

# Hey Nature

HOCA TOILETTHOCKER

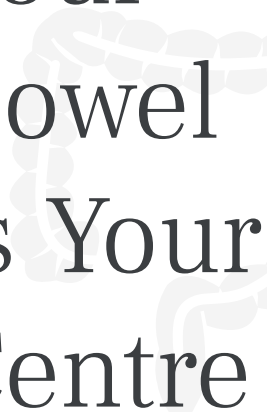
## Healthy Gut Healthy Life

Get back to a permanently healthy bowel free from haemorrhoids, constipation, inflammation, pain as well as a better quality of life with the help of our HOCA toilet stool.

Active principle known from Giulia Ender's best-selling book "Gut"



# Your Bowel is Your Centre



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# Dear reader,

most of the times, it is natural products and principles that significantly improve our quality of life.

We at Hey Nature have committed ourselves to this natural credo as we are a sustainability-oriented business. Based on our own as well as numerous customer's experiences we are firmly convinced that the use of the HOCA toilet stool will be a very important step towards better health and well-being for you.

In this brochure we would like to provide you with important medical facts on the subject of intestinal health as well as give you advise on the correct use of the toilet stool. We would also like to explain some of the positive effects that HOCA will have on your body.

We are convinced that you will no longer want to go to the toilet without your very own toilet stool in the future!

**Your Team at  
Hey Nature GmbH, Bonn**



# Healthy Gut, Healthy Life

## But why?

The intestine is one of the most underestimated organs in our body. A healthy intestine is an elementary factor for our well-being, our performance and a healthy, long life.

Not only does the intestine make up our body's centre due to its location – it is also the centre of our health and well-being.

Our intestine functions as a key link between our organs and is responsible for four vital tasks:

- digestion and energy supply
- regulation of the water balance
- excretion and detoxification
- our body's own immune defenses

### The Intestine – the Centre of Our Body – Needs Good Care

In the intestine, complex processes such as the absorption of vital vitamins and minerals take place.

Not only does it produce 20 different hormones, which all have an effect on our body. But also the degradation of substances which are toxic to the body takes place in our intestine.

Our intestinal mucosa has the most intensive contact with the outside world: ingested with our food, bacteria, fungi, viruses and other pathogens enter our body and end up in our intestines. Therefore, the intestine is the centre of our immune system:

### About 80% of all defence cells of our immune system can be found in the intestine!

It is therefore crucial for our health that our intestines work properly, without complications and that all toxins and harmful bacteria are being discharged.

If the intestine is in bad shape, it has an immediate effect on our immune system, other organs and bodily functions.



Starting with rather mild stomach problems, sleeping disorders, headaches and fatigue, serious, sometimes chronic, problems can arise from a lack of intestinal care: Haemorrhoids, Irritable Bowel Syndrome, various organic problems, inflammations, a non-intact immune defence and even intestinal cancer.

But if we take preventive measures and give the necessary attention and care to this often unnoticed organ, we can avoid the aforementioned problems and also cure some already existing complaints in a very gentle and effective way.

### **A New Feeling of Being Alive**

On the following pages you can find out more about the background of intestinal diseases and why our medical toilet stool makes such a valuable contribution to overall health.

„Do we put ourselves through this just because sitting on a throne is more ‚civilised‘ than silly Squatting?“

Giulia Enders,  
author of the best selling book  
“GUT“



# Back to a Healthy Bowel Movement

## Why Sitting on the Toilet is Wrong

Our gut is one of the hardest working organs of our body. When our digestion functions properly, it extracts valuable nutrients and vitamins from the food that we eat. It excretes the metabolic products and toxins that are harmful for us and that our body no longer needs or cannot use.

This important excretion process is disturbed by a wrong posture on our modern sitting toilets. The intestine is not able to empty itself completely. During bowel movements, we strain unnaturally hard, thus taxing our vessels. Toxins cannot be completely excreted as faecal matter remains in our rectum, and negative and destructive effects on our intestines are the consequence.

### Today's Sitting Toilet & Its Consequences

2.4 million years ago the first people started to walk upright. Since that time, the human body has evolved to empty itself quickly and residue-free in the squatting position.

This squatting behaviour can still be observed well with small children in diapers, who intuitively squat down to empty their bowels. Our body has not yet anatomically adapted to today's sitting toilets that were developed only 150 years ago.

### What Happens in Our Body?

A special sphincter muscle (Musculus Puborectalis) encloses our rectum

like a loop. This prevents faeces from escaping to the outside while sitting or standing. If we sit on the toilet at a 90° angle, this muscle is tense and chokes our intestines.

The result: We have to strain and squeeze much harder to poop as we are working against the muscle. Furthermore, we are anatomically prevented from emptying our intestine completely while sitting. In the kinked intestinal area, harmful bacteria can spread from the remains of the faeces and trigger inflammations, which in turn weaken our intestinal flora and thus our immune system.

During bowel movement in a squatting position, this loop-shaped muscle loosens and aligns our intestines.



With the help of gravity we can evacuate much easier without any effort, and empty our intestines completely.

This avoids many intestinal complaints and serious secondary diseases, as you will learn on the following pages. Our HOCA toilet stool is designed to bring you back into the correct squatting position, on modern sitting toilets.

## Squat, don't sit!

Since time immemorial, our body has been anatomically shaped to perform bowel movements in a squatting position. However, you can only sit upright on today's toilets.

This bad posture kinks our intestines like a garden hose and thereby leads to constipation as well as harmful stool remains in the intestine.





# Our Intestine Is Built like a Garden Hose

## You Unkink It by Squatting

### Less Straining, Complete Evacuation – With Hoca



Of course, sitting toilets are comfortable, but our posture on them damages our health. This is why we have developed the HOCA toilet stool, which allows you to continue using the existing WCs and still achieve a much easier and healthier bowel movement.

HOCA toilet stool transports your body to the ideal 35° angle. Your puborectalis muscle is relaxed - the intestine is straight and not kinked. In consequence straining will be reduced drastically. Haemorrhoids, constipation and other illnesses can be avoided.

# How HOCA

## Helps Against Haemorrhoids

### What are haemorrhoids anyway?

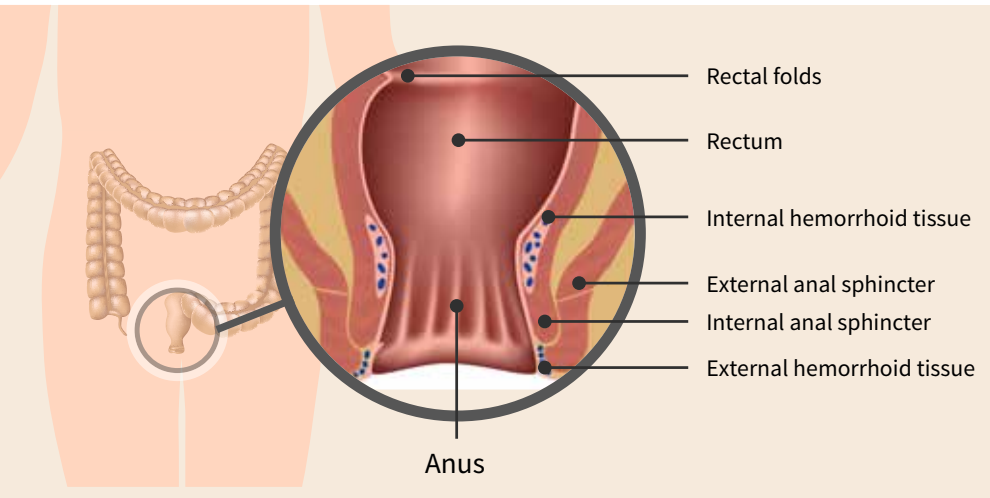
Many people do not know that every human has haemorrhoids. They are actually part of our intestinal anatomy. As vascular cushions in the anal canal,

they fulfil a useful purpose in interaction with the sphincter muscle by sealing the rectum to the outside.

The popular term „haemorrhoids“ usually refers to haemorrhoidal disease:

painfully enlarged haemorrhoids. The otherwise useful vessels in the anal area gradually swell and bulge outwards. Initial symptoms usually include small amounts of blood on toilet paper or in the stool. In the progression of the disease, the haemorrhoids can be felt from the outside in the anal area. Itching and wetness appear. Without intervention, the haemorrhoids will appear on the outside, especially during bowel movements.

Itching, eczema, inflammation and the escape of secretions and bleeding lead to very unpleasant pain. Without treatment, the symptoms become more regular and intense. The haemorrhoids are permanently outside of the anus. Just as with many illnesses, one important rule applies: The earlier



treatment starts, the better one can counteract. Furthermore, avoidance is always better than treatment.

### Causes – What Are We Doing Wrong?

HOCA helps you fight the causes of haemorrhoidal disease. The cause in almost every case is too much straining during evacuation, which exerts too much pressure on the anal area.

When this becomes habit, the haemorrhoids will continue to bulge outwards. The tissue reacts very sensitively, and the result is a backlog of blood which causes the vessels to bulge like knots. The first symptoms become noticeable.

### We Use Our Toilet the Wrong Way

**This is mainly due to the incorrect sitting posture on our „modern“ toilets, which makes it difficult for us to evacuate. We strain too much and thus damage our haemorrhoids.**

Sometimes this is due to an already existing chronic constipation, which in turn is caused by the wrong posture (sitting) when going to the toilet.

HOCA toilet stool provides immediate relief by putting you in a squatting position at an anatomically favourable 35° angle, which is easy on the blood vessels, because the stool can be discharged much more relaxed and painlessly. We no longer have to strain because our intestines are optimally aligned in the squatting position (see chart on page 9).

Just as our bodies were used to for thousands of years in the course of evolution.

### Haemorrhoids – A Disease of Civilization!

By the way, everybody can suffer from haemorrhoids at some point of their lives. With increasing age (already from the age of 30) the probability to fall ill be-

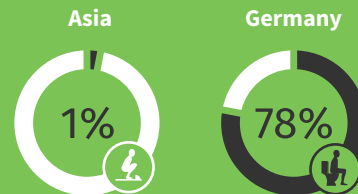
## Did You Know?



**In Asian countries without sitting toilets, haemorrhoids are almost non-existent, as squat toilets that are built in the ground are still the standard.**

In Germany and other western countries the number of people suffering from haemorrhoids is many times higher. Particularly with advancing age, “signs of wear and tear“ become noticeable in the rectum, resulting from a lifelong incorrect posture when going to the toilet.

**Percentage of people who have had hemorrhoids at least once in their lives:**





comes exponentially higher (the haemorrhoids wear out increasingly by the constantly wrong sitting position on the toilet).

Anyone who has had haemorrhoids has a significantly increased risk of contracting them again.

In addition, there are some factors that increase the probability of hemorrhoidal disease:

→ **A congenital weakness of the connective tissue**

(a genetic predisposition for a weak connective tissue)

→ **A predominantly sedentary activity**

(favours not only intestinal sluggishness, but also blood congestion below the hip)

→ **Obesity**

(the excessive weight presses on the rectum, impedes blood circulation and thus expands the vascular padding in the anal region)

→ **Pregnancy**

(child presses onto the intestinal area; in addition, the connective tissue loosens during pregnancy due to hormonal changes)

→ **Long-term use of laxatives**

(can inhibit healthy intestinal activity and the normal urge to defecate, because often a thin stool prevents training of the sensitive closure system of the anus)

Irrespective of these risk factors, we recommend using the HOCA toilet stool as a preventive measure to avoid the development of a painful haemorrhoidal disease.

# How Hoca Works

## Against Irritable Bowel Syndrome and Flatulence

### What is Irritable Bowel Syndrome?

Irritable Bowel Syndrome (IBS) is one of the most common gastrointestinal diseases in our western civilization. It manifests itself in a variety of different afflictions, such as abdominal pain, bloating and flatulence, stool irregularities with frequently alternating diarrhoea or constipation.

People who suffer from IBS usually have either an accelerated or a slowed bowel activity. The food bolus in the intestine cannot be transported through the intestinal tract at normal speed.

The exact causal chain concerning IBS has not yet been fully investigated. However, medical studies indicate that the nerve tracts in the intestine

are particularly sensitive. Very often, micro-inflammations of the intestine or an intestinal flora infested by harmful bacteria can trigger irritable bowel syndrome.

### Going to the Toilet the Wrong Way Promotes IBS

Both are promoted by an unhealthy sitting posture on our western toilets, in which the intestines are not completely emptied. Instead residues of faecal matter remain in the lower regions of our intestines every time we go to the toilet. Harmful bacteria which damage the intestines form. They can ascend in gaseous form to the small intestine and come into direct contact with the permeable intestinal mucous membranes, causing toxins to enter

the body. The result is irritation and inflammation of the intestinal tissue.

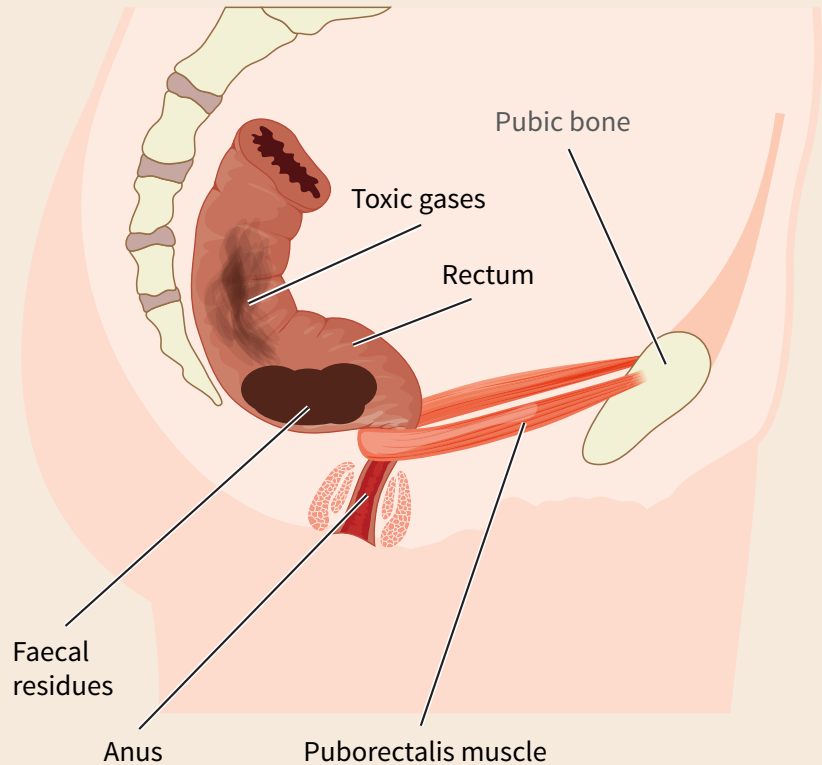


## Evacuate Completely in the Future

We recommend changing to a healthy squatting position with the HOCA toilet stool. You thereby can empty the rectum completely with no remaining faecal residue. This will also allow the gas which causes flatulence and damages the intestine to escape more easily. According to medical studies, our intestines are biologically designed to be completely emptied once a day – no problem with HOCA. By using our toilet stool you will be rewarded with a significantly more robust intestinal health and a better sense of well-being.

**Tip:** If you are an IBS-patient suffering from severe flatulence you should try reducing the intake of fibre and limit yourself to about three portions of fresh fruit a day. Fresh fruit and vegetables in higher quantities lead to the production of intestinal gases and thereby intensify flatulence.

Negative consequences of stool remaining in our intestine too long:



# How HOCA

## Benefits Women in Particular

**The squatting principle of HOCA offers numerous advantages especially for women.**

### → Avoiding pelvic floor disorders

When we sit while evacuating we have to strain unnecessarily hard and exert high pressure on our entire intestine. In women, this can even damage the vaginal wall and the pelvic floor nerves. HOCA toilet stool thus actively helps to avoid pelvic floor disorders by significantly reducing the amount of straining.

### → Alleviates pain during postpartum bowel movements

After childbirth, the uterus and vaginal area usually are very sensitive. Unpleasant straining pains occur especially

during defecation, which can be alleviated by squatting.

### → Alleviates pain during defecation after a hysterectomy (removal of the uterus).

After a hysterectomy, many women experience severe pain during bowel movements. The gentle squatting posture helps to significantly reduce the discomfort.

By the way: An increasing number of midwives recommend using our HOCA toilet stool.





# Optimal Assistance

## for Many Intestinal Disorders

**The active principle of our HOCA toilet stool also helps actively and preventively with the subsequent illnesses:**

### → Constipation

Constipation can be occasional (e.g. as travel obstipation) or chronic. Chronic constipation manifests itself in various symptoms over a longer period of at least two to three months. This includes a permanently difficult, incomplete or rare bowel movement.

HOCA toilet stool can be of immediate help due to its laxative, intestine-opening principle of action. Constipation can be avoided by using our toilet stool, and sticking to a diet rich in fibre.

*Note: In the event of acute symptoms such as nausea, vomiting, fever or severe abdominal pain, please contact a doctor immediately, as this can be an intestinal obstruction that must be treated immediately.*

### → Inflammations of the intestines

e.g.:

- **Crohn's disease**
- **Diverticulitis**

These inflammations are located in different parts of the intestinal tract. The causes are manifold and have not yet been fully researched. Inflammations often occur when harmful bacteria or toxins remain in the intestines even after bowel movement.

The body's immune system reacts with an inflammation. By using HOCA, and the resulting complete evacuation of the intestine, bacteria and toxins are excreted with the stool. The risk of intestinal infections decreases.

### → Bowel cancer

According to Jonathan Isbit, chronic incomplete bowel movement and constipation are suspected to be the cause of bowel cancer. This is explained in his book "Nature Knows Best" as follows:

*"Chronically incomplete bowel emptying in combination with permanent dehydration by the body leads to excrement adhering to the intestinal wall. The passage is thus increasingly narrowed and the cells begin to suffocate."*

*If the intestine is exposed to these toxins for a longer period of time, this often triggers malignant mutations.”*

*This explanation suggests that bowel cancer is associated with constipation. A report in the medical journal ‘Epidemiology’<sup>3</sup> states: ‘People who regularly suffer from constipation are four times more likely to develop bowel cancer than people who do not have constipation.’ The study also found that the use of commercial laxatives is associated to a ‘substantially increased risk of colorectal cancer’.*

*A lesson from developing countries:*

*In contrast to the ‘congested’ Western societies, developing countries do not seem to be affected by bowel cancer, as reported in Science News Online on February 15, 2003: ‘Every year about 150,000 people are diagnosed with bowel cancer in the United States alone. Although this disease is the fourth most common cause of death in terms of cancer-related mortality, few people in developing countries contract the disease.’”*

Empirical evidence shows that in developing countries without Western toilets – where people evacuate in a squatting position – bowel cancer is very rare. We believe that this is a powerful argument for switching to the HOCA toilet stool and thus reducing the risk of bowel cancer.

<sup>3</sup> 3 Jacobs E J, White E., Constipation, laxative use, and colon cancer among middle-aged adults. *Epidemiology*, July 9th 1998 (4): 385-91.



# Further Tips For Your Intestinal Health

## Consider These Measures for a Healthy Intestine

### → **Sit Less, Move More**

Because by moving your body sufficiently, you also promote intestinal movement and prevent the intestine from becoming sluggish. Likewise, your body is not exposed to constant sitting, because this permanent position also puts a strain on your rectum through constant pressure.

### → **Good Personal Hygiene**

Clean your anal area thoroughly after bowel movements, preferably with damp wipes. By the way, you do not need any special wet wipes for this – a toilet paper moistened with water will work. Then carefully dry off the anal area. Wet paper also ensures a gentler

wiping, which avoids unnecessary increases in discomfort.

### → **Avoid Body Wash or Wet Wipes From the Shop.**

These products often contain chemicals that unnecessarily irritate your sensitive skin or can even cause allergic reactions.

### → **Going to the Toilet Without Being Pressed for Time**

Give your bowel the time it needs to evacuate as it is sensitive to emotional stress as well.

### → **If Possible, Do Not Delay Going to the Toilet for Too Long.**

Delaying your bowel movements can lead to unpleasant, unnecessary blockages and constipation.

### → **Stick to a Diet That Is Rich in Fibre**

For example Fruit, Cereals, Vegetables, Legumes. This relaxes the intestine and softens your Stool.

### → **Add Flea Seeds into Your Food**

Natural psyllium seeds are very high in fibre and thereby beneficial to digestion. Important: Drink lots of water when using psyllium seeds.

# Your Intestine is Trying to Talk to You

## What Our Excretions Reveal About Our Health

Our body disposes of numerous substances which it no longer needs via the faeces. For example, indigestible food components, rejected intestinal cells, residues of digestive enzymes, mucus and microbes (bacteria, viruses, fungi). It is only logical that one can also draw conclusions about possible diseases or dysfunctions, especially of the intestine, from the consistency and colour of the intestine.

### Stool consistencies

#### Single solid beads



Hard as nuts – difficult to excrete  
= indication of constipation

#### Sausage-shaped but lumpy



Somewhat softer than type 1 – difficult to excrete  
= indication of constipation

#### Sausage-shaped with cracked surface



Easy excretion – partly fragmentary  
= close to the normal form

#### Sausage-shaped with smooth surface



Very soft & easy to excrete  
= normal shape, just as it should be

#### Single, soft clots



Very soft & easy to excrete  
= Still normal for several „businesses“ a day

#### Very soft, mushy lumps



Quasi diarrhoea – no firm consistency  
= possible indication of infection/inflammation

#### Liquid, without solid components



Diarrhoea – completely liquid  
= possible indication of infection/inflammation

### Stool Colours

#### brown

Natural, medium brown colour! The brown colour comes from a metabolic product of the bile pigment bilirubin in the liver.

#### red

Brown-red to red colour usually indicates traces of blood. The cause often being fine tears in the intestine or anus. Indication of constipation or haemorrhoids. More rarely bowel cancer. Advisable to consult a doctor.

#### green

May be due to a plant-based diet, but in combination with diarrhoea may also indicate infection or inflammation of the bowel.

#### yellow

May indicate a problem with fat digestion, e.g. liver problems or problems with the pancreas. Gluten intolerance or parasite infestation also possible.

#### white

The bile pigment bilirubin is missing. Possible causes are gallstones, but also liver, gall or pancreas dysfunctions. Tumours can also be responsible, but also some medications.

#### black

Deep dark brown to almost black excretions can indicate bleeding in the intestine. Possible cause: polyps or tumours, but also a very iron-rich diet. It is advisable to consult a doctor.

# Get Into the Healthy Squatting Position

with our various HOCA toilet stools

## HOCA Original



### The Established Classic

- Made of High-Quality Plastic BPA-free, dourless and skin-friendly
- Ergonomically Formed Notch
- Elevated heel for perfect posture
- Sturdy Construction
- Easy-to-Clean

## HOCA Mobil



### The Folding Travel Companion

- Foldable easy to stow away, ideal for travels
- Made of High-Quality Plastic BPA-free, odourless and skin-friendly
- Ergonomically Formed Notch
- Sturdy Construction
- Easy-to-Clean

All Hoca Toilet Stools  
Are Licensed Medical Devices  
in Germany



## HOCA Premium (real wood)



### The Elegant Model

- Premium Real Wood
- Ergonomically formed Notch
- Elegant Addition to Your Bathroom
- Sturdy Construction
- Easy-to-Clean



Order Online:  
[www.toilettenhocker.de](http://www.toilettenhocker.de)

# The Perfect Squatting Position

## Why Our Toilet Stool Is the Perfect Fit for You

1. HOCA toilet stool is designed to elevate your legs to the right height to achieve a healthy squatting position at the recommended 35° angle quickly and safely!
2. Make sure that your legs are not too close together. The legs should be spread slightly apart. For this reason, the foot rests of the stool are not directly in front of the toilet, but are arranged on the sides of the stool.
3. Due to the rounded notch you can position the toilet stool individually in front of the toilet bowl and thus change the position of your thighs. When not in use, HOCA can be pushed very closely to the toilet to save space.
4. Vary the inclination of your upper body, as this will help you – according to your own body size – to exactly adopt the intended 35° angle.
5. HOCA toilet stool offers a stable, ideally arranged platform for your feet. This is not the case with self-made aids not intended for this purpose.
6. Our high-quality materials have been optimised for use in bathrooms and can therefore be cleaned easily.







## Clever Construction – Perfect Squatting Position

# Direct & Preventive Advantages

## of Using the Hoca Toilet Stool

HOCA toilet stool will help your intestines, even if you only use it preventatively. Unfortunately, many people are painfully late at noticing that they could have easily avoided haemorrhoids, constipation and other intestinal problems. We are convinced of the positive effect that HOCA will have on your life!

- Comfortable squatting posture at an ideal 35° angle on your conventional toilet
- Simplifies and accelerates bowel movements without unhealthy straining
- Empty your bowel completely – no unhealthy faecal residues in your intestine
- Direct help with painful bowel movements through optimization of posture
- Protects the nerve tracts of the intestine and abdomen
- Protects against inflammation of the intestinal tract
- Eases pain when going to the toilet after childbirth or removal of the uterus
- Logical, evolutionary active principle
- Excellent, preventive effect against a variety of intestinal problems

# Medically Proven & Recommended

## Approved by Doctors, Health Resorts & Clinical Studies

The effectiveness of the anatomical principle on which the HOCA toilet stool relies has been proven by studies and relevant specialist literature.

→ The author and medical doctor **Giulia Enders** explicitly recommends the use of a toilet stool in her internationally known best selling book „Gut“.



→ Renowned doctors recommend the HOCA toilet stool: The physician **Dr. med. Johannes Wimmer (known from German TV)** strongly advises using



the HOCA toilet stool for the treatment and prevention of intestinal problems.

→ In addition, **numerous hospitals, internists and alternative practitioners** regularly order from us and recommend the HOCA toilet stool to their patients.

→ Accredited **health resorts** put their trust in our toilet stool. For example, the **Artepuri Health Centres** put our Hoca toilet stool to use.

→ Numerous scientific studies prove the health benefits of squatting on the toilet with the help of a toilet stool. An overview can be found at: <http://www.toilettenhocker.de/studien>.

# Squat – But Do It in Style!

## How to Use the HOCA Correctly

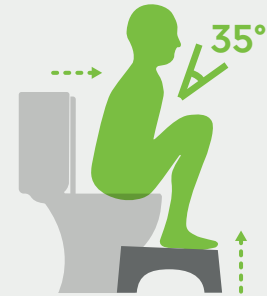
1. Push the stool very close to the toilet (rounded notch surrounding the toilet base).



2. Sit on the toilet and then place your feet onto the foot rests of the HOCA.



3. Now bend slightly forward to create a 35° angle between the upper body and thighs.



**Result: HOCA brings you into the optimal squatting position! Your body forms a 35° angle and your legs are positioned perfectly, so that the loop-shaped muscle around your colon relaxes and your rectum is aligned! You will notice the difference immediately!**

# Recommend & Participate

## Improve the Intestinal Health of Friends & Family

### → Recommend HOCA to a friend

Don't just do yourself good! Our HOCA also helps your fellow human beings to achieve a healthy intestinal balance and a better attitude towards life.

### → Tell others about the active principle of HOCA

Become an ambassador and tell your friends or followers about the ingenious HOCA principle:

**„Don't sit, start squatting now“.**

Picture and PR material can be requested from us free of charge.

### → Sell HOCA yourself

If you would like to distribute our innovative products yourself, simply send us an inquiry to:

[info@toilettenhocker.de](mailto:info@toilettenhocker.de)

### By the way:

We are always developing new, natural products.

**Do you already know our Thronjuwel toilet perfume with which you can avoid unpleasant toilet odours? In 2015 we presented it in the German TV show “Die Höhle der Löwen” (Vox) – equivalent “Dragon's Den” in the UK.**

Are you still  
sitting or squatting  
already?

Pass on our message and  
tell others about HOCA's active principle:  
Don't sit, start squatting now!

# Inspired by Mother Nature

Gentle help for haemorrhoids, constipation, pain induced by straining & IBS.



5 Stars on Amazon

## Orders & Advice

+49 (0) 228 97920010

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www.toilettenhocker.de

Recommended active principle known from the bestseller

**“GUT”**

(Giulia Enders)

Recommended by

**Dr. med. Johannes Wimmer**

(ARD, NDR, ZDF, Deutschlandfunk)

Recommended by:

**derStandard.at**

**woman.at**

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Gesundheitszentrum