

**SIMPLY NUMB ENDURE- lidocaine cream**  
**Golden Touch LLC**

*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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**Simply Numb Endure**

**Active ingredient**

Lidocaine 5% W/W

**Purpose**

Topical Anesthetic

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

**Uses**

For the temporary relief of pain and itching

**Warnings**

**For external use only**

**When using this product**

- Avoid contact with the eyes
- Do not put in rectum
- Do not exceed recommended dosage unless directed by a doctor

**Stop use and ask a doctor if**

- allergic reaction occurs
- condition worsens or does not improve within 7 days
- Symptoms clear up and return within a few days
- rectal bleeding occurs
- redness irritation swelling pain or other symptoms develop or increase

**Directions**

- Adults 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 a soft cloth before application of this product
- Apply externally to the affected area up to 6 times daily.
- Children under 12 years of age: consult a doctor

**Inactive ingredients**

Aloe Barbadensis Leaf Extract, Benzyl Alcohol, Carbomer, Disodium EDTA, Glycerin, Glyceryl Monooleate, SD Alcohol 40-B, Simmondsia Chinensis (Jojoba) Seed Oil, Water

**Packaging**

# Simply Numb<sup>®</sup> Endure<sup>™</sup>

Numbs Skin Fast



Topical Anesthetic Cream Lidocaine 5%

Net Wt. 8 Oz (240g)

<b>Drug Facts</b>		<b>Drug Facts (continued)</b>	
<b>Active Ingredient</b>	<b>Purpose</b>	<b>When using this Product</b> ● avoid contact with the eyes ● do not put in rectum ● do not exceed recommended dosage unless directed by a doctor	
Lidocaine 5% w/w.....Topical Anesthetic		<b>Stop use and ask a doctor if:</b> ● allergic reaction occurs ● condition worsens or does not improve within 7 days ● symptoms clear up and return within a few days ● rectal bleeding occurs ● redness, irritation, swelling, pain or other symptoms develop or increase	
<b>Uses</b> For the temporary relief of pain and itching		<b>Keep out of the reach of children</b> if swallowed, get medical help or contact a Poison Control Center right away	
<b>Warnings</b> For external use only			
		<b>Drug Facts (continued)</b>	
		<b>Directions</b> ● Adults: 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 a soft cloth before application of this product ● Apply externally to the affected area up to 6 times daily ● Children under 12 years of age: consult a doctor	
		<b>Inactive Ingredients</b> Aloe Barbadensis Leaf Extract, Benzyl Alcohol, Carbomer, Disodium EDTA, Glycerin, Glyceryl Monooleate, SD Alcohol 40-B, Simmondsia Chinensis (Jojoba) Seed Oil, Water.	

www.SimplyNumb.com 800-527-1995 Golden Touch LLC 957 Oasis Rd. Benton, KY 42025

NDC 52763-602-40

## SIMPLY NUMB ENDURE

lidocaine cream

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:52763-602
<b>Route of Administration</b>	TOPICAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
LIDOCAINE (UNII: 98PI200987) (LIDOCAINE - UNII:98PI200987)	LIDOCAINE	5 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
ALOE VERA LEAF (UNII: ZY81Z83H0X)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
CARBOMER HOMO POLYMER TYPE C (ALLYL PENTAERYTHRITOL CROSSLINKED) (UNII: 4Q93RCW27E)	
EDETATE DISODIUM (UNII: 7FLD91C86K)	
GLYCERIN (UNII: PDC6A3C0OX)	
GLYCERYL OLEATE (UNII: 4PC054V79P)	

<b>ALCOHOL</b> (UNII: 3K9958V90M)	
<b>SIMMONDSIA CHINENSIS SEED</b> (UNII: D24K2Q1F6H)	
<b>WATER</b> (UNII: 059QF0KO0R)	

<b>Packaging</b>				
#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:52763-602-40	240 g in 1 BOTTLE, PUMP; Type 0: Not a Combination Product		

<b>Marketing Information</b>			
Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part346	07/08/2014	

**Labeler** - Golden Touch LLC (194284147)

<b>Establishment</b>			
Name	Address	ID/FEI	Business Operations
Golden Touch LLC		194284147	manufacture(52763-602)

Revised: 11/2015

Golden Touch LLC