

**BOTTOMS UP- lidocaine liquid**  
**WSM Investment LLC dba Topco Sales**

*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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Lidocaine 5%

Anorectal

For temporary relief of pain, soreness, or burning in the perianal area.

- **For external use only.** Do not use this product with a mechanical device.
- Certain persons can develop allergic reactions to ingredients in this product.

If the symptom being treated does not subside or if redness, irritation, swelling, pain or other symptoms develop or increase, discontinue use and consult a doctor.

- Do not exceed the daily recommended dosage
- In case of any bleeding, discontinue use and consult a doctor.
- Avoid contact with eyes, in case of eye contact, flush with water.
- **Keep this and all drugs out of reach of children.** If swallowed, seek medical help or call a Poison Control Center right away.
- As with any drug, consult a health care professional if you are pregnant or nursing. Ask a health care professional before using this product.
- Cleanse affected area with mild soap and water.
- Gently dry by patting or blotting with soft cloth or tissue before application.
- Apply externally to the affected area up to 6 times daily.
- Store at room temperature 20-25°C (68-77°F).
- Tamper-Evident: Do not use if tamper evident seal under cap is broken or missing.

Cellulose Gum, Diazolidinyl Urea, Glycerin, Isopentyldiol, Methylparaben, Propylene Glycol, Propylparaben, Purified Water (Aqua).

**BOTTOMSUP®**

**Anal Desensitizing Lube**  
Gently Numbs Skin for Enhanced  
Comfort and Pleasure

**Enjoy smooth, slick  
and satisfying anal sex**

**Thick water-based  
formula enriched with  
5% Lidocaine**

**Proudly made in  
the USA**

**BOTTOMSUP®**

**ANAL  
COMFORT  
LUBE**

**5% Lidocaine  
Formula**

**Directions:**

Apply on clean, dry skin prior to sexual activity  
and wait for area to become numb.  
Wash hands before touching other areas  
of the body. Keep away from eyes, ears, nose,  
mouth, or skin that has open cuts or scrapes.

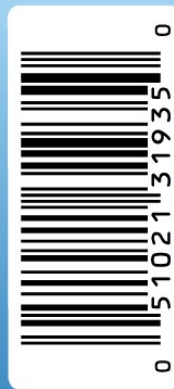


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2.3 fl. oz. / 68 mL e

Drug Facts	
<b>Active Ingredient</b> Lidocaine 5.0 %	<b>Purpose</b> Anorectal
<b>Use</b> For temporary relief of pain, soreness or burning in the perianal area.	
<b>Warnings</b> -For external use only. Do not use this product with a mechanical device. -Certain persons can develop allergic reactions to ingredients in this product. If the symptom being treated does not subside or if redness, irritation, swelling, pain or other symptoms develop or increase, discontinue use and consult a doctor. -Do not exceed the daily recommended dosage. In case of any bleeding, discontinue use and consult a doctor. -Keep this and all drugs of reach of children. In case of accidental overdose, seek medical help or call a Poison Control Center right away. -As with any drug, consult a health care professional if you are pregnant or nursing. Ask a health care professional before using this product.	
<b>Directions</b> -Cleanse affected area with mild soap and water. Gently dry by patting or blotting with toilet tissue or a soft cloth before application. -Apply externally to the affected area up to 6 times daily.	
<b>Other Information</b> -Store at room temperature 20 - 25°C (68 - 77°F). -Tamper-Evident: Do not use if tamper evident seal under cap is broken or missing.	
<b>Inactive Ingredients</b> Cellulose Gum, Disodium Citrate, Glycerin, Isoamylic Acid, Methylparaben, Propylene Glycol, Propylparaben, Purified Water (Aqua).	



MADE IN THE USA ITEM 1031935



## BOTTOMS UP

lidocaine liquid

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:69797-103
<b>Route of Administration</b>	TOPICAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
LIDOCAINE (UNII: 98PI200987) (LIDOCAINE - UNII:98PI200987)	LIDOCAINE	3.4 g in 68 mL

### Inactive Ingredients

Ingredient Name	Strength
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PROPYLENE GLYCOL (UNII: 6DC9Q167V3)	
ISOPENTYLDIOL (UNII: 19NOL5474Q)	
CARBOXYMETHYLCELLULOSE CALCIUM (UNII: UTY7PDF93L)	
DIAZOLIDINYL UREA (UNII: H5RIZ3MPW4)	
METHYLPARABEN (UNII: A2I8C7HI9T)	
WATER (UNII: 059QF0KO0R)	
PROPYLPARABEN (UNII: Z8IX2SC1OH)	
GLYCERIN (UNII: PDC6A3C0OX)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:69797-103-01	68 mL in 1 BOTTLE; Type 0: Not a Combination Product	12/15/2017	
2	NDC:69797-103-02	186 mL in 1 BOTTLE; Type 0: Not a Combination Product	12/15/2017	

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part346	12/15/2017	

**Labeler** - WSM Investment LLC dba Topco Sales (040346439)

### Establishment

Name	Address	ID/FEI	Business Operations
WSM Investment LLC. Topco Sales		040346439	manufacture(69797-103)

Revised: 12/2017

WSM Investment LLC dba Topco Sales