

**Dear Doctor**

**When Haemorrhoidal pain & Bleeding**  
affects day to day life of your patients



**R<sub>x</sub>**

**AMROID**

**TM**

A comprehensive dual therapy that fulfils all the objectives of

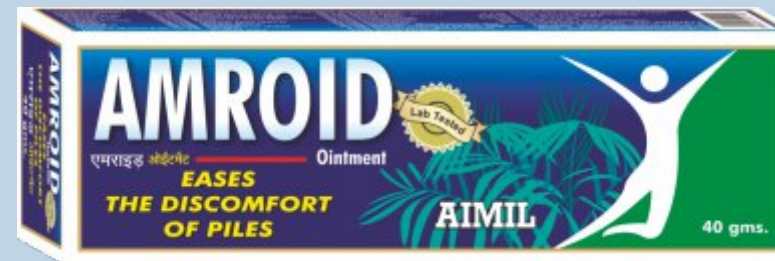
**1<sup>ST</sup> DEGREE** & **2<sup>ND</sup> DEGREE** Haemorrhoid Management

# AMROID

With **DUAL THERAPY**

**A CONSISTENT, SAFE & EFFECTIVE APPROACH IN HAEMORRHOIDS MANAGEMENT**

Helps effectively heal & prevent recurrence comprehensively,  
**Systemically** (Tablets) & **Locally** (Ointment)



Acts as Haemostatic agent & controls bleeding per rectum

by strengthening microvasculature and regulating plasminogen and plasmin - *Symplocos racemosa* (Lodhra), *Cassia fistula* (Amaltas)

Exerts anti-inflammatory action, controls pain & itching

by inhibiting inflammatory mediators like leukotrienes, 5-HT, Prostaglandins – *Vitex negundo* (Nirgundi), *Ocimum sanctum* (Tulsi)

Acts as broad spectrum anti-microbial & controls secondary infections

Acts against bacteria, fungi & Protozoa without disturbing intestinal microflora – *Berberis aristata* (Daruharidra), *Azadirachta indica* (Neem)

Shrinks the haemorrhoidal mass

with the help of astringent action & by reducing inflammation- *Cynodon dactylon* (Durva), *Vitex negundo* (Nirgundi)

Accelerates the wound healing process in rectum

by enhancing collagen turnover with the help of *Pongamia pinnata* (Karanj), *Terminalia arjuna* (Arjun)

Relieves constipation by regulating GIT activity

Increases peristalsis of the colon, reduces reabsorption of water from colon, making the stool soft & ease bowel movements - *Terminalia chebula* (Haritaki)

**Eases the Discomfort of Piles**

**From Pain to Pleasure !**

# AMROID

## • EXERTS HAEMOSTATIC ACTION

### STRENGTHENS THE BLOOD CAPILLARIES OF RECTUM



*Cassia fistula* (Amaltas)

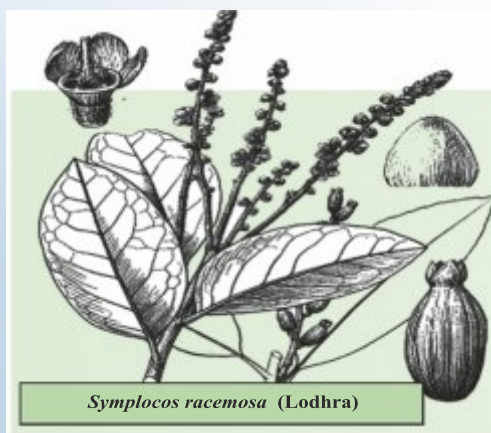
*Cassia fistula* (Amaltas), *Callicarpa macrophylla* (Phool Priyangu) and *Butea monosperma* (Palash pushp) are the rich sources of flavonoids and anthocyanidines which act on blood vessels, increases capillary resistance, maintain normal vascular permeability and strength. This activity is probably due to their effect on platelets, leukocytes and enzymes of blood coagulation.

(Life Sci. 65: 337-353, 1999, The Antiseptic, 97(9), 2000, 317-319)

## CHECKS BLOOD LOSS

*Sphatica Bhasam* proves successful in controlling intractable bleeding by pericapillary fibrin deposition and astringent action which contracts and blanches capillary endothelium, thus reducing exudation.

(Br. J. Sur. 73(3), 188-192, 1986, J. of Urology, Vol.133, 956-95, 1985, Br. J. Urology, 56, 673-675, 1984)



*Symplocos racemosa* (Lodhra)

## PROVIDES ANTI-FIBRINOLYTIC ACTIVITY

Symploside, a new flavanglycoside characterized by (-) epiafzelechin -7-b-D- glucopyranoside found in *Symplocos racemosa* (Lodhra), exhibits anti-fibrinolytic action when tested in-vitro on fibrin plates against urokinase. Its alkaloids are effective as astringent and also tone digestion.

(Indian J. Chem. 28B, 982-83, 1989; Evan's Pharmacognosy, 2002)

# ENSURES FASTER HEALING & SHRINKAGE OF HAEMORRHOIDS

## • ACTS AS ANTI-INFLAMMATORY AGENT

### RAPIDLY HEALS WOUNDS OF RECTUM

*Pongamia pinnata* (Karanj), in experimental studies, showed significant anti-inflammatory activity comparable to that of aspirin. It is postulated that the extract might have acted by inhibiting the inflammatory autocooids like histamine, 5-HT, prostaglandins and bradykinins.

(JMPS, 22-23 (4A-1A) : 56-58, 2001)

*Aloe vera* (Kumari) influence the wound healing process by enhancing collagen turnover in the damaged tissues. The result also suggests that the extracts increase hydroxyl-proline content, lysyloxidase activity, tensile strength, DNA & collagen content & result in better epithelisation & angiogenesis. Raised level of nucleic acids indicate that the action may be at the cellular level.

(Ind.J.Exp. Biol. 36(9), 896-901, 1998)

## HASTEN WOUND HEALING

*Cassia fistula* (Amaltas), known to be a potent source of secondary metabolites, noticeably phenolic compounds, is used to treat infected wound. Treatment with *Cassia fistula* to the experimental subjects showed better wound closure and improved tissue regeneration at wound site. Extract of *Cassia fistula* exerts potent anti bacterial action. Thus, confirming its efficacy in treatment of infected wound. (I.Res. J.biol. Sci. 1(5), 79-84, 2012)

WOUND HEALING ACTIVITY OF <i>Pongamia pinnata</i> & <i>Cynodon dactylon</i>							
Treatment	Wound area in mm <sup>2</sup> with percentage of wound healing in brackets					No. Of days for complete contraction of the wound	
	Day						
	0	6	9	12	14	21	
Aqueous extract of <i>Pongamia Pinnata</i>	592 (0)	525 (11.31)	70 (88.78)	13 (97.8)	---	---	13
Aqueous extract of <i>Cynodon dactylon</i>	752 (0)	566 (24.74)	63 (91.72)	---	---	---	12
White soft paraffin	711 (0)	484 (31.94)	193 (72.86)	77 (89.18)	31 (95.63)	---	16



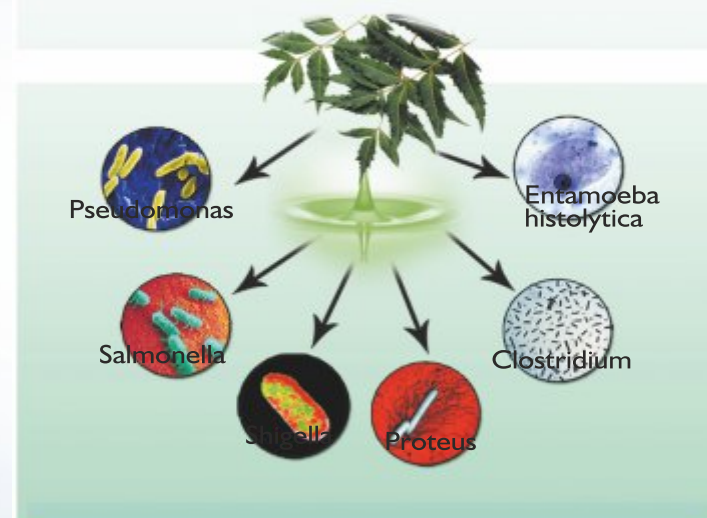
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# AMROID

- EXERTS BROAD SPECTRUM ANTIMICROBIAL ACTION
- RELIEVES FROM ASSOCIATED DISCOMFORT

## Anti-Microbial Activity of Azadirachta indica (Neem)



The extract of *Azadirachta indica* (Neem) revealed in-vitro anti-microbial activity against *Entamoeba histolytica*, *Clostridium*, *Shigella*, *Proteus*, *Salmonella*

(Fitoterapia, 70 : 299-304, 1999)

*Terminalia chebula* (Haritaki) and *Berberis aristata* (Rasaunt) were tested for antimicrobial activity to determine minimum inhibitory concentration (MIC). The combination of these herbs had MIC comparable with metronidazole. Their action is due to the secretion of various enzymes and inhibitory effect on DNA's activity of pathogens upto 79%.  
(J. Ethnopharmacology, 1995, 45, 43-52)



*Vitex negundo* (Nirgundi)

*Vitex negundo* (Nirgundi) exhibits anti-inflammatory and pain suppressing activities possibly mediated via PG synthesis inhibition, antihistaminic, membrane stabilizing and antioxidant activities. The early phase (2h) of carrageenan-induced paw oedema was significantly ( $P < 0.01$ ) suppressed in an inversely dose-dependent ( $r(2) = 1$ ,  $p < 0.01$ ) manner by *Vitex negundo* (Nirgundi). Its leaves at the dose of 2.5 and 5 g/kg significantly ( $p < 0.05$ ) suppressed the inflammation on days 4-6 of the test.

(J. Ethnopharmacol. 87 (2-3) : 199-206, 2003)

# THE COMPREHENSIVE MANAGEMENT OF HAEMORRHOIDS

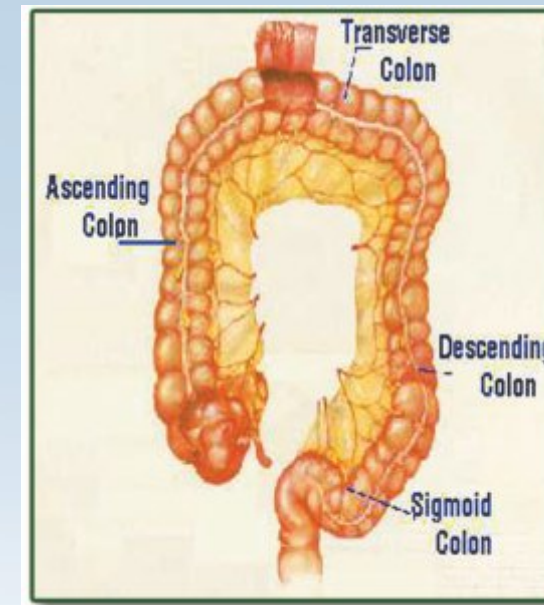
- ACTS AS A NATURAL BOWEL REGULATOR
- IMPROVES MOTILITY OF GIT

Extracts of *Terminalia chebula* (Haritaki) increase the motility of G.I. Tract comparable with castor oil. *Terminalia chebula* (Haritaki) has significant bowel regularizing action due to presence of anthraquinones. In a study the effect of Haritaki extract was studied on GIT, this was compared with castor oil, coconut oil and water, on gut motility. Purgative action of *Terminalia chebula* was found to be much similar to Castor Oil.

## COMPARATIVE GUT MOTILITY CHART

	Control water	Coconut Oil	Castor Oil	T. Chebula
Mean	39.3	40.8	52.6	50.8

(Ind. J. Med. Res. 59 (2), 281-283, 1971)



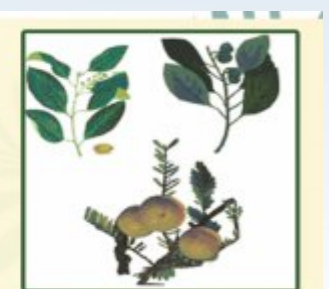
An equi mix of *Terminalia chebula* + *Emblica officinalis* + *Terminalia belerica* (Triphala), an important component of Amroid exhibits laxative action, enhances bowel movements, relieves from painful defecation and gives complete abdominal comfort by smooth evacuation of the bowel.

(Natural Product Sciences, 2004, 10(1): 16-19)

## IMPROVES LIVER FUNCTIONS

The tannoid principles of *Emblica officinalis* (Amla), emblicanin-A & emblicanin-B, when administered prophylactically for 10 consecutive days, inhibited acute iron overload (30 mg/kg, i.p.), hepatic lipid peroxidation & resulted in decreased serum levels of alanine aminotransferase, aspartate aminotransferase & lactate dehydrogenase, used as markers of induced hepatic dysfunction.

(Phytomedicine, 7(2) : 173-75, 2000)



Eases the Discomfort of Piles

From Pain to Pleasure !

# AMROID™

**THE COMPREHENSIVE  
MANAGEMENT OF HAEMORRHOIDS**

**EXCLUSIVE BENEFITS -**

Ointment / Tablets

Provides complete & comprehensive management in **1<sup>ST</sup>** & **2<sup>ND</sup>** degree Haemorrhoids

A Supportive therapy in **3rd & 4th degree** Haemorrhoids

Helps prevent Recurrence in Post operative cases, regulates bowel movement

An adjunct therapy for pre & post operative management

## INDICATIONS

- Bleeding piles
- Non-bleeding piles
- Inflammed piles
- Chronic constipation

## DOSAGE

**ADULTS :**

**TABLETS:-** Two tabs thrice a day

**CHILDREN :** 1 tab twice a day

**Maintenance therapy :**

One tab twice a day

**OINTMENT :-** Apply on affected area twice or thrice a day before and after defecation and at bed time.



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