

Are you a boiling frog?

by Dr. David Gutman,
Advanced Hemorrhoid Specialists

We've all heard of the boiling frog apologue describing how a frog dropped directly into boiling water will jump right out, but if the frog is put into cool water that slowly becomes hotter and hotter, it won't notice the danger until it's boiled alive.

People with hemorrhoids are often like boiling frogs. When their hemorrhoid problems first begin, they may notice some mild burning and itching, and maybe even a touch of bleeding. What's the big deal? A little cream here, a little suppository there, and you're good to go. But, over time, those occasional flare-ups become more and more frequent until discomfort becomes your new normal. The water is heating up.

Many choose to just "deal with them," creating elaborate bathroom routines and continuing to suffer as their hemorrhoids worsen and worsen. Eventually, the hemorrhoids begin to protrude from the rectum and create constant misery every



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day. Don't be a boiling frog.

I have two treatments designed to safely eliminate 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.