

**PROACTIV EMERGENCY BLEMISH RELIEF- benzoyl peroxide cream**  
**Alchemee, LLC**

-----  
**Proactiv Emergency Blemish Relief**

***Drug Facts***

***Active ingredient***

Benzoyl peroxide 5%

***Purpose***

Acne treatment

***Use***

for the management of acne

***Warnings***

**For external use only**

**When using this product**

- skin irritation and dryness is more likely to occur if you use another topical acne medication at the same time. If irritation occurs, only use one topical acne medication at a time.
- avoid unnecessary sun exposure and use a sunscreen
- avoid contact with the eyes, lips, and mouth
- avoid contact with hair and dyed fabrics, which may be bleached by this product
- skin irritation may occur, characterized by redness, burning, itching, peeling, or possibly swelling. Irritation may be reduced by using the product less frequently or in a lower concentration.

**Do not use** if you

- have very sensitive skin
- are sensitive to benzoyl peroxide.

**Stop use and ask a doctor**

- if irritation becomes severe.

**Keep out of reach of children.**

If swallowed, get medical help or contact a Poison Control Center right away.

***Directions***

- *Sensitivity Test for a New User.* Apply product sparingly to one or two small affected

areas during the first 3 days. If no discomfort occurs, follow the directions stated below.

- clean the skin thoroughly before applying this product
- cover the entire affected area with a thin layer one to three times daily
- because excessive drying of the skin may occur, start with one application daily, then gradually increase to two or three times daily if needed or as directed by a doctor
- if bothersome dryness or peeling occurs, reduce application to once a day or every other day
- if going outside, apply sunscreen after using this product. If irritation or sensitivity develops, stop use of both products and ask a doctor.

### ***Inactive ingredients***

water, cyclopentasiloxane, ethoxydiglycol, steareth-2, methylpropanediol, steareth-21, polyquaternium-37, propylene glycol dicaprylate/dicaprate, phenoxyethanol, caprylyl glycol, fragrance, panthenol, allantoin, ethylhexylglycerin, PPG-1 trideceth-6

### ***Questions or comments?***

1-800-950-4695

Distributed by Alchemee LLC  
Santa Monica, CA 90401  
Made in the USA of Foreign and  
Domestic Components Questions  
1-800-950-4695 proactiv.com

Proactiv is a trademark of  
Taro Pharmaceutical U.S.A., Inc.

### **PRINCIPAL DISPLAY PANEL - 9.45 g Tube Box**

**proactiv®**

**EMERGENCY  
BLEMISH  
RELIEF**

0.33 OZ. (9.45 g)

benzoyl peroxide  
acne medication

**Drug Facts**

**Active ingredient Purpose**  
Benzoyl peroxide 5%.....Acne treatment

**Use** for the management of acne

**Warnings**  
**For external use only**

**When using this product**  
 ■ skin irritation and dryness is more likely to occur if you use another topical acne medication at the same time. If irritation occurs, only use one topical acne medication at a time. ■ avoid unnecessary sun exposure and use a sunscreen ■ avoid contact with the eyes, lips, and mouth ■ avoid contact with hair and dyed fabrics, which may be bleached by this product ■ skin irritation may occur, characterized by redness, burning, itching, peeling, or possibly swelling. Irritation may be reduced by using the product less frequently or in a lower concentration.

**Do not use** if you ■ have very sensitive skin ■ are sensitive to benzoyl peroxide.

**Stop use and ask a doctor if**  
 ■ irritation becomes severe.

**Keep out of reach of children.**  
 If swallowed, get medical help or contact a Poison Control Center right away.

**Directions** *Sensitivity Test for a New User.* Apply product sparingly to one or two small affected areas during the first 3 days. If no discomfort occurs, follow the directions stated below. ■ clean the skin thoroughly before applying this product ■ cover the entire affected area with a thin layer one to three times daily ■ because excessive drying of the skin may occur, start with one application daily, then gradually increase to two or three times daily if needed or as directed by a doctor ■ if bothersome dryness or peeling occurs, reduce application to once a day or every other day ■ if going outside, apply sunscreen after using this product. If irritation or sensitivity develops, stop use of both products and ask a doctor. ▶

**Drug Facts** (continued)

**Inactive ingredients**  
 water, cyclopentasiloxane, ethoxydiglycol, steareth-2, methylpropanediol, steareth-21, polyquaternium-37, propylene glycol dicaprylate/dicaprate, phenoxyethanol, caprylyl glycol, fragrance, panthenol, allantoin, ethylhexylglycerin, PPG-1 trideceth-6

**Questions or comments?**  
 1-800-950-4695

**proactiv.**

**EMERGENCY BLEMISH RELIEF**

**Actual Size**

0.33 OZ. (9.45 g)

benzoyl peroxide  
acne medication

Distributed by Alchemee LLC  
 Santa Monica, CA 90401  
 Made in the USA of Foreign and Domestic Components Questions  
 1-800-950-4695 proactiv.com

Proactiv is a trademark of Taro Pharmaceutical U.S.A., Inc.

**PROACTIV EMERGENCY BLEMISH RELIEF**

benzoyl peroxide cream

Product Information			
<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:11410-012
<b>Route of Administration</b>	TOPICAL		
Active Ingredient/Active Moiety			
Ingredient Name	Basis of Strength	Strength	
<b>BENZOYL PEROXIDE</b> (UNII: W9WZ N9A0GM) (BENZOYL PEROXIDE - UNII: W9WZ N9A0GM)	BENZOYL PEROXIDE	5 g in 100 g	

## Inactive Ingredients

Ingredient Name	Strength
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>DIETHYLENE GLYCOL MONOETHYL ETHER</b> (UNII: A1A18X02B)	
<b>CYCLOMETHICONE 5</b> (UNII: 0THT5PCI0R)	
<b>METHYLPROPANEDIOL</b> (UNII: N8F53B3R4R)	
<b>STEARETH-2</b> (UNII: V56DFE46J5)	
<b>STEARETH-21</b> (UNII: 53J3F32P58)	
<b>POLYQUATERNIUM-37 (3000 MPA.S)</b> (UNII: HU373G0YSU)	
<b>PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE</b> (UNII: O4446S9CRA)	
<b>PPG-1 TRIDECETH-6</b> (UNII: 1K7417JX6Q)	
<b>PANTHENOL</b> (UNII: WW9CM0O67Z)	
<b>ALLANTOIN</b> (UNII: 344S277G0Z)	
<b>PHENOXYETHANOL</b> (UNII: HIE49ZZ3T)	
<b>CAPRYLYL GLYCOL</b> (UNII: 00YIU5438U)	
<b>ETHYLHEXYLGLYCERIN</b> (UNII: 147D247K3P)	

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11410-012-09	1 in 1 BOX	02/15/2013	
1		9.45 g in 1 TUBE; Type 0: Not a Combination Product		

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M006	02/15/2013	

**Labeler** - Alchemee, LLC (080216357)

## Establishment

Name	Address	ID/FEI	Business Operations
Apex International Mfg LLC		079110793	manufacture(11410-012)

## Establishment

Name	Address	ID/FEI	Business Operations
Vee Pak Inc.		874763303	manufacture(11410-012)