Why use Gebauer’s Pain Ease® for cosmetic needle procedures?

“...there was less pain and discomfort and less anxiety associated with botulinum toxin type A injections in patients treated with vapocoolant sprays immediately prior to injection.”

Why not.

• Gebauer’s Pain Ease topical anesthetic skin refrigerant is an easy, fast, safe, and effective way to reduce pain associated with cosmetic needle procedures.

• Alleviating pain from cosmetic needle and minor surgical procedures will increase repeat business and ensure patients are more proactive about their healthcare and cosmetic procedures.

• Informed patients expect positive care experiences that include progressive pain control and refer enthusiastically through word of mouth.

• Patient comfort is becoming the standard of care in Dermatology and Plastic Surgery.

Gebauer’s Pain Ease® is a nonflammable, non-drug, topical anesthetic vapocoolant that instantly controls pain associated with:

• Cosmetic injections (Botox® and soft tissue fillers)
• Skin tag removal
• Pre-lidocaine injections and, in some cases, instead of a lidocaine injection
• Minor surgical procedures such as incision and drainage of abscesses or boils, and foreign body removal
• Suture removal

Botox® is a registered trademark owned by Allergan

“In our study the use of the topical anesthetic skin refrigerant, Pain Ease, as a pretreatment significantly reduced the pain and discomfort associated with the injection of botulinum toxin A for treatment of rhytids.”


“The current anesthetic method (vapocoolant) is safe, less painful, provokes less anxiety and is preferred to no anesthesia, and may lead to more frequent procedure scheduling in some patients.”

Pain Ease Advantage:

- Significantly reduces pain from needle procedures
- Works instantly
- Non-drug, non-flammable
- **Very** cost effective: Approximately fifty cents per application!
- From the makers of Gebauer’s Ethyl Chloride® with a clinically proven 109 year history

Do not spray in eyes. Do not use on large areas of damaged skin, puncture wounds, animal bites, or serious wounds. Freezing may alter skin pigmentation. Freezing may lower resistance to infection and delay healing. Rx only.

Gebauer’s Pain Ease Approximate Cost Comparison

<table>
<thead>
<tr>
<th>Anesthetic Product</th>
<th>Size</th>
<th>$ per dose</th>
<th>Time to Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pain Ease</td>
<td>3.5 fl. oz. can</td>
<td>$0.50</td>
<td>4-10 seconds</td>
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<tr>
<td>EMLA® Cream</td>
<td>5 gr. tube</td>
<td>$5.50</td>
<td>60 minutes</td>
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<tr>
<td>L.M.X.4® Cream</td>
<td>5 gr. tube</td>
<td>$3.25</td>
<td>Not stated</td>
</tr>
</tbody>
</table>

Source: 2007 Redbook AWP.

See for yourself!

See a demonstration of Gebauer’s Pain Ease being used for cosmetic needle procedures by viewing our YouTube video. Go to www.GebauersPainEase.com or visit YouTube.com and search “Pain Free Botox”.

Gebauer’s Pain Ease is the only instant topical anesthetic skin refrigerant FDA approved for use on minor open wounds and intact oral mucous membranes.
How does Gebauer’s Pain Ease work?

Mechanism of Action: Pain Ease creates an instantaneous significant temperature drop on the skin surface, working through rapid evaporation to produce a temporary anesthetic effect.

Pain Ease vapocoolant effect rapidly decreases nerve conduction velocity of the C fibers and A-delta fibers that make up the peripheral nervous system, thus interrupting the nociceptive inputs to the spinal cord (Lehmann & Delateur, 1990). The result: Procedural pain reduction.

Gebauer's Pain Ease is available in 3.5 fl. oz. aerosol cans containing approximately 60 5-second sprays at less than one-dollar per application.

Mist Spray
P/N 0386-0008-02
Price:

Medium Stream Spray
P/N 0386-0008-03
Price:

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Pain Ease®

INDICATIONS:
The most trusted name in skin refrigerants for over 100 years!

The Most Trusted Name in Skin Refrigerants For Over 100 years®

www.GebauerPainEase.com

Products Made in the U.S.A.

4444 East 153rd. Street • Cleveland, Ohio 44128
216-581-3030 • 1-800-321-9348

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PRECAUTIONS:
1. Do not spray in the eyes.
2. This product should not be used on patients having vascular impairment of the extremities or insensitive skin.
3. When used to produce local freezing of tissues, adjacent skin areas may be protected by an application of petroleum jelly.
4. The freezing and thawing process may be painful, and freezing may lower local resistance to infection and delay healing.
5. Over application of the product may result in hypopigmentation of the skin.
6. Do not use on large areas of damaged skin, puncture wounds, animal bites or serious wounds.
7. Apply only to intact oral mucous membranes.
8. Do not use on general mucous membranes.

ADVERSE REACTIONS:
Freezing can occasionally alter skin pigmentation.

CONTRAINDICATIONS:
Pain Ease is contraindicated in individuals with a history of hypersensitivity to 1,1,1,3,3-Pentafluoropropane and 1,1,1,2-Tetrafluoroethane.

If skin irritation develops, discontinue use.

WARNINGS:
For external use only. Contents under pressure. For use on minor open wounds only. For use on intact oral mucous membranes only.

KEEP OUT OF THE REACH OF CHILDREN

INSTRUCTIONS:
To apply Pain Ease from the aerosol can, hold the can upright, approximately 8 to 18 cm (3 to 7 inches) away from the treatment site. Press the actuator button firmly, spraying Pain Ease directly on the treatment site. If aerosol can quits spraying, turn the white actuator button approximately 1/2 turn, then point the nozzle at the treatment area and press the actuator button firmly.

1. PRE-INJECTION ANESTHESIA: Prepare the syringe. Clean the injection site with an antiseptic. Spray the injection site with Pain Ease continuously for 4 to 10 seconds from a distance of 8 to 18 cm (3 to 7 inches) until the skin just turns white. Do not frost the skin/area. Avoid spraying the injection site beyond this state. Do not use circular or back and forth motion. Reapply as needed. Follow these directions for other types of needle insertion procedures such as starting IV’s and venipuncture.

Continue with the procedure.

2. TOPICAL ANESTHESIA IN MINOR SURGERY: Clean the operative site with an antiseptic. Apply petrolatum to protect the adjacent area. Spray Pain Ease on the operative site continuously for 4 to 10 seconds from a distance of 8 to 18 cm (3 to 7 inches) until the skin just turns white. Do not frost the skin/area. Avoid spraying of the treatment site beyond this state. Reapply as needed.

3. TEMPORARY RELIEF OF MINOR SPORTS INJURIES: The pain of bruises, contusions, swelling, minor sprains, cuts and abrasions may be controlled with Pain Ease. The amount of cooling depends on the dosage. Dosage varies with duration of application. The smallest dose needed to produce the desired effect should be used. The anesthetic effect of Pain Ease rarely lasts up to a minute. This time interval is usually sufficient to help reduce or relieve the initial trauma of the injury. Spray Pain Ease on the target area continuously for 4 to 10 seconds from a distance of 8 to 18 cm (3 to 7 inches) until the skin just turns white. Do not frost the skin/area. Avoid spraying of skin beyond this state. Reapply as needed.

4. SPRAY AND STRETCH TECHNIQUE FOR MYOFASCIAL PAIN SYNDROMES: (Pain Ease Medium Stream Spray Only): Pain Ease Medium Stream Spray may be used as a counterirritant in the management of myofascial pain, restricted motion and muscle tension. Clinical conditions that may respond to Pain Ease Medium Stream Spray include low back pain (due to tight muscles), acute stiff neck, torticollis, acute bursitis of the shoulder, tight hamstrings, sprained ankle, tight masseter muscles and referred pains due to irritated trigger points. Relief of pain facilitates early mobilization and restoration of muscle function. The spray and stretch technique is a system that involves three stages: Evaluation, Spraying and Stretching. The therapeutic value of the spray and stretch technique is most effective when the practitioner has mastered all of the stages and applies them in the proper sequence.

a. Evaluation:
If the patient has been evaluated to have muscle tension and restricted motion caused by an active, irritated trigger point then proceed to Step b.

b. Spraying:
1. Have the patient assume a comfortable position.
2. Take precautions to cover the patient’s eyes if spraying near the face.
3. Hold the can upright. From a distance of 30 to 46 cm (12 to 18 inches), aim the stream so it meets the skin at an acute angle, lessening the shock of impact.
4. Direct the stream in parallel sweeps 1.5 to 2 cm (0.5 to 1 inch) apart at the rate of approximately 10 cm per second (4 inches per second). Continue until the entire muscle has been covered. The number of sweeps is determined by the size of the muscle. The spray should be applied from the muscle attachment over the trigger point, through and over the reference zone.

C. Stretching:
Passively stretch the muscle during spray application. Gradually increase the force with successive sweeps. As the muscle relaxes, smoothly take up the slack by establishing a new stretch length. It is necessary to reach the full normal length of the muscle to completely inactivate the trigger point and relieve the pain. Rewarm the muscle. If necessary, repeat the procedure. Apply moist heat for 10 to 15 minutes following treatment. For lasting benefit, eliminate any factors that perpetuate the trigger mechanism.

CONTENTS: 1,1,1,3,3-Pentafluoropropane and 1,1,1,2-Tetrafluoroethane

STORAGE: Do not puncture or incinerate container. Do not expose to heat or store at temperatures above 50°C (120°F).

DISPOSAL: Dispose of in accordance with local and national regulations.

For more information about this product contact Gebauer Company.