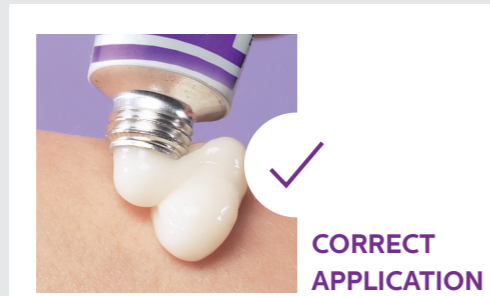


IT'S AS EASY AS...

1 APPLY



OR



2 COVER



Run finger around edges of dressing to ensure firm adhesion & prevent LMX4[®] from spreading out.

3 REMOVE



Ensure all residue is removed thoroughly prior to the procedure and applying new dressings and tape.

For more information contact customer service on 1800 805 564 or customerservice@perrigo.com.au



Please review full Data Sheet before prescribing.

The full Data Sheet is available at www.perrigo.com.au. LMX4[®] topical cream is available in Australia in either cartons of 2 x 6 pack (5g tubes) with occlusive dressings, or 1 x 30g tube. LMX4[®] topical cream is indicated for topical anaesthesia of intact skin prior to superficial skin procedures, including insertion of IV catheters and blood sampling. **Contraindications:** Hypersensitivity to the active substance, any of the amide-type local anaesthetics or any of the excipients. **Precautions:** If skin irritation occurs, stop immediately and seek medical attention. For external use only. Also contains benzyl alcohol as a preservative. DO NOT APPLY NEAR EYES. NOT TO BE USED ON BROKEN SKIN. **Side effects:** Common side effects can include; irritation, redness, itching or rash. **Directions for use:** See pack insert for detailed age group application instructions. Apply an appropriate amount of cream, with an occlusive dressing if required. Wait at least 30 minutes for local anaesthetic to take effect. See full Data Sheet for dosage instructions.

emla[®] is a registered trademark of AstraZeneca.

LMX4[®] is a registered trademark of Ferndale IP Inc. Made in the U.S.A.
Distributed in Australia by Orion Laboratories trading as Perrigo Australia, ABN 56 009 293 136
25-29 Delawney Street, Balcatta, WA 6021 AUSTRALIA FREE PHONE: 1800 805 546 FREE FAX: 1800 004 110
www.perrigo.com.au

Perrigo
Australia

201708-01607V2



LMX4[®] PAIN NUMBING POWER

(without the mind numbing wait)

LMX4[®]
Lidocaine 4% w/w
TOPICAL ANAESTHETIC
CREAM

lmx4.com.au

THE POWER OF 4

A topical anaesthetic with 4 big benefits.



LMX4® is a fast¹, effective^{1,2}, well tolerated^{2,3} topical local anaesthetic that works in just **30 minutes**. That's half the time required in comparison to lignocaine/prilocaine preparations like **emla**® and **Numit**. **LMX4**® can be used in all age groups including neonates for a wide range of procedures.



1 FAST

Effective from 30 minutes¹

Effective pain control with LMX4®¹

- Pain reduced by 43%^{1#} with LMX4® after 30 minutes
- Pain control with LMX4® after 30 minutes is equivalent to emla® after 60 minutes.²



2 EFFECTIVE

Pain control^{1,2}

Effective from 30 minutes¹ and can be left on the skin for up to 5 hours.⁵

Suitable for:

- ✓ All ages
- ✓ IV Cannulation Blood Sampling
- ✓ Superficial Skin Procedures

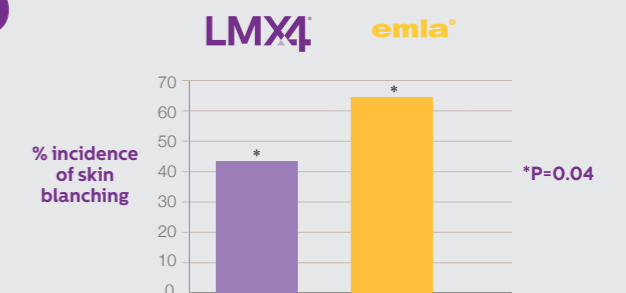


3 WELL TOLERATED

Low incidence of erythema^{2,3}

Significantly less skin blanching with LMX4®²

Reference: Koh et al, 2004. Randomised double-blind comparison study of LMX4® and emla® for topical anaesthesia in children undergoing IV insertion.

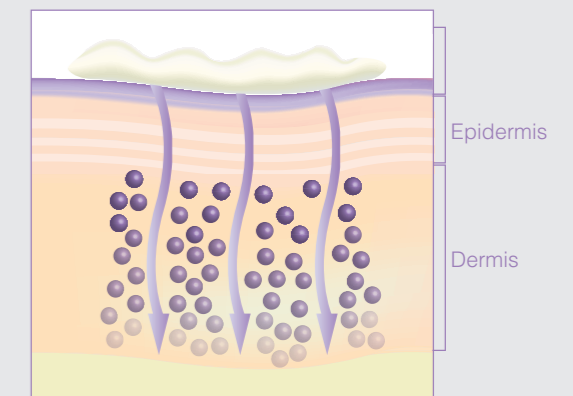


4 ENHANCED

Penetration⁴

Advanced liposomal formulation^{3,4,5}

- Facilitates the rate and extent of penetration
- Enhances the onset of action



[#]Against placebo

References: 1. Taddio et al, CMAJ 2005; 172(13) 1691-1695. 2. Koh et al, Pediatric Anesthesia 2004, 14; 977-98. 3. Nestor, Journal of Drugs in Dermatology, July /August 2006, vol 5, issue 7. 4. Mezei, Drug Permeation Enhancement, 1994, 171-98. 5. TGA LMX4® Lignocaine 4% w/w cream Aust Pl. 6. Astra Zeneca 2010. Emla® Product Information, viewed December 2013. <http://www.astrazeneca.com.au/healthcare-professionals/product-information>.