

**DIAPER RASH- zinc oxide paste**  
**Target Corporation**

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**Up & Up 020.002/020AC-AD**  
**Diaper Rash Ointment 40% Zinc Oxide**

**Active ingredient**

Zinc oxide 40%

**Purpose**

Skin Protectant

**Uses**

- helps treat and prevent diaper rash
- protects chafed skin due to the diaper rash and helps seal out wetness

**Warnings**

For external use only

**When using this product**

- do not get into eyes

**Stop use and ask a doctor if**

- condition worsens
- symptoms last more than 7 days or clear up and occur again within a few days

**Keep out of reach of children.**

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

**Directions**

- change wet and soiled diapers promptly
- cleanse the diaper area
- allow to dry
- apply ointment liberally as often as necessary, with each diaper change, especially at bedtime or anytime when exposure to wet diapers may be prolonged

**Other information**

- store between 20° and 25°C (68° and 77°F)

### **Inactive ingredients**

petrolatum, cod liver oil, lanolin, Zea mays (corn) starch, glycerin, sorbitan sesquioleate, beeswax, tocopheryl acetate, fragrance

### **Questions**

Call 1-800-910-6874

### **Claims**

\*This product is not manufactured or distributed by Kenvue, Inc., distributor of Desitin<sup>®</sup> Maximum Strength 40% Zinc Oxide Diaper Rash Paste.

### **Adverse Reactions**

Distributed by Target Corporation

Minneapolis, MN 55403

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Not tested on animals

### **Principal display panel**

Compare to Desitin<sup>®</sup> Maximum Strength 40% Zinc Oxide Diaper Rash Paste\*

Maximum Strength

Diaper Rash Paste

40% Zinc Oxide Skin Protectant

- Protects chafed skin and seals out wetness
- Made without parabens or phthalates

Helps Treat & Prevent Diaper Rash

Pediatrician Tested

Hypoallergenic

up & up<sup>™</sup>

NET WT 16 OZ (454 g)

Compare to Desitin® Maximum Strength  
40% Zinc Oxide Diaper Rash Paste\*

**Maximum Strength  
Diaper Rash Paste**  
40% Zinc Oxide Skin Protectant

**up&up**

- Protects chafed skin and seals out wetness
- Made without parabens or phthalates

NET WT 16 OZ (1 LB) 454 g

Helps Treat & Prevent Diaper Rash

Pediatrician Tested

Hypoallergenic

Distributed by Target Corporation  
Minnetonka, MN 55343  
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**Drug Facts**

<b>Active ingredient</b> Zinc oxide 40%	<b>Purpose</b> Skin protectant
<b>Uses</b> <ul style="list-style-type: none"> <li>helps treat and prevent diaper rash</li> <li>protects chafed skin due to diaper rash and helps seal out wetness</li> </ul>	
<b>Warnings</b> <b>For external use only</b> When using this product <input type="checkbox"/> do not get into eyes Stop use and ask a doctor if <input type="checkbox"/> condition worsens <input type="checkbox"/> symptoms last more than 7 days or clear up and occur again within a few days Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.	

**Drug Facts (continued)**

**Directions**  
 change wet and soiled diapers promptly  
 cleanse the diaper area  
 allow to dry  
 apply ointment liberally as often as necessary, with each diaper change, especially at bedtime or anytime when exposure to wet diapers may be prolonged

**Other information** store between 20° and 25°C (68° and 77° F)

**Inactive ingredients** petrolatum, cod liver oil, lanolin, zinc oxide (zinc), starch, glycerin, sorbitan sesquioleate, beeswax, tocopheryl acetate, fragrance

**Questions? Call 1-800-910-6874**

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## DIAPER RASH

zinc oxide paste

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:11673-020
<b>Route of Administration</b>	TOPICAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
ZINC OXIDE (UNII: SOI2LOH54Z) (ZINC OXIDE - UNII:SOI2LOH54Z)	ZINC OXIDE	400 mg in 1 g

### Inactive Ingredients

Ingredient Name	Strength
PETROLATUM (UNII: 4T6H12BN9U)	
COD LIVER OIL (UNII: BBL281NWFG)	
LANOLIN (UNII: 7EV65EAW6H)	
STARCH, CORN (UNII: O8232NY3SJ)	
GLYCERIN (UNII: PDC6A3C0OX)	
SORBITAN SESQUIOLEATE (UNII: 0W8RRI5W5A)	
YELLOW WAX (UNII: 2ZA36H0S2V)	
.ALPHA.-TOCOPHEROL ACETATE (UNII: 9E8X80D2L0)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:11673-020-26	1 in 1 PACKAGE	03/24/2008	07/13/2024
1		113.3 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:11673-020-43	454 g in 1 JAR; Type 0: Not a Combination Product	10/21/2025	

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M016	03/24/2008	

**Labeler** - Target Corporation (006961700)

**Registrant** - Nice-Pak Products, LLC (119091520)

**Establishment**

Name	Address	ID/FEI	Business Operations
Nice-Pak Products, LLC		119091514	manufacture(11673-020)

Revised: 2/2026

Target Corporation