

**NORMS HEMORRHOID- glycerin, lidocaine, petrolatum, phenylephrine  
hcl cream**  
**Totally Normal Company**

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**Norms Hemorrhoidal Cream**

Glycerin 14.4%, Lidocaine 5%, Petrolatum 15%, Phenylephrine HCl 0.25%

Anorectal/Hemorrhoidal

Helps relieve the pain, itching, and burning associated with hemorrhoids. Temporarily shrinks hemorrhoidal tissue. Temporarily provides a coating for relief of anorectal discomforts. Temporarily protects irritated areas and inflamed perineal skin.

**For external use only.**

**When using this product** do not exceed recommended dosage unless directed by a doctor, do not put this product into rectum by using fingers or any mechanical device or applicator.

**Ask a doctor or pharmacist before use if** you have difficulty in urination due to enlargement of the prostate gland, diabetes, heart disease, high blood pressure, thyroid disease, or you are presently taking a prescription for high blood pressure or depression.

**Stop use and ask a doctor if** condition worsens or does not improve within seven days, if bleeding occurs.

Ask a health care professional before use.

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

Adults: apply up to 3 times daily or after each bowl movement. 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 soft cloth before each application of this product. To use finger gots: roll one finger cot over finger. Gently squeeze cream onto finger cot. Smooth a layer of the cream over affected area.

Children under 12 years of age: consult your pediatrician.

Aloe barbadensis leaf extract, BHA, cellulose gum, cetyl alcohol, citric acid, disodium EDTA, ethylhexylglycerin, glyceryl stearate, mineral oil, panthenol, Phenoxyethanol, propyl gallate, propylene glycol, sorbitan olivate, steareth-21, stearyl alcohol, tocopherol, tocopheryl acetate, water, xanthan gum.



#### Drug Facts

Active ingredients	Purpose
Glycerin 14.4%	Protectant
Lidocaine 5%	Local anesthetic
Petrolatum 15%	Protectant
Phenylephrine HCl 0.25%	Vasoconstrictor

**Uses** • helps relieve the pain, itching, and burning associated with hemorrhoids  
• temporarily shrinks hemorrhoidal tissue  
• temporarily provides a coating for relief of anorectal discomforts • temporarily protects irritated areas and inflamed perineal skin

#### Warnings

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#### Ask a doctor or pharmacist before use if

• you have difficulty in urination due to enlargement of the prostate gland • diabetes • heart disease • high blood pressure • thyroid disease • you are presently taking a prescription for high blood pressure or depression.

**Stop use and ask a doctor if** • condition worsens or does not improve within seven days • if bleeding occurs.

**If pregnant or breastfeeding** • ask a healthcare professional before use. **Keep out of reach of children.** If swallowed, seek medical help or contact a Poison Control Center right away.

**Directions** • Adults: apply up to 3 times daily or after each bowel movement • 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 soft cloth before each application of this product • to use finger cots: roll one finger cot over finger. Gently squeeze cream onto finger cot. Smooth a layer of the cream over affected area • children under 12 years of age: consult your pediatrician.

**Other information** • Store at 15°-30°C (59° to 86°F) to avoid melting.

**Inactive ingredients** aloe barbadensis leaf extract, BHA, cellulose gum, cetyl alcohol, citric acid, disodium EDTA, ethylhexylglycerin, glyceryl stearate, mineral oil, panthenol, phenoxyethanol, propyl gallate, propylene glycol, sorbitan olivate, stearth-21, stearyl alcohol, tocopherol, tocopheryl acetate, water, xanthan gum.

Questions?

Contact us at [www.GetNorms.com](http://www.GetNorms.com)

Distributed by  
Totally Normal Company  
Los Angeles, CA 90068  
323-207-6468



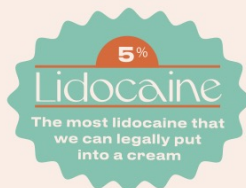
### Heals & Protects

Rapid pain relief

Relieves discomfort,  
itching & burning

Shrinks swollen  
hemorrhoidal tissue

Protects irritated areas



### The Better Choice

Paraben free

Fragrance free

Phthalate free

Hypoallergenic

Dermatologist tested

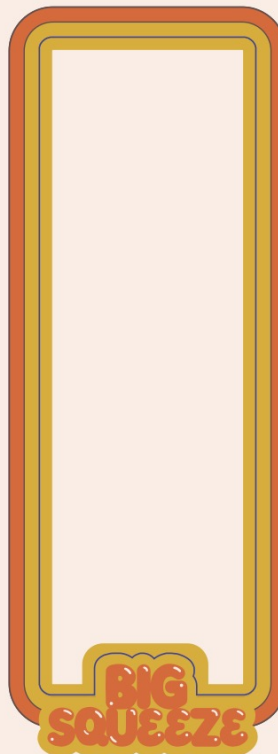


**Made in the USA**

With domestic & imported components

MAXIMUM STRENGTH

## Hemorrhoid Cream



NET WT. 2 OZ (57g)

## Norms™ Hemorrhoid Cream

A maximum strength healing cream that delivers rapid pain relief, reduces swelling and provides lasting protection

### The Full Norms™ Treatment

Combine this Cream with our Wipes for a complete cleaning & treatment routine

STEP 1

STEP 2

Norms™

**Wipe**

Cleanse  
& Cool

Norms™

**Cream**

Heal &  
Protect



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##### Active ingredients

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##### Purpose

Phenylephrine HCl 0.25% ..... Vasoconstrictor

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**Made in the USA**  
Distributed by Totally Normal Company  
Los Angeles, CA 90068 | 323-207-6468  
With domestic & imported components

**5 Single Use Packets**  
NET WEIGHT 0.1 OZ (2.8g) EACH



With 5% lidocaine for maximum strength pain relief without a prescription

Join the Norms Club



75% of people suffer from hemorrhoids at some point.

Free of parabens, fragrances, phthalates. Hypoallergenic. Dermatologist tested.

Hemorrhoids don't discriminate. All genders get them equally.



Join the Norms Club





## NORMS HEMORRHOID

glycerin, lidocaine, petrolatum, phenylephrine hcl cream

### Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:85996-173
Route of Administration	TOPICAL		

Active Ingredient/Active Moiety				
Ingredient Name			Basis of Strength	Strength
<b>LIDOCAINE</b> (UNII: 98PI200987) (LIDOCAINE - UNII:98PI200987)			LIDOCAINE	5 g in 100 g
<b>PETROLATUM</b> (UNII: 4T6H12BN9U) (PETROLATUM - UNII:4T6H12BN9U)			PETROLATUM	15 g in 100 g
<b>GLYCERIN</b> (UNII: PDC6A3C0OX) (GLYCERIN - UNII:PDC6A3C0OX)			GLYCERIN	14.4 g in 100 g
<b>PHENYLEPHRINE HYDROCHLORIDE</b> (UNII: 04JA59TNSJ) (PHENYLEPHRINE - UNII:1WS297W6MV)			PHENYLEPHRINE	0.25 g in 100 g
Inactive Ingredients				
Ingredient Name				Strength
<b>PHENOXYETHANOL</b> (UNII: HIE492ZZ3T)				
<b>.ALPHA.-TOCOPHEROL ACETATE</b> (UNII: 9E8X80D2L0)				
<b>XANTHAN GUM</b> (UNII: TTV12P4NEE)				
<b>CETYL ALCOHOL</b> (UNII: 936JST6JCN)				
<b>CITRIC ACID MONOHYDRATE</b> (UNII: 2968PHW8QP)				
<b>EDETATE DISODIUM</b> (UNII: 7FLD91C86K)				
<b>PANTHENOL</b> (UNII: WW9CM0O67Z)				
<b>BUTYLATED HYDROXYANISOLE</b> (UNII: REK4960K2U)				
<b>ALOE VERA LEAF</b> (UNII: ZY81Z83H0X)				
<b>SORBITAN OLIVATE</b> (UNII: MDL271E3GR)				
<b>STEARETH-21</b> (UNII: 53J3F32P58)				
<b>WATER</b> (UNII: 059QF0KO0R)				
<b>ETHYLHEXYLGLYCERIN</b> (UNII: 147D247K3P)				
<b>GLYCERYL MONOSTEARATE</b> (UNII: 230OU9XXE4)				
<b>PROPYL GALLATE</b> (UNII: 8D4SNN7V92)				
<b>PROPYLENE GLYCOL</b> (UNII: 6DC9Q167V3)				
<b>CARBOXYMETHYLCELLULOSE SODIUM</b> (UNII: K679OBS311)				
<b>STEARYL ALCOHOL</b> (UNII: 2KR89I4H1Y)				
<b>TOCOPHEROL</b> (UNII: R0ZB2556P8)				
<b>MINERAL OIL</b> (UNII: T5L8T28FGP)				
Packaging				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:85996-173-02	1 in 1 CARTON	08/08/2025	
1		57 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:85996-173-00	5 in 1 CARTON	08/08/2025	
2		2.8 g in 1 POUCH; Type 0: Not a Combination Product		
3	NDC:85996-173-12	12 in 1 CARTON	08/08/2025	
3		2.8 g 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	08/08/2025	

**Labeler -** Totally Normal Company (138411054)

**Registrant -** Derma Care Research Labs, LLC (116817470)

## Establishment

Name	Address	ID/FEI	Business Operations
Derma Care Research Labs, LLC		116817470	manufacture(85996-173)

Revised: 8/2025

Totally Normal Company