

**IMAGE ESSENTIALS DAILY ILLUMINATING MOISTURIZER BROAD SPECTRUM SPF 15  
SUNSCREEN- avobenzone, octisalate and octocrylene cream**

**KMART Corporation**

*Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.*

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**Image Essentials™ Daily Illuminating Moisturizer**

**Active ingredient**

Avobenzone 3.0%

Octisalate 5.0%

Octocrylene 8.0%

**Purpose**

Sunscreen

**Uses**

- helps prevent sunburn
- If used as directed with other sun protection measures (*see Directions*), decreases the risk of skin cancer and early skin aging caused by the sun

**Warnings**

**For external use only.**

**Do not use on**

- damaged or broken skin.

**When using this product**

- keep out of eyes. Rinse with water to remove.

**Stop use and ask a doctor**

- if rash occurs.

**Keep Out of Reach of Children.**

If swallowed, get medical help or contact a Poison Control Center (1-800-222-1222) right away.

**Directions**

- Apply liberally 15 minutes before sun exposure.

- Reapply every 2 hours
- Use water-resistant sunscreen if swimming or sweating
- Children under 6 months of age: ask a doctor
- **Sun Protection Measures:** Spending time in the sun increases your risk of skin cancer and early skin aging. To decrease this risk, regularly use a sunscreen with a Broad Spectrum SPF value of 15 or higher and other sun protection measures including:
  - limit time in the sun, especially from 10 a.m. - 2 p.m.
  - wear long-sleeved shirts, pants, hats and sunglasses

## Other Information

- protect the product in this container from excessive heat and direct sun

## Inactive Ingredients

water, C12-15 alkyl benzoate, arachidyl alcohol, behenyl alcohol, arachidyl glucoside, cetearyl alcohol, cetearyl glucoside, steareth-2, glycerin, steareth-21, dimethicone, phenyl trimethicone, polyacrylamide, C13-14 isoparaffin, laureth-7, phenoxyethanol, methylparaben, ethylparaben, butylparaben, propylparaben, isobutylparaben, panthenol (pro-vitamin B5), polymethyl methacrylate, lecithin, soy isoflavones, polysorbate 80, alcohol, benzyl alcohol, disodium EDTA, fragrance, benzalkonium chloride, BHT, triethanolamine.

## Package/Label Principal Display Panel

**Compare to Aveeno® Positively Radiant® Daily Moisturizer SPF 15 Ingredients\***

**IMAGE**

**ESSENTIALS™**

DAILY

Illuminating  
Moisturizer

Clinically Proven to Even  
Skin Tone & Texture

With an Exclusive  
Soy Complex &  
Light Diffusers

BROAD SPECTRUM

**SPF 15**

SUNSCREEN

4 FL OZ (120 mL)

**IMAGE**

**ESSENTIALS™**

DAILY

Illuminating  
Moisturizer

This unique moisturizer has an exclusive soy complex and light diffusers that work together to naturally even out skin tone and texture, immediately reflecting light to visibly smooth skin imperfections,

bringing out skin's natural radiance. This light and quickly absorbed moisturizer is gentle enough for sensitive skin to help maintain healthy-looking skin.

Illuminating Daily Moisturizer Broad Spectrum SPF 15 Sunscreen is clinically proven to:

- Leave smoother skin
- Improve skin's tone and texture
- Visibly even out discolorations
- Improve skin's radiance

## **SATISFACTION GUARANTEE**

If you are unsatisfied for any reason, return the unused portion to the store for a full refund or call 1-800-842-7886.

52326 AF C2

## **IMAGE ESSENTIALS™**

DAILY  
Illuminating  
Moisturizer

Soy, nature's secret for naturally radiant skin. The multiple health and skin benefits of soy have long been known, including moisturization, texture smoothing and evening out of skin tone.

This oil-free, hypoallergenic and non-comedogenic product is gentle enough for everyday use.

Dermatologists recommend the everyday use of an SPF 15 sunscreen as essential to healthy skin care.

### **Directions for Use:**

After cleansing, smooth over face and neck every day for healthier, younger-looking skin.

Distributed by:  
Kmart Corporation  
Hoffman Estates, IL 60179

**Shop [kmart.com](http://kmart.com)**

Manufactured in Israel

\*This product is not manufactured or distributed by Johnson & Johnson, owner of the registered trademarks Aveeno® and Positively Radiant®.

**DAILY**  
**ILLUMINATING**  
**MOISTURIZER**

**IMAGE**  
**ESSENTIALS**

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**Drug Facts**

Active Ingredients	Purpose
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Octisalate 5.0%	Sunscreen
Octocrylene 8.0%	Sunscreen

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**IMAGE**  
**ESSENTIALS**

**DAILY**  
**ILLUMINATING**  
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This unique moisturizer has an exclusive soy complex and light diffusers that work together to naturally even out skin tone and texture, immediately reflecting light to visibly smooth skin imperfections, bringing out skin's natural radiance. This light and quickly absorbed moisturizer is gentle enough for sensitive skin to help maintain healthy-looking skin. Illuminating Daily Moisturizer Broad Spectrum SPF 15 Sunscreen is clinically proven to:

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Daily Moisturizer SPF 15 Ingredients\*

**IMAGE**  
**ESSENTIALS**

**DAILY**  
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**IMAGE**  
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Clinically Proven to Even  
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With an Exclusive  
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**BROAD SPECTRUM**  
**SPF 15**  
SUNSCREEN

4 FL OZ (120 mL)

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**Carton Label**

## IMAGE ESSENTIALS DAILY ILLUMINATING MOISTURIZER BROAD SPECTRUM SPF 15 SUNSCREEN

avobenzone, octisalate and octocrylene cream

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:49738-746
<b>Route of Administration</b>	TOPICAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
<b>AVOBENZONE</b> (UNII: G63QQF2NOX) (AVOBENZONE - UNII:G63QQF2NOX)	AVOBENZONE	3 g in 100 g
<b>OCTISALATE</b> (UNII: 4X49 Y0596 W) (OCTISALATE - UNII:4X49 Y0596 W)	OCTISALATE	5 g in 100 g
<b>OCTOCRYLENE</b> (UNII: 5A68 WGF6 WM) (OCTOCRYLENE - UNII:5A68 WGF6 WM)	OCTOCRYLENE	8 g in 100 g

### Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0K00R)	
<b>ALKYL (C12-15) BENZOATE</b> (UNII: A9EJ3J61HQ)	

ARACHIDYL ALCOHOL (UNII: 1QR1QRA9BU)
DOCOSANOL (UNII: 9G1OE216XY)
ARACHIDYL GLUCOSIDE (UNII: 6JVV35JOOJ)
CETOSTEARYL ALCOHOL (UNII: 2DMT128M1S)
CETEARYL GLUCOSIDE (UNII: 09FUA47KNA)
STEARETH-2 (UNII: V56DFE46J5)
GLYCERIN (UNII: PDC6A3C0OX)
STEARETH-21 (UNII: 53J3F32P58)
DIMETHICONE (UNII: 92RU3N3Y1O)
PHENYL TRIMETHICONE (UNII: DR0K5NOJ4R)
C13-14 ISOPARAFFIN (UNII: E4F12ROE70)
LAURETH-7 (UNII: Z95S6G8201)
PHENOXYETHANOL (UNII: HE492ZZ3T)
METHYLPARABEN (UNII: A2I8C7HI9T)
ETHYLPARABEN (UNII: 14255EXE39)
BUTYLPARABEN (UNII: 3QPIIU3FV8)
PROPYLPARABEN (UNII: Z8IX2SC1OH)
ISOBUTYLPARABEN (UNII: 0QQJ25X58G)
PANTHENOL (UNII: WV9CM0O67Z)
POLY(METHYL METHACRYLATE; 450000 MW) (UNII: Z47NNT4J11)
SOY ISOFLAVONES (UNII: 71B37NR06D)
POLYSORBATE 80 (UNII: 6OZP39ZG8H)
ALCOHOL (UNII: 3K9958V90M)
BENZYL ALCOHOL (UNII: LKG8494WBH)
EDETATE DISODIUM (UNII: 7FLD91C86K)
BENZALKONIUM CHLORIDE (UNII: F5UM2KM3W7)
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)
TROLAMINE (UNII: 9O3K93S3TK)

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:49738-746-06	1 in 1 CARTON		
1		120 g in 1 BOTTLE; Type 0: Not a Combination Product		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph not final	part352	10/01/2012	

**Labeler** - KMART Corporation (008965873)

**Registrant** - Emilia Cosmetics Ltd (600076624)