



*U.S. Consumer Product Safety Commission – Recall Alert*

**Recall Date:** November 1, 2018

**Recall Number:** 19-712

## **Pain Relief Naturally Recalls Pain and Itch Relief Creams, Sprays and Gels Due to Failure to Meet Child Resistant Closure Requirement; Risk of Poisoning (Recall Alert)**

### **Recall Summary**

**Name of Product:** Numbify, Extra Strength Numbify, Pre-TAT Tattoo, Superior Pain & Itch Relief & Soothing Sore Relief creams, sprays and gels

**Hazard:** The packaging is not child resistant as required by the Poison Prevention Packaging Act. The pain and itch relief creams, sprays and gels contain lidocaine, posing a risk of poisoning to young children if they put it on their skin or ingest it.

**Remedy:** Repair

Consumers should immediately store the product in a safe location, out of reach of children and contact the firm to receive a free replacement cap. All known purchasers will be notified directly about the recall.

**Consumer Contact:**

Pain Relief Naturally toll-free at 877-906-4806 from 9 a.m. to 5 p.m. PT Monday through Friday, email at [PRNCustomerCare@Gmail.com](mailto:PRNCustomerCare@Gmail.com) or online at [www.Painreliefnaturally.com](http://www.Painreliefnaturally.com) and click on Recall information in the upper tab for more information.

### **Recall Details**

**Units:** About 7,000

**Description:**

This recall involves all Pain Relief Naturally lidocaine-containing products including Numbify, Extra Strength Numbify, Pre-TAT Tattoo, Superior Pain & Itch Relief, and Soothing Sore Relief creams, sprays, gels and liquid gels. The recalled products were sold in 1, 2 and 4 ounce size

containers. The products have black packaging with the name of the product in gold, red, or green lettering.

Numbify Cream, Spray, Gel & Liquid Gel	Black tubs and bottles with gold lettering
Extra Strength Numbify Cream, Spray, Gel & Liquid Gel	Black tubs and bottles with gold lettering
Pre-TAT Tattoo Cream, Spray, Gel & Liquid Gel	Black tubs and bottles with red lettering
Superior Pain & Itch Relief Cream, Spray, Gel & Liquid Gel	Black tubs and bottles with green lettering
Soothing Sore Relief Cream, Spray, Gel & Liquid Gel	Black tubs and bottles with green lettering

**Incidents/Injuries:** None reported

**Sold At:** Online at Amazon.com, Ebay.com, Walmart.com, Tatbalm.net, Naturallyhl.com and Numbify.com from August 2017 through August 2018 for between \$12 and \$30.

**Manufacturer:** Ridge Properties, DBA Pain Relief Naturally, of Salem, Ore.

**Manufactured in:** United States

## **Photos**



Photo 1: Numbify cream



Photo 2: Numbify spray



Photo 3: PreTAT tattoo cream



Photo 4: Superior Pain & Itch Relief liquid gel

**About U.S. CPSC:**

The U.S. Consumer Product Safety Commission is charged with protecting the public from unreasonable risks of injury or death associated with the use of thousands of types of consumer products under the agency's jurisdiction. Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$1 trillion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical or mechanical hazard. CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters and household chemicals – contributed to a decline in the rate of deaths and injuries associated with consumer products over the past 40 years.

Federal law bars any person from selling products subject to a publicly-announced voluntary recall by a manufacturer or a mandatory recall ordered by the Commission.

For more lifesaving information, follow us on [Facebook](#), Instagram [@USCPSC](#) and Twitter [@USCPSC](#) or sign up to receive our [e-mail](#) alerts. To report a dangerous product or a product-related injury go online to [www.SaferProducts.gov](http://www.SaferProducts.gov) or call CPSC's Hotline at 800-638-2772 or teletypewriter at 301-595-7054 for the hearing impaired.

**CPSC Consumer Information Hotline**

Contact us at this toll-free number if you have questions about a recall:

800-638-2772 (TTY 301-595-7054)

Times: 8 a.m. – 5:30 p.m. ET; Messages can be left anytime

Call to get product safety and other agency information and to [report unsafe products](#).

**Media Contact**

Please use the phone numbers below for all media requests.

Phone: 301-504-7908

Spanish: 301-504-7800