

SIMPLY NUMB ENDURE- lidocaine cream
Golden Touch LLC

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Simply Numb Endure

Active ingredient

Lidocaine 5% W/W

Purpose

Topical Anesthetic

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Uses

For the temporary relief of pain

Warnings

For external use only

When using this product

- Avoid contact with the eyes
- Do not put in rectum
- Do not exceed recommended dosage unless directed by a doctor

Stop use and ask a doctor if

- allergic reaction occurs
- condition worsens or does not improve within 7 days
- Symptoms clear up and return within a few days
- rectal bleeding occurs
- redness irritation swelling pain or other symptoms develop or increase

Directions

- Adults when practical, cleanse the affected area with mild soap and warm water and rinse thoroughly
- Gently dry by patting or blotting with toilet tissue or a soft cloth before application of this product
- Apply externally to the affected area up to 6 times daily.
- Children under 12 years of age: consult a doctor

Inactive ingredients

Aloe Barbadensis Leaf Extract, Benzyl Alcohol, Carbomer, Disodium EDTA, Glycerin, Glyceryl Monooleate, SD Alcohol 40-B, Simmondsia Chinensis (Jojoba) Seed Oil, Water

Packaging

NDC 52763-601-20

Simply Numb Endure™
Topical Anesthetic Cream Lidocaine 5%

Numbs Skin Fast



Net Wt. 4 Oz (120g)

Drug Facts		Drug Facts (continued)	
Active Ingredient Lidocaine 5% w/w.....	Purpose Topical Anesthetic	When using this Product ● avoid contact with the eyes ● do not put in rectum ● do not exceed recommended dosage unless directed by a doctor	
Uses For the temporary relief of pain		Stop use and ask a doctor if: ● allergic reaction occurs ● condition worsens or does not improve within 7 days ● symptoms clear up and return within a few days ● rectal bleeding occurs ● redness, irritation, swelling, pain or other symptoms develop or increase	
Warnings For external use only		Keep out of the reach of children if swallowed, get medical help or contact a Poison Control Center right away	
www.SimplyNumb.com		Drug Facts (continued)	
800-527-1995		Directions ● Adults: When practical, cleanse the affected area with mild soap and warm water and rinse thoroughly ● Gently dry by patting or blotting with toilet tissue or a soft cloth before application of this product ● Apply externally to the affected area up to 6 times daily ● Children under 12 years of age: consult a doctor	
Golden Touch LLC 957 Oasis Rd. Benton, KY 42025		Inactive Ingredients Aloe Barbadensis Leaf Extract, Benzyl Alcohol, Carbomer, Disodium EDTA, Glycerin, Glyceryl Monoleate, SD Alcohol 40-8, Simmondsia Chinensis (Jojoba) Seed Oil, Water.	

SIMPLY NUMB ENDURE

lidocaine cream

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:52763-601
Route of Administration	TOPICAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
LIDOCAINE (UNII: 98PI200987) (LIDOCAINE - UNII:98PI200987)	LIDOCAINE	5 g in 100 g

Inactive Ingredients

Ingredient Name	Strength
ALOE VERA LEAF (UNII: ZY81Z83H0X)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
CARBOMER HOMO POLYMER TYPE C (ALLYL PENTAERYTHRITOL CROSSLINKED) (UNII: 4Q93RCW27E)	
EDETATE DISODIUM (UNII: 7FLD91C86K)	
GLYCERIN (UNII: PDC6A3C0OX)	
GLYCERYL OLEATE (UNII: 4PC054V79P)	
ALCOHOL (UNII: 3K9958V90M)	
SIMMONDSIA CHINENSIS SEED (UNII: D24K2Q1F6H)	
WATER (UNII: 059QF0K00R)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:52763-601-20	120 g in 1 JAR; Type 0: Not a Combination Product		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part346	07/08/2014	

Labeler - Golden Touch LLC (194284147)

Establishment

Name	Address	ID/FEI	Business Operations
Golden Touch LLC		194284147	manufacture(52763-601)

Revised: 11/2015

Golden Touch LLC