

**NATURES WILLOW ITCH RELIEF- menthol lotion**  
**WB Ventures LLC**

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**Natures Willow Itch Relief Lotion**

**Active ingredient**

Menthol 0.5%

**Purpose**

External Analgesic

**Uses**

For the temporary relief of pain and itching associated with:

- insect bites
- minor skin irritations
- scrapes
- sunburn

**Warnings**

**For external use only.**

**When using this product** avoid contact with eyes.

**Stop use and ask a doctor if**

- condition worsens
- symptoms persist for more than 7 days or clear up and occur again within a few days

**If pregnant or breast-feeding,** ask a health professional before use.

**Keep out of reach of children**

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

**Directions**

- Adults and children over 2 years of age: apply to affected area not more than 3 times daily
- Children under 2 years of age: consult a physician

**Inactive ingredients**

1,2-Hexanediol, Camphor, Caprylhydroxamic Acid, Ceteareth-20, Cetearyl Alcohol, Cetyl Alcohol, Clary Oil, Eucalyptus Oil, Geranium Oil, Glyceryl Stearate, Helichrysum Gymnocephalum Oil, Jojoba Seed Oil, Lavender Oil, Propanediol, Sodium Hydroxide, Squalane, Stearic Acid, Stearyl Alcohol, Sunflower Seed Oil, Sweet Almond Oil, Water, White Willow Bark Extract

## SPL Unclassified Section

DISTRIBUTED BY WB VENTURES LLC

COLD SPRING KY 41076

FOR MORE INFORMATION OR TO REPORT A SERIOUS ADVERSE EVENT CONTACT 1-888-609-4556

MADE IN CANADA

## Package label

NATURES WILLOW ITCH RELIEF			
menthol lotion			
Product Information			
Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:73498-024
Route of Administration	TOPICAL		
Active Ingredient/Active Moiety			
Ingredient Name	Basis of Strength	Strength	
MENTHOL (UNII: L7T10EIP3A) (MENTHOL - UNII:L7T10EIP3A)	MENTHOL	5 mg in 1 g	

## Inactive Ingredients

Ingredient Name	Strength
GLYCERYL STEARATE SE (UNII: FCZ5MH785I)	
JOJOBA OIL (UNII: 724GKU717M)	
EUCALYPTUS OIL (UNII: 2R04ONI662)	
HELICHRYSUM GYMNOCEPHALUM WHOLE (UNII: 0369G6I64W)	
ALMOND OIL (UNII: 66YXD4DKO9)	
CAMPHOR (SYNTHETIC) (UNII: 5TJD82A1ET)	
WATER (UNII: 059QF0KO0R)	
SALIX ALBA BARK (UNII: 205MXS71H7)	
CAPRYLHYDROXAMIC ACID (UNII: UPY805K99W)	
1,2-HEXANEDIOL (UNII: TR046Y3K1G)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
SUNFLOWER OIL (UNII: 3W1JG795YI)	
LAVENDER OIL (UNII: ZBP1YXW0H8)	
PROPANEDIOL (UNII: 5965N8W85T)	
STEARIC ACID (UNII: 4ELV7Z65AP)	
CLARY SAGE OIL (UNII: 87L0D4U3M0)	
SQUALANE (UNII: GW89575KF9)	
STEARYL ALCOHOL (UNII: 2KR89I4H1Y)	
POLYOXYL 20 CETOSTEARYL ETHER (UNII: YRC528SWUY)	
CETOSTEARYL ALCOHOL (UNII: 2DMT128M1S)	
CETYL ALCOHOL (UNII: 936JST6JCN)	
PELARGONIUM GRAVEOLENS FLOWER OIL (UNII: 3K0J1S7QGC)	

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:73498-024-01	226 g in 1 BOTTLE, PUMP; Type 0: Not a Combination Product	04/20/2021	

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M017	03/30/2021	06/30/2024

**Labeler** - WB Ventures LLC (067482664)