A Patient Series Using New OTC Pain Medicine PLANTICIN: An Office-Based Experiential Review

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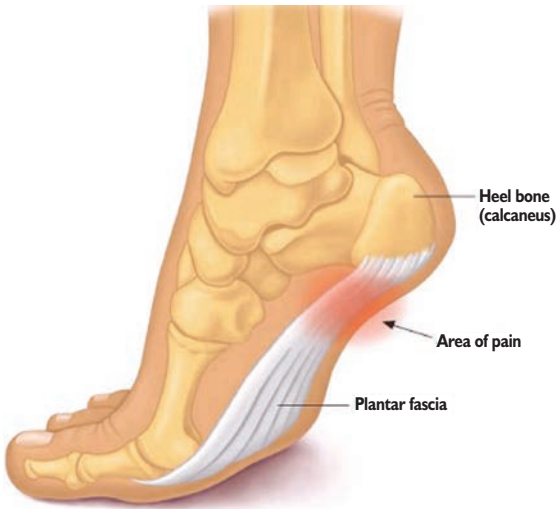
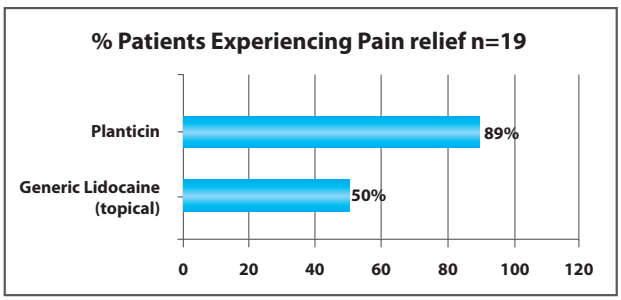
Our podiatry practice is a non-surgical office-based practice in the greater Philadelphia area, with a wide patient demographic. The practice specializes in podiatric pain rehabilitation and pain management, including all typically treated foot and ankle conditions. There is also a strong emphasis on over-use injuries in populations ranging from runners to the Pennsylvania Ballet to sports enthusiasts. We offer comprehensive treatment programs to "hard to heel" conditions and have a very large segment of that population visiting us for heel pain and plantar fasciitis that have not responded to injection therapy or those desiring a more holistic treatment approach. As I am always searching for adjunct treatment modalities, we embarked on a 6-month project to evaluate a new topical OTC analgesic called **PLANTICIN** that employs lidocaine (4%) in a specially (and uniquely) formulated transdermal gel. We also compared the pain reducing results of PLANTICIN with a topical generic lidocaine (4%) product using a similarly matched symptom patient group.





A total of 20 patients, with a high percentage documenting plantar foot pain, were followed in our practice from April 2015 to December 2015. Patients ranged in age from 31 to 76 years old. The first 10 patients (one patient was lost to follow-up) were exclusively treated with PLANTICIN OTC Pain Gel (4%) and the second 10 were treated with a generic topical lidocaine (4%). The patients were classified as either: plantar fascia pain (plantar fasciitis), or arch/heel/other pain. 9 out of the 19 evaluable patients (45%) experienced bi-lateral involvement. No other pharmaceutical treatments were provided; however, their existing prescription medicines and non-pharmaceutical treatments (supports/orthotics, etc.) were maintained during the study period.

During the course of the study period, patients were instructed to use PLANTICIN or the generic lidocaine every 8 hours or as needed, not to exceed every 4 hours. The patient was further instructed to maintain his/her use of orthotics or other devices that had previously been prescribed by our practice or from past practitioners. Patients were seen at baseline, 1 week and 2 weeks for evaluation and scoring using both visual analogue and numeric pain intensity scales.

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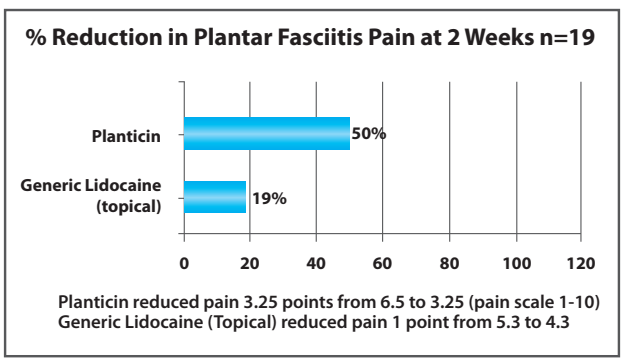
Of the 9 evaluable patients treated with PLANTICIN in our practice, 89% reported experiencing pain relief with an average reduction in pain intensity for plantar fascia/heel pain patients of 50% (baseline = 6.5 and 2 weeks = 3.25). Of the two neuropathic patients one responded well (66% reduction in pain intensity score) while the other patient had no change. In comparison,



PLANTICIN *(continued)*

the generic lidocaine group experienced only a 19% reduction in their pain scores with an average 1-point reduction in pain intensity.

Of particular note was a patient with extensive arch and digital pain that also was complicated with elements of neuropathic pain. This patient had bi-lateral involvement and entered the study with pain intensity scores of 6. After 1 week of use with PLANTICIN this patient reported 100% improvement in the digital pain and a 66% reduction in total pain intensity scores.

Based on our experience with these patients, we noted that to provide for maximum results there needed to be a period of time between PLANTICIN applications and putting on socks and shoe-gear. It was emphasized to patients the need to gently rub PLANTICIN into the painful area and about one inch additionally around the area of maximum pain.

Although our small study was limited to only 19 evaluable patients, we were quite impressed with this new topical analgesic PLANTICIN as per ease of use, effectiveness, and patients reporting they would purchase when commercially available. There were little to no safety issues (minor erythema was noted when too much of the product was applied) and the product worked very well in most patients. We believe PLANTICIN offers an excellent alternative to other analgesics, particularly with topical prescription lidocaine and generic lidocaine preparations. Further evaluations with this product are encouraged.

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For more information visit www.pedicis.com, call 800-748-6539, or click here.