

# Your abnormal new normal

by Dr. David Gutman,  
*Advanced Hemorrhoid Specialists*

**D**ark underwear, restricting yourself from going out, no longer enjoying your favorite activities, like golf and socializing with friends, constant clean-up and even a post poop push-in. Has this become your uncomfortable new norm?

I'm not talking about Covid-19 guidelines. I'm talking about the way you've adjusted to life dealing with hemorrhoids. And even though these adjustments may now seem normal to you, they're not. Instead of putting aside your fears and seeking treatment like you should, you've adapted.

Although we can't easily go back to the normal life we knew before the virus took hold, you can go back to the normal life you once knew before hemorrhoids became your abnormal new normal.

Instead of working around the pain, itching, bleeding and constant wiping those pesky little bumps inside your rump represent, why not take charge of this irritating life change and release the hold it has on you?



David  
Gutman, MD

I offer two, non-surgical methods to treat hemorrhoids. One reduces the blood flow that feeds the hemorrhoids, improving inflammation and causing them to shrink. The other is better suited to removing larger hemorrhoids. Both take just a few seconds to do. Since they are performed in an area with no nerve endings, they can be administered right in the comfort of my office without anesthesia.

There is virtually no pain, no prep needed, there are no major restrictions, and you don't have to take time off of work. Consultations are free of charge and our procedures are covered by insurance.

*To reach Dr. David Gutman of Advanced Hemorrhoid Specialists, call 216-772-4653. He has two office locations: 25200 Chagrin Blvd, Suite 109, in Beachwood; and 2660 W. Market Street, Suite 250, in Fairlawn. To learn more, visit [SensitiveCare.com](http://SensitiveCare.com).*