

**SIMPLY VITAL HEMORRHOID AND ANORECTAL RELIEF- lidocaine cream**  
**ALPHA PLANTS INC**

-----  
**SIMPLY VITAL HEMORRHOID & ANORECTAL RELIEF**

***Drug Facts***

***Active ingredient***

Lidocaine 5.00 %

***Purpose***

Anorectal (hemorrhoidal)

***Uses:***

- For the temporary relief of itching and discomfort in the perianal area.
- For the temporary relief of pain, soreness, or burning.

***Warnings:***

**For external use only.**

**Do not**

- Put this product into the rectum by using fingers or any mechanical device or applicator.
- Exceed the recommended daily dosage unless directed by a doctor.

**When using this product**

- If condition worsens or does not improve within 7 days, consult a doctor.
- In case of bleeding, consult a doctor promptly.

**Discontinue use and consult a doctor if**

- The symptoms being treated does not subside.
- Redness, irritation, swelling, pain, or other symptoms develop or increase.
- Certain persons can develop allergic reactions to ingredients in this product.

**Allergy alert**

**Keep out of reach of children.**

get medical help or contact a Poison Control Center right away. **If swallowed,**

**If pregnant or breast-feeding,**

ask a health professional before use.

***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.
- Children under 12 years of age: consult a doctor.
- Apply to the affected area up to 6 times daily.

***Other information:***

- Store at 20-25°C (68-77°F) and protect from moisture.

***Inactive ingredients:***

Allantoin, Deionized Water, Benzyl Alcohol, Carbomer, Propylene Glycol, SD Alcohol 40-B, Sodium Polyacrylate, Tocopheryl Acetate (Vitamin E).

***Questions?***

**+1 (205) 624-9177**

**Package Labeling:**



# HEMORRHOID & ANORECTAL RELIEF

5% LIDOCAINE

DOCTOR RECOMMENDED

Relieves Pain, Burning, Itching & Swelling

LOCAL ANESTHETIC

1 FL. OZ. (30 ML)

MAXIMUM POTENCY

MADE IN USA GLOBALLY SOURCED

MAXIMUM POTENCY PAIN RELIEF GEL

SIMPLY VITAL

## HEMORRHOID & ANORECTAL RELIEF GEL

### Drug Facts

Active ingredient	Purpose
Lidocaine 5.00 %	Anorectal (hemorrhoidal)

**Uses:**

- For the temporary relief of itching and discomfort in the perianal area.
- For the temporary relief of pain, soreness, or burning.

**Warnings: For external use only.**

**Do not** ■ Put this product into the rectum by using fingers or any mechanical device or applicator, ■ Exceed the recommended daily dosage unless directed by a doctor.

**When using this product**

- If condition worsens or does not improve within 7 days, consult a doctor.
- In case of bleeding, consult a doctor promptly.

**Discontinue use and consult a doctor if**

- The symptom being treated does not subside.
- Redness, irritation, swelling, pain, or other symptoms develop or increase.

**Allergy alert** ■ Certain persons can develop allergic reactions to ingredients in this product.

**Keep out of reach of children.**  
**If swallowed,** get medical help or contact a Poison Control Center right away.  
**If pregnant or breast-feeding,** ask a health professional before use.

**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.
- Children under 12 years of age: consult a doctor.
- Apply to the affected area up to 6 times daily.

**Other information:**

- Store at 20-25°C (68-77°F) and protect from moisture.

**Inactive ingredients:** Allantoin, Deionized Water, Benzyl Alcohol, Carbomer, Propylene Glycol, SD Alcohol 40-B, Sodium Polyacrylate, Tocopheryl Acetate (Vitamin E).

**Questions?: +1 (205) 624-9177**

**Made in the USA. Sourced Globally.**  
**Manufactured for Alpha Plants Inc.**  
 2829 Glad Dale Dr SE, Conyers, GA 30094-3256,  
 +1 (205) 624-9177

lidocaine cream

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:82460-262
<b>Route of Administration</b>	TOPICAL		

### Active Ingredient/Active Moiety

<b>Ingredient Name</b>	<b>Basis of Strength</b>	<b>Strength</b>
LIDOCAINE (UNII: 98PI200987) (LIDOCAINE - UNII:98PI200987)	LIDOCAINE	50 mg in 1 mL

### Inactive Ingredients

<b>Ingredient Name</b>	<b>Strength</b>
ALLANTOIN (UNII: 344S277G0Z)	
WATER (UNII: 059QF0KO0R)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
CARBOMER HOMOPOLYMER, UNSPECIFIED TYPE (UNII: 0A5MM307FC)	
PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
.ALPHA.-TOCOPHEROL ACETATE (UNII: 9E8X80D2L0)	

### Packaging

<b>#</b>	<b>Item Code</b>	<b>Package Description</b>	<b>Marketing Start Date</b>	<b>Marketing End Date</b>
1	NDC:82460-262-00	30 mL in 1 TUBE; Type 0: Not a Combination Product	01/09/2022	

### Marketing Information

<b>Marketing Category</b>	<b>Application Number or Monograph Citation</b>	<b>Marketing Start Date</b>	<b>Marketing End Date</b>
OTC Monograph Drug	M015	01/09/2022	

**Labeler** - ALPHA PLANTS INC (118246522)

Revised: 11/2023

ALPHA PLANTS INC