

**FRIDA MOM POSTPARTUM RECOVERY ESSENTIALS- witch hazel**  
**Fridababy, LLC**

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**frida mom Postpartum Recovery Essentials Kit**

**Perineal Cooling Pad Liners**

***Drug Facts***

**Active ingredient**

Witch Hazel 50%

**Purpose**

Astringent

**Uses**

- Helps relieve pain and swelling from hemorrhoids and childbirth.
- Temporary relief from:
  - Irritation
  - Burning
  - Discomfort

**Warnings**

**For external use only**

**When using this product**

- Avoid contact with eyes. If contact occurs, rinse thoroughly with water.
- Do not exceed the recommended daily dosage unless directed by a doctor.
- Do not put this product into the rectum by using fingers or any mechanical device or applicator.

**Stop use and ask a doctor if**

- Rectal bleeding occurs.
- Condition worsens or does not improve within 7 days.

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

**Directions**

- Remove one Pad Liner from pouch and place on top of maxi pad.
- Close lid after use to retain moisture.
- Replace Pad Liner with each maxi pad change.

## **Other information**

- Store at room temperature
- Close lid after every use to retain moisture.
- Discard after every use.
- Not flushable.

## **Inactive ingredients**

water, glycerin, alcohol, sodium lauroamphoacetate, chamomilla recutita extract, caprylic/capric triglyceride, tocopherol, phenoxyethanol, benzoic acid, dehydroacetic acid, sodium benzoate, citric acid, mentha piperita oil, menthyl lactate, sodium citrate

## **Perineal Healing Foam**

### ***Drug Facts***

## **Active ingredient**

Witch Hazel 50%

## **Purpose**

Astringent

## **Uses**

- Helps relieve pain and swelling from hemorrhoids and childbirth.
- Temporary relief from:
  - Irritation
  - Burning
  - Discomfort

## **Warnings**

### **For external use only**

### **When using this product**

- Avoid contact with eyes. If contact occurs, rinse thoroughly with water.
- Do not exceed the recommended daily dosage unless directed by a doctor.
- Do not put this product into the rectum by using fingers or any mechanical device or applicator.

### **Stop use and ask a doctor if**

- Rectal bleeding occurs.
- Condition worsens or does not improve within 7 days.

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

## **Directions**

- Cleanse the affected area using a peri bottle or mild soap and warm water.
- Add foam on top of each new pad or pad liner for healing relief.
- Children under 12 years of age: consult a doctor before use.

## **Other information**

- Store at room temperature
- Single use per wipe

## **Inactive ingredients**

water, glycerin, alcohol, sodium lauroamphoacetate, chamomilla recutita extract, caprylic/capric triglyceride, tocopherol, phenoxyethanol, benzoic acid, dehydroacetic acid, sodium benzoate, citric acid, mentha piperita oil, sodium citrate

## **PRINCIPAL DISPLAY PANEL - Kit Carton**

**frida**mom

### **Postpartum Recovery Essentials Kit**

The bathroom recovery regimen you  
won't want to pee without

Trust us, your **vagina** will thank you

#### **Cover**

Disposable Postpartum Underwear  
4 pairs

#### **Chill + Absorb**

Instant Ice Maxi Pads  
4 pads

#### **Soothe + Relieve Pain**

Perineal Cooling Pad Liners  
24 witch hazel liners

Perineal Healing Foam  
witch hazel net 5 fl. oz.

## **Postpartum**



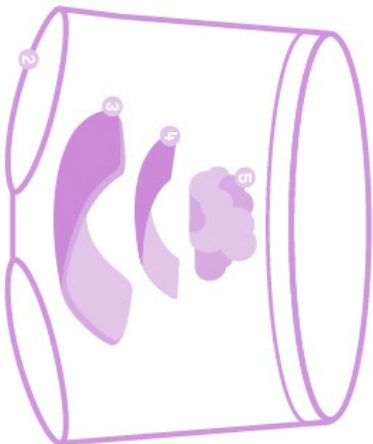
a mom

er, alligator.

contains everything you'll need to jump-start your recovery during those first few postpartum days. You may not have your s%\*t together, but your vagina sure will.

n the relief with our 5-step  
Return Recovery Regimen

- 1. **Cleanse** with Upside Down  
Peri Bottle  
(used separately)
- 2. **Wear** Disposable  
Postpartum Underwear
- 3. **Cool and Absorb** with  
Instant Ice Maxi Pads
- 4. **Soothe** with Perineal  
Cooling Pad Liners
- 5. **Relieve Pain** with  
Perineal Healing Foam



Toliet-top storage caddy

...vaginas do

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## FRIDA MOM POSTPARTUM RECOVERY ESSENTIALS

witch hazel kit

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:72705-200
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### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:72705-200-01	1 in 1 CARTON	05/01/2019	

### Quantity of Parts

Part #	Package Quantity	Total Product Quantity
Part 1	1 POUCH	24
Part 2	1 BOTTLE, PUMP	141.75 g

## Part 1 of 2

## FRIDA MOM PERINEAL COOLING PAD LINERS

witch hazel cloth

### Product Information

Route of Administration	TOPICAL
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### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
WITCH HAZEL (UNII: 101I4J0U34) (WTCH HAZEL - UNII:101I4J0U34)	WTCH HAZEL	0.5 g

### Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
ALCOHOL (UNII: 3K9958V90M)	
SODIUM LAUROAMPHOACETATE (UNII: SLK428451L)	

<b>MEDIUM-CHAIN TRIGLYCERIDES</b> (UNII: C9H2L21V7U)	
<b>TOCOPHEROL</b> (UNII: R0ZB2556P8)	
<b>PHENOXYETHANOL</b> (UNII: HIE492ZZ3T)	
<b>BENZOIC ACID</b> (UNII: 8SKN0B0MIM)	
<b>DEHYDROACETIC ACID</b> (UNII: 2KAG279R6R)	
<b>SODIUM BENZOATE</b> (UNII: OJ245FE5EU)	
<b>CITRIC ACID MONOHYDRATE</b> (UNII: 2968PHW8QP)	
<b>PEPPERMINT OIL</b> (UNII: AV092KU4JH)	
<b>MENTHYL LACTATE, (-)-</b> (UNII: 2BF9E65L7I)	
<b>SODIUM CITRATE, UNSPECIFIED FORM</b> (UNII: 1Q73Q2JULR)	

### Product Characteristics

<b>Color</b>	white	<b>Score</b>	
<b>Shape</b>		<b>Size</b>	
<b>Flavor</b>		<b>Imprint Code</b>	
<b>Contains</b>			

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:72705-100-01	24 in 1 POUCH; Type 0: Not a Combination Product		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M015	05/01/2019	

## Part 2 of 2

### FRIDA MOM PERINEAL HEALING

witch hazel aerosol, foam

### Product Information

<b>Route of Administration</b>	TOPICAL
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### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>WITCH HAZEL</b> (UNII: 101I4J0U34) (WTCH HAZEL - UNII:101I4J0U34)	WTCH HAZEL	0.5 g in 1 g

Inactive Ingredients				
Ingredient Name				Strength
WATER (UNII: 059QF0KO0R)				
GLYCERIN (UNII: PDC6A3C0OX)				
ALCOHOL (UNII: 3K9958V90M)				
SODIUM LAUROAMPHOACETATE (UNII: SLK428451L)				
MEDIUM-CHAIN TRIGLYCERIDES (UNII: C9H2L21V7U)				
TOCOPHEROL (UNII: R0ZB2556P8)				
PHENOXYETHANOL (UNII: HIE492ZZ3T)				
BENZOIC ACID (UNII: 8SKN0B0MIM)				
DEHYDROACETIC ACID (UNII: 2KAG279R6R)				
SODIUM BENZOATE (UNII: OJ245FE5EU)				
CITRIC ACID MONOHYDRATE (UNII: 2968PHW8QP)				
PEPPERMINT OIL (UNII: AV092KU4JH)				
SODIUM CITRATE, UNSPECIFIED FORM (UNII: 1Q73Q2JULR)				
Product Characteristics				
Color	white		Score	
Shape			Size	
Flavor			Imprint Code	
Contains				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:72705-150-01	141.75 g in 1 BOTTLE, PUMP; Type 0: Not a Combination Product		
Marketing Information				
Marketing Category	Application Number or Monograph Citation		Marketing Start Date	Marketing End Date
OTC Monograph Drug	M015		05/01/2019	
Marketing Information				
Marketing Category	Application Number or Monograph Citation		Marketing Start Date	Marketing End Date
OTC Monograph Drug	M015		05/01/2019	

**Labeler** - Fridababy, LLC (783729598)

Establishment			
Name	Address	ID/FEI	Business Operations
Fischer Pharmaceuticals Ltd.		600410514	manufacture(72705-200)



