

[Leaflet advertising G.R. Lane of Gloucester's Heemex, used to relieve haemorrhoids].

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HEEMEX

a soothing healing ointment for internal and external piles



HAEMORRHOIDS - A HERBAL TREATMENT

What haemorrhoids (piles) really are.

How are they caused?

What is it to be done about them?

An effective herbal treatment.

Relief from pain without drugs.

What haemorrhoids (piles) really are.

Most people know that the blood flows through the arteries to all parts of the body, and that it is carried back to the heart in the veins. Piles arise when the haemorrhoidal veins, which are situated round the rectum and anus, become swollen. If the swellings are visible they are called external piles, while internal piles occur higher up the rectum.

Haemorrhoids are very troublesome and frequently acutely painful because they easily become irritated and inflamed, while in many cases they actually break and bleed.

How are they caused?

Constipation is probably the commonest cause of haemorrhoids and must be guarded against most carefully by sufferers and those who readily develop haemorrhoids.

The trouble also often occurs amongst those who have to follow sedentary occupations; office workers and businessmen who spend a lot of time motoring are great sufferers.

Other causes include wrong diet which may cause constipation, and a generally run-down condition which leads to lack of energy and so the sufferer sits about too much and gets insufficient exercise.

What is to be done about them?

Obviously you must think about your diet very carefully because you can probably improve it a great deal. To start with, try cutting out some of the constipating foods; take less meat, eggs, milk and starchy foods; eat succulent fruit and vegetables freely. Be very careful about stimulants such as alcohol, coffee and strong tea; avoid pepper and other condiments; take a glass of water containing the juice from a whole lemon first thing every morning.

These precautions will help to ensure regular and satisfactory bowel action. When this occurs avoid at all costs irritation or damage to the skin round the affected parts which must be cleaned with absorbent cotton wool moistened with cold water instead of using toilet paper.

An effective herbal treatment.

While those who develop haemorrhoids should have medical advice, there is a most effective natural medicinal treatment which has proved of such benefit that no sufferer should fail to try it.

Relief from pain without drugs.

Irritation and intensely painful inflammation is characteristic of haemorrhoids and the

first thing most people want is a truly effective pain-relieving ointment that can be relied upon to soothe away the pain, relieve itching and heal broken bleeding tissues quickly.

HEEMEX is a special ointment containing herbal ingredients specially designed to fulfil these requirements and you will find that it gives welcome relief with quite surprising speed, generally within the first day or two after starting treatment.

HEEMEX is supplied in tubes with a convenient applicator nozzle that makes it so easy to apply, even to internal piles, and no sufferer should fail to take advantage of this effective remedy.

HEEMEX A healing pile ointment that soothes away pain and irritation and heals broken bleeding tissues.

Obtainable from your local health food store or in case of difficulty direct from:

Heemex Pile Ointment

Active Ingredients: Distilled Witch Hazel BPC 25.00%, Compound Tinct Benzoin BPC 8.3%, Zinc Oxide BP 5.1%, Emulsified Base 61.6%.

Directions: Apply freely night and morning, and after every bowel movement.

KEEP ALL MEDICINES OUT OF REACH OF CHILDREN

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GLOUCESTER**

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