using a finger cot or applicator. If supplied with a dispensing applicator, open tube seal with top of cap, attach applicator to tube, lubricate well with ointment, and then gently insert part way into anus and squeeze tube to deliver medication.

- a. If using finger cots, slip a finger cot over finger and squeeze ointment onto finger and insert into anus no more than two inches.

Step 3: Cleanse applicator while still attached to the tube with an alcohol-soaked cotton ball to keep applicator primed for next use.

If after two weeks of treatment you are still experiencing symptoms, schedule an appointment with your doctor. Your case may be too advanced for at-home treatment.

Note: If the product was shipped or stored in cooler temperatures, place the tube in warm water for a few minutes prior to use to ease the flow of product coming out of the tube.

Questions?

For any questions or concerns, please get in touch at www.doctorbutlers.com/contact

Additional information

Thank you for your purchase of Doctor Butler's Hemorrhoid & Fissure Ointment Maximum Strength Relief Formula. Please visit doctorbutlers.com to learn about current promotions, treatment tips and complementary products. You can also learn about Dr. Robert Cutler, our product developer and a board-certified Proctologic Surgeon with more than 30 years of patient experience. Doctor Butler's hemorrhoid ointments contain a potent topical pain reliever and Dr. Cutler's *bio-enhanced* formula designed to promote healing with a blend of plant, mineral, amino acid and essential oil ingredients. Use this ointment in combination with [Doctor Butler's 8 Step Treatment Plan](#) on page 3 for best results.

Satisfaction Guarantee: We completely stand behind our products with a 30-day satisfaction guarantee. Contact us at support@doctorbutlers.com with your order number if you'd like a refund. Please realize that some conditions require 1-2 weeks of treatment to receive optimal benefits. If your condition does not improve after applying Doctor Butler's for a full two weeks as directed, your condition may be too advanced and not within the intended use for any over the counter treatment. In this case, it is recommended you schedule an evaluation with a physician.

Application Using Finger Cots or Applicator: Your product will be supplied with **EITHER** finger cots **OR** applicators. Adults: apply to the affected area up to 3 times daily. Before use, clean affected area with mild soap and warm water, rinse thoroughly, and then gently pat dry with a tissue or soft cloth. The ointment can be applied using a finger cot or applicator. If supplied with a dispensing applicator, open tube seal with top of cap, attach applicator to tube, lubricate well, gently insert part way into anus and squeeze tube to deliver medication. To keep the applicator primed for next use, cleanse while still attached to the tube with an alcohol-soaked cotton ball or wipe clean with Doctor Butler's [Soothing Wipes](#). If the product was shipped or stored in cooler temperatures, place the tube in warm water for a few minutes prior to use to ease the flow of product coming out of the tube.

Important Information About Hemorrhoids and Anal Fissures

Anal tears (Fissures): Tears are often associated with trauma, e.g., passage of a hard stool, bouts of diarrhea, childbirth, narrowing of the anal canal or ulceration of a hemorrhoid. Tears that do not heal become fissures due to inflammation from repeated trauma and coexisting factors such as internal hemorrhoids. To treat fissures with our Maximum Strength Formula (which contains a vasoconstrictor), insert ointment above the fissure (but not beyond the anal canal which typically extends two inches into the anus) and treat for two weeks. If you continue to experience fissures, use our [Advanced Formula](#) on the skin of the anal canal and the fissure itself to protect from repeated trauma.

In advanced fissure cases, a vasodilator (prescription only) which increases blood flow can be applied directly to the fissure in conjunction with our Advanced Formula ointment. Fissures may heal faster if an OTC antibiotic ointment is placed on a gauze pad and applied directly to the fissure. The gauze pad should be secured in place with a small piece of tape throughout the day and night. The rubbing action tends to help stimulate new tissue growth.

External Hemorrhoids: Sudden external swelling is typically caused by a broken external blood vessel which can feel like a hardened, marbled bump on the anus. Long standing external hemorrhoids can cause skin to stretch over time. Extra skin in the area can make it difficult to maintain proper hygiene in some cases. Using Doctor Butler's ointment when symptoms first occur will prevent further progression in many cases. This will help eliminate tissue from becoming swollen and stretched out long term while helping dilated blood vessels return to normal.

Doctor Butler's 8 Step Treatment Plan To "Leave the Pain Behind"

1. Apply Doctor Butler's ointment to the anal canal and anus upon waking up, after your first bowel movement, and before bed every day for 2 weeks.
2. Drink 6-8 glasses of water daily and follow a high fiber diet which includes whole wheat cereals, bran, fruits and vegetables. Try to limit spicy foods, nuts, seeds, corn, popcorn, caffeine, milk and alcohol.
3. Use a psyllium bulking agent available at grocery stores.
4. If you have normal to firm bowel movements, drink 2 Tablespoons of mineral oil daily as a lubricant (for 2 weeks only since it has been known to decrease vitamin absorption when taken long term). For loose bowel movements, be sure to follow step 2 above.
5. If you suffer from a) External Hemorrhoids and/or b) External Irritation, the following options should be considered between applications of Doctor Butler's Hemorrhoid & Fissure Ointment.
 - a. If you have a sudden onset of External Hemorrhoids, soak cotton balls in comfortably warm witch hazel and apply for 15 minutes 3 to 4 times daily. For temporary relief from pain, consider applying a small amount of ointment containing menthol. Also consider use of an ice pack or Doctor Butler's [Hemorrhoid Treatment Spray](#) containing Witch Hazel.
 - b. For External Irritation use a zinc oxide ointment and oatmeal Sitz baths and consider using Doctor Butler's [Soothing Wipes](#), [Soothing Epsom Salts](#) and/or [Hemorrhoid Treatment Spray](#).
6. If symptoms persist, this may indicate the presence of an anal fissure. Follow your initial treatment by using Doctor Butler's [Advanced Formula Hemorrhoid & Fissure Ointment](#) for two more weeks. This advanced formula ointment can be mixed with an over the counter antibiotic ointment to treat tears. Insert into the anal canal using a gloved finger.
7. If irritation occurs with the use of Doctor Butler's Hemorrhoid & Fissure Ointment, stop any exterior anus use and reduce the amount of ointment being applied to the anal canal. If condition becomes worse, discontinue use.
8. More than two bowel movements a day can be a symptom of irritability which can create a high level of acidity. This can affect the ability to heal. Avoid caffeine, milk and excessive alcohol. Using an over the counter anti-diarrhea medication may reduce the frequency of bowel movements on a temporary basis.

The Doctor Is In: Our goal is to help you *Leave the Pain Behind*. Because Doctor Butler's Hemorrhoid & Fissure Ointment has been shown to work so well for the conditions it is intended to treat, symptoms that do not improve within 1-2 weeks should be evaluated by a physician.

Regardless of your progress, everyone should seek the opinion of a local physician about colorectal cancer prevention. To learn more about your condition or treatment options visit: doctorbutlers.com/disorders-treatments

Dr. Robert S. Cutler
Board Certified Proctologist

For product support, email us:
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