



# Healthy Ideas

## Tips For Keeping Cool At The Sight Of Blood

(NAPSA)—If you panic or get weak in the knees at the sight of blood, you aren't alone. According to a new survey, one-third (32 percent) of adults, men and women, react negatively—cringing, anxiety, queasiness and feeling faint—when they see a bleeding wound.



“When people panic or react negatively to the sight of blood, they can easily lose control of the situation, since they are usually unable to focus on the necessary first aid treatment or to calm down the person who is bleeding,” says Richard O’Brien, M.D., emergency medicine specialist and medical consultant to SEAL-ON. “Instead of panicking, adults need to focus their attention on stopping the bleeding fast, which allows them to assess the wound and take the next steps.”

The new line of SEAL-ON consumer first aid products is designed to stop the bleeding fast with a natural, powdered coagulant substance derived from pure cotton called m•doc, micro-dispersed oxidized cellulose which stops bleeding from minor wounds, scrapes and nosebleeds within a minute, and is available in thin film strips called blotters for minor cuts and nicks, in spray form, as adhesive bandages with m•doc-impregnated wound pads, or m•doc-infused nasal sponges for messy nosebleeds.

To learn more, visit [www.seal-on.com](http://www.seal-on.com).