

LiDORx[®] Provides Fast Pain Relief.

LiDORx[®] (Lidocaine HCl USP 3%) applied in controlled doses provides relief of surface pain and utilizes MDose[™] Technology which dispenses the exact amount of medication (0.25 mL per pump) per application.

Patients should consult with their physician to learn more about LiDORx[®] and if they qualify for a sample.



Gensco Labs is a specialty pharmaceutical company focusing on research, development and marketing of transdermal prescription products. As an innovator of pharmaceutical products and the development of patented drug delivery systems, we are dedicated to the continual pursuit of novel and effective therapies that improve health.

SPEEDGEL[®] **LIDORx[®]** **COLCIGEL[®]**

Brands That Deliver.

Gensco Laboratories[™]

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"Next Generation" solutions in healthcare.

CONTRAINDICATIONS: Traumatized mucosa, secondary bacterial infection of the area of proposed application and known hypersensitivity to any of the components. Lidocaine Hydrochloride USP is contraindicated in patients with a known history of hypersensitivity to local anesthetics of the amide type.

WARNINGS AND PRECAUTIONS: For External Use Only. Avoid Contact with Eyes. If irritation or sensitivity occurs or infection appears, discontinue use and institute appropriate therapy. LiDORx[®] 3% should be used with caution in ill, elderly, debilitated patients and children who may be more sensitive to the systemic effects of Lidocaine Hydrochloride USP.

ADVERSE REACTIONS: Most common adverse reactions are redness or swelling at the application site. Less common side effects, such as sluggishness, confusion, slow breathing, low blood pressure, or slow heartbeat, may occur. To report SUSPECTED ADVERSE REACTIONS, contact Gensco Laboratories at 866-608-6284 or FDA at 1-800-FDA-1088 or www.fda.gov/me watch.

DRUG INTERACTIONS: Prilocaine, Bupivacaine, Amyl nitrate/ sodium nitrate/ sodium thiosulfate Dofetilide lomitapide Beta-blockers (eg, atenolol), Cimetidine, or Class 1 antiarrhythmic drugs (ex. Mexiletine) This may not be a complete list of all interactions that may occur. Ask your health care provider if LiDORx[®] 3% may interact with other medicines that you take.

USE IN SPECIFIC POPULATIONS: Use in Pregnancy: Teratogenic Effects - Pregnancy Category B. Nursing Mothers: It is not known whether this drug is excreted in human milk. Because many drugs are excreted in human milk, caution should be exercised when Lidocaine Hydrochloride USP is administered to a nursing woman. Pediatric use: Dosage in children should be reduced, commensurate with age, body weight and physical condition. Geriatric use: No overall clinical differences in safety or effectiveness have been observed between the healthy elderly and other adult parties.

LiDORx[®]

FAST PAIN RELIEF

Delivers Fast Pain Relief



www.lidorx.com
855-7GENSCO

Delivers Fast Controlled Pain Relief

As directed by a physician

LiDORx[®] is a medication physicians prescribe to patients who need temporary relief of pain.

The medication is supplied in a metered dose applicator delivering the exact amount per dose, with every application.

LiDORx[®] may be used for controlled pain relief over 24 hours when directed by a physician.

LiDORx[®]:

- Is a gel, not a patch
- Has a fast onset of action, as fast as five minutes
- May be applied to most areas of the body as directed by a physician
- Is easy to use

Available in three sizes:

10mL (40 doses)

30mL (120 doses)

90mL (360 doses)

For complete prescribing information
see package insert.

LiDORx[®]
FAST PAIN RELIEF



Trusted, easy to use, and with minimal side effects, **LiDORx[®]** provides non-narcotic temporary relief for pain. Ask your doctor for it by name.

Accurate dosing.

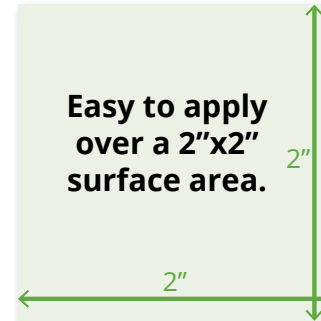
**1 Pump = 1 Dose
(0.25 mL)**

Metered Dose
Technology (MDose™)
dispenses the exact
amount of medication.



Patient friendly.

**Easy to apply
over a 2"x2"
surface area.**



Works fast.

**Onset of action as
fast as 5 minutes
from time of
application.**



For more information, visit www.lidorx.com