

**ORAL ANALGESIC MAXIMUM STRENGTH- benzocaine and menthol paste**  
**Meijer Distribution Inc.**

*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.*

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**Drug Facts**

<b>Active Ingredients</b>	<b>Purpose</b>
Benzocaine 20%	Oral pain reliever
Menthol 0.25%	Oral pain reliever

**Use** for the temporary relief of pain due to:

canker sores, cold sores, fever blisters, minor irritation of the mouth and gums caused by dentures or orthodontic appliances

**Warnings**

**Allergy Alert**

do not use this product if you have a history of allergy to local anesthetics such as procaine, butacaine, benzocaine or other "caine" anesthetics

**When using this product**

do not use more than directed

do not use for more than 7 days unless directed by a doctor/dentist

do not use more than 4 times in a 24 hour period unless directed by a doctor/dentist

**Stop use and ask a doctor if**

sore mouth symptoms do not improve in 7 days

irritation, pain or redness persists or worsens

swelling, rash or fever develops

**Keep out of reach of children**

in case of overdose, get medical help or contact a Poison Control Center right away

**Directions**

**Directions**

remove cap and cut tip of the tube on score mark

adults and children 2 years of age and over: apply to the affected area up to 4 times daily or as directed by doctor/dentist

children under 12 years of age: should be supervised in the use of this product

Children under 2 years of age: ask a doctor/dentist

**Other information**

Do not use if tube tip is cut prior to opening.

**Inactive ingredients** cellulose gum, gelatin, methyl salicylate, pectin, plasticized hydrocarbon gel, polyethylene glycol, sodium saccharin

**Questions or comments?** call us at 1-800-952-5080 M-F 9am-5pm

meijer

Oral Analgesic Paste

maximum strength

For Fast Relief of Oral Pain Caused by:  
Toothache, Denture, or Gum Irritations,  
Cold or Canker sores

Oral Analgesic Paste  
maximum strength  
safety sealed tube tip

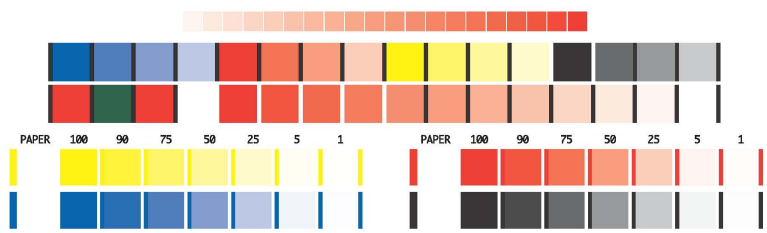
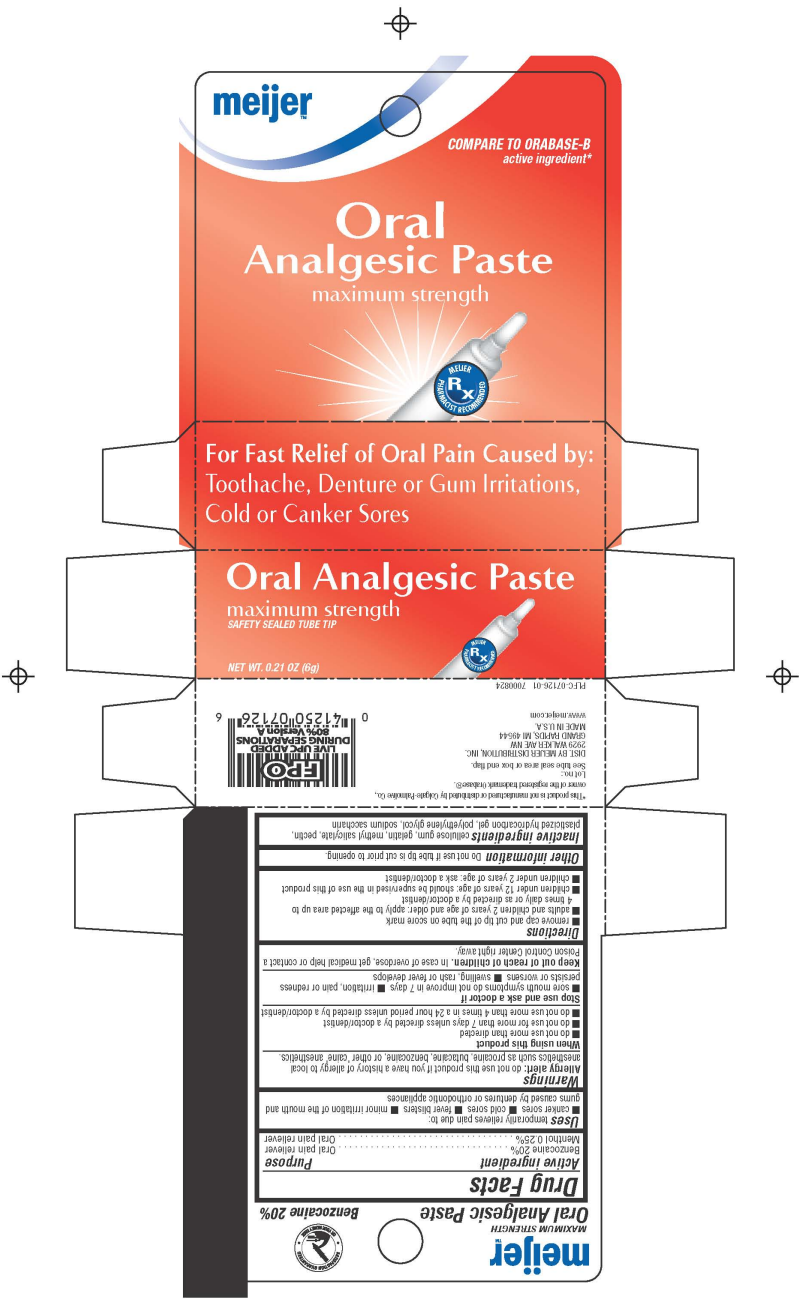
MET WT. 0.21 oz (6g)

carton image

PROPERTY OF SHOREWOOD PACKAGING - NO CHANGE OR ALTERATION ALLOWED TO TEMPLATE!

CHURCH AND DWIGHT  
ORAJEL  
090328Q1  
07/14/2009

1 x 1 x\*  
Printed side  
5+3/16 x 9+13/32  
.016 SBS

**gravity**  
BY EVERYWHERE

2141 GILBERT AVENUE  
CINCINNATI, OHIO 45206  
513.281.9700

A Division of FORTRESS

**GRAVITY PRODUCTION ART INFORMATION**

JOB #: 979751  
FILE NAME: 979751\_21\_Mr\_Anlg\_Paste\_R4.ai  
CONTACT: Jayme Mulholland  
ARTIST: GEO/clh  
RELEASED TO SEPARATOR: 00/00/00

**MECHANICAL: ROUND 4**

**JOB INFORMATION**

PROJECT: Orajel  
DESC/SIZE: .21oz Oral Analgesic Paste Meijer - Carton  
BRAND: PPH\_OverTheCounter SAP #: 7000824  
DIE/PLM #: COPY CODE: PLFC-07126-01  
UPC #: 0 41250 07126 6 LAST REVISION DATE: 03/24/10

ADDITIONAL JOB INFORMATION (if available)

**FRONT COLORS**

Process Yellow, Pantone 485 C, Pantone 286 C, Process Black, Varnish

**BACK COLORS**



2141 Gilbert Avenue  
Cincinnati, Ohio 45206  
513.281.0999

PHOTOPYE SEPARATION INFORMATION	
SKU JOB #:	
CSR:	
CSR EMAIL:	
DATE:	

SEPARATOR: Phototype	PRINTER: Shorewood - NJ
PRINT PROCESS: Offset	PRINTER DIE#: Shorewood_090328Q1_01
SUBSTRATE:	
APP/VERSION: Adobe Illustrator CS3	
	Church & Dwight Co., Inc. 469 North Harrison Street Paterson, NJ 08653 909.685.5900
	C&D APPROVALS <input type="checkbox"/> <input type="checkbox"/>

TINT	TINT	TINT	TINT	BUILT	BUILT	BUILT	BUILT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Die							
QUALITY ASSURANCE CHECK							
GRAVITY and PHOTOPYE have made every effort to ensure that this artwork has been completed accurately. We strongly advise that the client or recipient review this material carefully before signing for its release.							

# ORAL ANALGESIC MAXIMUM STRENGTH

benzocaine and menthol paste

## Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:41250-706
Route of Administration	TOPICAL		

## Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
BENZOCAINE (UNII: U3RSY48JW5) (BENZOCAINE - UNII:U3RSY48JW5)	BENZOCAINE	200 mg in 1 g
MENTHOL (UNII: L7T10EIP3A) (MENTHOL - UNII:L7T10EIP3A)	MENTHOL	2.5 mg in 1 g

## Inactive Ingredients

Ingredient Name	Strength
CARBOXYMETHYLCELLULOSE SODIUM (UNII: K679OBS311)	
POLYETHYLENE GLYCOL (UNII: 3WJQ0SDW1A)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
GELATIN (UNII: 2G86QN327L)	
METHYL SALICYLATE (UNII: LAV5U5022Y)	
PECTIN (UNII: 89NA02M4RX)	
MINERAL OIL (UNII: T5L8T28FGP)	

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:41250-706-21	1 in 1 CARTON		
1		6.0 g in 1 TUBE		

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph not final	part356	05/13/2010	

**Labeler** - Meijer Distribution Inc. (006959555)

**Registrant** - Church & Dwight Co., Inc. (001211952)

**Establishment**

Name	Address	ID/FEI	Business Operations
Church & Dwight Co., Inc.		043690812	manufacture

Revised: 5/2010

Meijer Distribution Inc.