

VERY IMPORTANT ...MUST READ ENTIRE PAGE!!

The 5-Step Pranicura Treatment for those with ITCHING or BURNING

For those with anal fissures and hemorrhoids WITHOUT itching, see the reverse side for instructions

Chronic anal itching, burning, and irritation drastically alters your quality of life. YOU ARE NOT ALONE – millions of people suffer from this affliction (an estimated 1-5% of the population). The Pranicura Treatment will bring relief and give you your life back!

Important Information About the Pranicura Treatment Process:

- **There is NO “cure” for idiopathic pruritus ani.** After 10+ years of research, we found the cause (click “blog” at the top of our website for details), but not the total cure. Diet is NOT the culprit, so eat and drink whatever you want. Simply follow the daily 5 step treatment process below and it will end your suffering.
- **Applying the Pranicura ointment alone will not alleviate your symptoms.** To get full relief, **you MUST follow** the 5-Step Treatment Process each day in order to remove the cause of the problem, heal the skin, and relieve the itch and irritation.
- **Things may initially seem to get worse before they get better.** It will typically take **1-5 weeks** for your bottom to heal and then your urge to scratch will halt significantly. Why so long? Raw, damaged skin needs time to heal and healing skin itches and the moisture balance of your anal and perianal skin needs to get back to normal. Unfortunately, increased itching is a “withdrawal symptom” from stopping the use of steroid and cortisone ointments and it takes time for those drugs to leave your skin.
- **Be patient and persevere!** Almost everyone who requests a refund gives up within the first couple of weeks. Have faith, give it time, and **follow the 5-Step Pranicura Treatment Process EXACTLY.** We guarantee it will work for you! In a survey of 2000+ Pranicura users, 98% who followed the treatment for 5+weeks said they had success. It is without question the most effective pruritus ani treatment in the world.

STOP DOING THESE THINGS:

- **Stop scratching (you can scratch in step 5).** When the urge to scratch or irritation arises, that’s your signal to go to Step 1.
- **Stop using any other products immediately.** NO creams, oils, ointments, powders, medicated wipes, or cleansing lotions.
- **Stop using soaps and cloths to clean the anal area.** Aggressive washing will cause skin damage and increase recovery time.
- **Stop using water sprayers or bidets.** They will not clean well enough, can reopen wounds, and cause anal leakage for hours.

The 5-Step Pranicura Treatment Process - EACH STEP IS CRITICAL

Step 1 tells you when to do Steps 2-4. Step 4 tells you when to do Step 5

- 1) **Complete Steps 2-4 ONLY when you feel irritation or the need to scratch AND after every bowel movement.**
It’s important to leave your bottom alone as much as possible in order to allow the area to heal. Don’t apply on a random schedule.
- 2) **Clean your bottom thoroughly with baby wipes until no color can be seen on the wipe.**
Use ONLY non-medicated, alcohol-free baby wipes. Wipes containing aloe are fine but do not use any wipe that says “medicated”. After a bowel movement, use toilet paper first and then finish cleaning with a baby wipe.
- 3) **Thoroughly PAT your bottom DRY with toilet paper.**
It’s imperative that your bottom is dry before moving on to the next step. Do not scratch or use a wiping motion with the toilet paper.
- 4) **WAIT 15 seconds. Listen to your bottom...If the itch is GONE then stop here and do NOT apply Pranicura in step 5.**
Pranicura is safe to use every day, and initially to heal you may need it multiple times per day, but other times going ointment free is best. After healing, some people can go weeks without going to step 5, but others need Pranicura daily. It varies widely.
- 5) **Apply Pranicura if you still feel irritation or the urge to scratch.**
After waiting, if the itching or irritation is still present, apply a small, pea-sized amount of Pranicura with your fingertip and **gently rub/scratch it onto your bottom without using fingernails until the itch is satisfied.** Scratching with fingernails causes skin damage and will extend your healing time. You can apply it to the inner rim of the anus, but DO NOT insert it deep into the rectum. This is the **ONLY time you should ever scratch your bottom.** It is a lubricated scratch that minimizes skin damage. You will notice that when you apply Pranicura, the itch may actually increase upon initial contact, and then it will slowly go away. Wipe off all excess ointment with a finger or lightly with toilet tissue. **You should NOT feel wet when done.**
If Pranicura is only effective for a short amount of time after applying, here is the problem: Leakage often occurs shortly after a bowel movement. If this is the case, you will see feces on the baby wipe 10-15 min after a BM. If this is common for you, do not apply Pranicura in Step 5, instead wait 15 min or so after a BM, return to the bathroom, and repeat the 5-Step Process.

Additional Tips for Immediate Relief & Other Recommendations

- a) **If Pranicura BURNS TOO MUCH...** Some experience intense burning when Pranicura contacts their raw, irritated bottoms. Pranicura contains a small amount of necessary alcohol that can cause a burning sensation on open wounds. If the burning is unbearable, remove the ointment with baby wipes and apply ice or a cool damp cloth. Until your bottom can handle the strength of Pranicura, **substitute a generic zinc oxide ointment (containing minimal petrolatum) in place of Pranicura for a few days** (your pharmacist can recommend one or read the ingredients). Stop using the zinc oxide once you can tolerate Pranicura.
- b) **If you develop a RASH...**Some users note the development of a mild rash in the early stages. Do not be alarmed - it is only temporary and usually goes away within a few days. Continue to follow the 5-Step Pranicura Treatment Process each day.
- c) **APPLY ICE...**For immediate temporary relief from horrible itching/burning/irritation, apply an ice bag to the area.
- d) **Take WARM BATHS...**Taking warm baths (regular or sitz) can help to soothe the anal area. Epsom salts can also be used. Make sure to remove any ointment prior to the bath with a baby wipe and pat dry when you are done bathing. Limit to one bath per day.
- e) **Use COOL AIR to dry your bottom...**To soothe your bottom, use a fan or hair dryer on the cold setting after bathing.

Questions? Comments? More information? We are here to help!

Email us: help@pranicura.com or view our website: www.pranicura.com/blog

The Pranicura Treatment for NON-Itchy Anal Fissures & Hemorrhoids

For those with anal fissures or hemorrhoids WITH chronic itching, follow the reverse side for instructions

Important Information About the Pranicura Fissure Treatment Process:

- **Keep your bowel movements soft:** BM's can cause fissures to reopen. Keeping your BM's soft will help the initial healing and stop recurrence. 200-500mgs of magnesium supplements daily will usually do the trick. Don't take too much as multiple BM's daily are detrimental to healing. Soft BM's yes, but multiple loose stools daily can be worse than one firm stool.
- **For extreme anal pain,** ask your physician or pharmacist to recommend a non-petrolatum-based lidocaine cream. We recommend Recticare 5. Discontinue use asap, as it delays healing. For severe pain or bleeding, consult your physician.
- **Your goal is to keep a thin layer of Pranicura ointment on the anus at all times until you are healed.** Follow the 5 step Process below daily and you should heal and stay healed for life!
- **Pranicura contains a small amount of alcohol.** You may experience a slight burning sensation when it is applied. If the burning is extreme and doesn't go away, wipe off Pranicura with a baby wipe and apply ice or a cool wet cloth until it subsides. Substitute a generic zinc oxide ointment for 2-7 days until you can handle the strength of Pranicura.
- **Be aware that the full healing timeline will take 8 weeks on average.** Depending on the severity of your fissures or hemorrhoids, it will take 4-12 weeks for your bottom to heal. After you are fully healed, you will slowly reduce the number of ointment applications to prevent the fissures or hemorrhoids from recurring. Fissures and hemorrhoids have an extremely high recurrence rate and you need a plan to heal and stay healed. The 5 step Pranicura treatment for life is that process.
- **Be patient and persevere!** The vast majority of those who request a refund give up within the first few weeks. Have faith, give it AT LEAST 8 WEEKS, and follow the Pranicura Treatment Process EXACTLY. In a survey of 571 anal fissure sufferers, 90% reported success while using the Pranicura Treatment. Most of the 10% that claimed no success, gave up before 8 weeks.

STOP DOING THESE THINGS:

- **Stop touching your bottom.** Leaving your bottom alone as much as possible is the fastest way to heal.
- **Stop using any other products except for** non-petrolatum lidocaine creams and prescriptions for pain and spasms if absolutely necessary. Do NOT use medicated wipes, or cleansing lotions or products containing large amounts of petrolatum
- **Stop using soaps and/or cloths to clean the anal area.** Aggressive washing will cause further damage and inflammation.
- **Stop using water sprayers or bidets.** They will not clean the area well enough and the water pressure may re-open the wounds.

The 5-Step Pranicura Fissure Treatment Process

Step 1 tells you when to do Steps 2-4. Step 4 tells you when to do Step 5

- 1) **Complete Steps 2-4 ONLY... after every bowel movement; after every time you bathe; whenever the pain or irritation presents itself.** However, a minimum of TWICE per day while healing is necessary. The goal is to keep a thin layer of ointment on the anus at all times while healing. After you have healed, then ignore the twice a day minimum. 1-6 times per day is the norm.
- 2) **Clean your bottom thoroughly with baby wipes until no color can be seen on the wipe.** Use ONLY non-medicated, alcohol-free baby wipes. Wipes containing aloe are fine but do not use any wipe that says "medicated". After a bowel movement, use toilet paper first and then finish cleaning with a baby wipe.
- 3) **Thoroughly PAT your bottom DRY with toilet paper.** It's imperative that your bottom is dry before moving on to the next step. Do not scratch or use a wiping motion with the toilet paper.
- 4) **During initial healing go straight to step 5.** After you have healed the goal is to slowly back off and minimize Pranicura applications simply wait 15 seconds and listen to your bottom. If your bottom feels good then do
- 5) **Apply Pranicura.** Gently apply a small, pea-sized amount of Pranicura with your fingertip, **without using fingernails**, to the irritated area. In addition, apply it to the inner rim of the anus but DO NOT insert it deep into the rectum. Fissures heal from the outside in, not the inside out, so applying deep into the rectum is NOT beneficial. Wipe off all excess ointment with a finger or lightly with toilet tissue. **You should NOT feel wet when done. If Pranicura is only effective for a short amount of time after applying, here is the problem:** Leakage often occurs shortly after a bowel movement. If this is the case, you will see feces on the baby wipe 10-15 min after a BM. If this is common for you, do not apply Pranicura in Step 5, instead wait 15 min or so after a BM, return to the bathroom, and repeat the 5-Step Process.

Tips for Immediate Relief & Other Recommendations

- a) **If Pranicura BURNS TOO MUCH...** If the burning is unbearable, remove the ointment with baby wipes and apply ice or a cool damp cloth. Substitute an inexpensive zinc oxide-based ointment that contains minimal petrolatum for a few days until your bottom can handle Pranicura. (Your doctor or pharmacist can recommend one or read the ingredients).
- b) **If you develop a RASH...** Some users note the development of a mild rash in the early stages. Do not be alarmed - it is only temporary and usually goes away within a few days. Continue to follow the Pranicura Treatment Process each day.
- c) **APPLY ICE for Severe Pain...** For immediate temporary relief from horrible pain or itching/burning/irritation, apply ice to the area.
- d) **Take WARM BATHS...** Taking warm baths can help to soothe the anal area. Epsom salts can also be used. However, make sure to remove any ointment prior to the bath with a baby wipe, and also pat dry when you are done bathing.
- e) **Use COOL AIR to dry...** To soothe your bottom, you can use a fan or hair dryer on the cold setting. This can also help to thoroughly dry your bottom after bathing or patting dry.

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