HUMN Pharmaceuticals makes lidocaine available as a topical pain relieving cream

Many people may be suffering in pain needlessly, according to Rowan Hamilton, research director of HUMN Pharmaceuticals of Winnipeg. “Despite the fact that lidocaine is on the World Health Organization’s list of Essential Medicines [a list of the most important medications needed in a basic healthcare system] most people are unaware of how well it relieves a wide range of pain conditions,” says Hamilton.

For those who know Hamilton – a herbalist, holistic dermatologist, student of Traditional Chinese Medicine and a graduate of the School of Herbal Medicine in England – it may come as a bit of a surprise to hear him speaking of the benefits of a synthetic drug. Hamilton notes however, that while some people almost always prefer ‘natural’ alternatives, the only naturally occurring local anesthetic is cocaine.

In the late 1880s, cocaine was, in fact, the discovery, local anesthetics were all “esters.” Ester-type anesthetics are much more likely to cause allergic reaction compared to the amide-type local anesthetic.

In the search for ever-improving pain relievers though, the benefits of lidocaine appear to be largely forgotten. Since lidocaine’s creation, pills delivering Non-Steroidal Anti-inflammatories (NSAIDs) and opiates for pain treatment have dominated the medical marketplace. Consumers, however, are increasingly aware of the risks and limitations of these drugs.

As Hamilton puts it, “All that, is a long way of saying that lidocaine works very well to locally prevent pain signals not only from travelling to the brain, but from being initiated at all. And it does that without addiction, fewer unwanted side effects and much fewer allergic reactions.”

HUMN Pharmaceuticals believes that new Amide-type anesthetics have a major patient-care advantage, Hamilton says. “Ester-type anesthetics are much more likely to cause allergic reaction compared to the amide-type local anesthetic.”

TPR stands for topical pain relief. As a medicated cream, it goes where it is needed, when it is needed. It is applied on the skin, at the point where pain is felt, that way it doesn’t go through the stomach, or the liver or the kidneys, where many drugs leave a trail of damage.”

The American Geriatrics Society Panel on the Pharmacological Management of Persistent Pain in Older Persons has also recognized the value of lidocaine. In its 2009 Clinical Practice Guideline, it strongly recommends “all patients with localized neuropathic pain are candidates for topical lidocaine.”

“I’m very happy to be associated with HUMN Pharmaceuticals,” says Hamilton. “HUMN created TPR20 topical lidocaine cream to ensure people have access to this proven, safe and effective pain reliever. Go HUMN!”

It’s only human to suffer the pains of age.
And to stoically smile despite it.
An acceptable penalty for days lived.
In tribute to youth gone.
Then there’s that other human reaction.
Make the freaking pain go away.