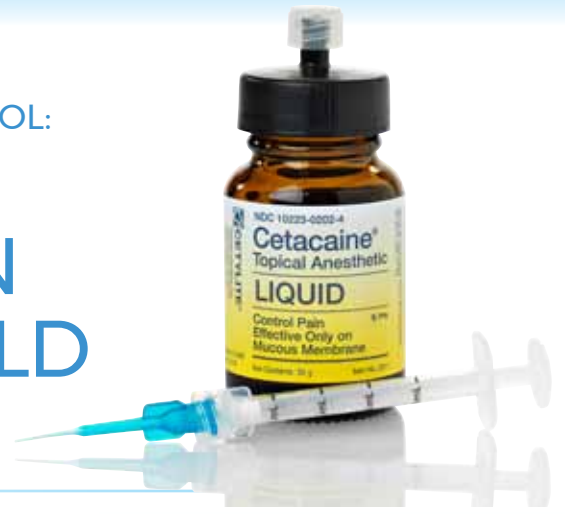




FOR NEEDLE-FREE PAIN CONTROL:
**WHICH
 PRESCRIPTION
 TOPICAL WOULD
 YOU CHOOSE?**



Cetacaine®

TOPICAL ANESTHETIC LIQUID
 14% benzocaine, 2% butamben, 2% tetracaine HCl

Cetacaine is an Rx anesthetic indicated to control pain of mucous membrane for surgical and/or dental procedures, such as scaling and/or root planing*

Periodontal Gel

TOPICAL ANESTHETIC GEL
 2.5% lidocaine, 2.5% prilocaine

Rx amide local anesthetic indicated for adults who require localized anesthesia in periodontal pockets during scaling and/or root planing*

Duration up to 3x longer
 with one application

Three active ingredients deliver
 30-60 minutes of anesthesia,
 30-second onset

Two active ingredients
 last up to 20 minutes,
 30-second onset

33% less cost

≈ \$2 dose treats 1-2 quadrants,
 including disposable syringe & tip.
 Maximum 2 doses per patient.

≈ \$6 carpule treats 1 quadrant.
 Requires additional dispenser.
 Maximum 5 carpules per patient.

7x more treatments

0.2ml dose yields 150 doses
 per 30g bottle.
 Treats up to 300 quadrants

Box of 20 1.7g carpules yields
 about 20 quadrant treatments

Eliminates waste

Allows you to draw a full dose
 or less as needed for treatment

Leftover amount in prefilled
 carpules is thrown away

Easy to apply
 into periodontal pockets

A drop of viscous liquid
 easily spreads and absorbs

Harder to control gel and dispenser
 must be cleaned between patients

***WARNINGS AND PRECAUTIONS**

Methemoglobinemia: Cases have been reported in association with local anesthetics, and should not be used in patients with congenital or idiopathic methemoglobinemia.

Cetacaine is not for children younger than 2 years. Cetacaine Liquid is not for injection or use in the eyes. Hypersensitivity reactions are rare. Prolonged use can cause localized allergic reactions and is contraindicated.*

Safety and effectiveness in pediatric patients have not been established. Not for injection. Avoid contact with eyes. Allergic and anaphylactic reactions associated with lidocaine or prilocaine can occur.*

Cetacaine® is a registered trademark of Cetylite, Inc.

Information presented is available on company websites, or within product's prescribing Information. Price comparison is based on distributor online catalog prices at time of printing, and is subject to change.



CETYLITE®
 Makers of Cetacaine Topical Anesthetic

9051 River Road, Pennsauken NJ 08110
 www.cetylite.com

Cetacaine Topical Anesthetic is Rx only and available through your dental supplies distributor.

Cetacaine®

TOPICAL ANESTHETIC LIQUID

Summary of the Full Prescribing Information

Active Ingredients

Benzocaine.....	14.0%
Butamben.....	2.0%
Tetracaine Hydrochloride	2.0%

Contains

Benzalkonium Chloride	0.5%
Cetyl Dimethyl Ethyl Ammonium Bromide.....	0.005%
In a bland water-soluble base.	
Store at controlled room temperature 20°-25°C (68°-77°F)	

Action

The onset of Cetacaine-produced anesthesia is rapid (approximately 30 seconds) and the duration of anesthesia is typically 30-60 minutes, when used as directed.

Indications

Cetacaine is a topical anesthetic indicated for the production of anesthesia of all accessible mucous membrane except the eyes. Cetacaine is indicated to control pain and for use for surgical or endoscopic or other procedures in the ear, nose, mouth, pharynx, larynx, trachea, bronchi, and esophagus.

Dosage and Administration

Cetacaine Liquid: Apply 200 mg (approximately 0.2 mL) directly to tissue. Liquid in excess of 400 mg (approximately 0.4 mL) is contraindicated. Place supplied Luer-lock cap on bottle. For application into periodontal pockets, attach Cetylite Syringe to Luer-lock port, draw appropriate amount of liquid using the graduated 0.1 mL markings on the syringe. Remove syringe from port and attach Cetylite Microcapillary Delivery Tip to syringe. Apply drop-wise into periodontal pockets. Tip may be bent to improve access. Discard syringe and tip after use. For surface application to mucous membrane, Luer-lock port allows for a single dip of cotton or brush applicator. Do not hold applicator in position for extended periods of time, since local reactions to benzoate topical anesthetics are related to the length of time of application. Discard all applicators after single use.

An appropriate pediatric dosage has not been established for Cetacaine Liquid. Do not use Cetacaine Liquid to treat infants or children younger than 2 years.

Dosages should be reduced in the debilitated elderly, acutely ill, and very young patients. (i.e., children 2 years and older.)

Tissue need not be dried prior to application of Cetacaine. Cetacaine should be applied directly to the site where pain control is required. Anesthesia is produced within one minute with an approximate duration of thirty to sixty minutes. Each 200 mg dose of Cetacaine Liquid contains 28 mg of benzocaine, 4 mg of butamben and 4 mg of tetracaine HCl.

Warnings and Precautions

Methemoglobinemia: Cases of methemoglobinemia have been reported in association with local anesthetic use. Care should be used not to exceed the maximum recommended dose (see Dosage and Administration). If a patient shows signs of methemoglobinemia, discontinue Cetacaine and any other oxidizing agents. Depending on the severity of the symptoms, patients may respond to supportive care, i.e., oxygen therapy, hydration. More severe symptoms may require treatment with methylene blue, exchange transfusion, or hyperbaric oxygen.

Adverse Reactions

Hypersensitivity Reactions: Unpredictable adverse reactions (i.e., hypersensitivity, including anaphylaxis) are extremely rare. Localized allergic reactions may occur after prolonged or repeated use of any aminobenzoate anesthetic. The most common adverse reaction caused by local anesthetics is contact dermatitis characterized by erythema and pruritus that may progress to vesiculation and oozing. This occurs most commonly in patients following prolonged self-medication, which is contraindicated. If rash, urticaria, edema, or other manifestations of allergy develop, use of the product should be discontinued. To minimize the possibility of a serious allergic reaction, Cetacaine preparations should not be applied for prolonged periods except under continual supervision. Dehydration of the epithelium or an escharotic effect may also result from prolonged contact.

Use in Pregnancy: Safe use of Cetacaine has not been established with respect to possible adverse effects upon fetal development. Therefore, Cetacaine should not be used during early pregnancy, unless in the judgement of a physician, the potential benefits outweigh the unknown hazards. Routine precaution for the use of any topical anesthetic should be observed when Cetacaine is used.

Contraindications

Do not use Cetacaine Liquid to treat infants or children younger than 2 years. Cetacaine is not suitable and should never be used for injection. Do not use on the eyes. To avoid excessive systemic absorption, Cetacaine should not be applied to large areas of denuded or inflamed tissue. Cetacaine should not be administered to patients who are hypersensitive to any of its ingredients or to patients known to have cholinesterase deficiencies. Tolerance may vary with the status of the patient. Cetacaine should not be used under dentures or cotton rolls, as retention of the active ingredients under a denture or cotton roll could possibly cause an escharotic effect. Routine precaution for the use of any topical anesthetic should be observed when using Cetacaine.

Rx Only. Made in U.S.A.

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Cetacaine® is available through your dental supplies distributor