

**THE SOF FLUID LONG WEAR FOUNDATION BROAD SPECTRUM SPF 20-
octinoxate and titanium dioxide liquid
MAX HUBER RESEARCH LAB INC**

THE SOFT FLUID LONG WEAR FOUNDATION BROAD SPECTRUM SPF 20

Drug Facts

Active Ingredients

Octinoxate 7.5%
Titanium dioxide 1.9%

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

Directions

For sunscreen use:

- apply liberally 15 minutes before sun exposure
- reapply at least every two hours
- use a water resistant sunscreen if swimming or sweating
- **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
- children under 6 months of age: ask a doctor

Inactive Ingredients

DECLUSTERED WATER (-)\AQUA\EAU DE-STRUCTUREE (-) • DECLUSTERED WATER (+)\AQUA\EAU DE-STRUCTUREE (+) • CYCLOPENTASILOXANE • ISODODECANE • DIMETHICONE • PHENYL TRIMETHICONE • BUTYLENE GLYCOL • POLYMETHYL METHACRYLATE • POLYSILICONE-11 • COCO-CAPRYLATE/CAPRATE • PEG/PPG-18/18 DIMETHICONE • OCTYLDODECYL NEOPENTANOATE • SILICA • ALGAE (SEAWEED) EXTRACT • SESAMUM INDICUM (SESAME) SEED OIL • MEDICAGO SATIVA (ALFALFA) SEED POWDER • HELIANTHUS ANNUUS (SUNFLOWER) SEEDCAKE • PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) SEED MEAL • EUCALYPTUS GLOBULUS (EUCALYPTUS) LEAF OIL • SODIUM GLUCONATE • COPPER GLUCONATE • CALCIUM GLUCONATE • MAGNESIUM GLUCONATE • ZINC GLUCONATE • TOCOPHERYL SUCCINATE • NIACIN • SESAMUM INDICUM (SESAME) SEED POWDER • POLYGLYCERYL-4 ISOSTEARATE • CITRUS AURANTIFOLIA (LIME) PEEL EXTRACT • CHONDRUS CRISPUS (CARRAGEENAN) EXTRACT • CUCUMIS SATIVUS (CUCUMBER) FRUIT EXTRACT • HORDEUM VULGARE (BARLEY) EXTRACT\EXTRAIT D'ORGE • MOLASSES EXTRACT\SACCHARUM OFFICINARUM\EXTRAIT DE MELASSE • CHLORELLA VULGARIS EXTRACT • GELIDIUM CARTILAGINEUM EXTRACT • CORALLINA OFFICINALIS EXTRACT • SACCHAROMYCES LYSATE EXTRACT • SILYBUM MARIANUM (LADY'S THISTLE) EXTRACT • WHEY PROTEIN\LACTIS PROTEIN\PROTEINE DU PETIT-LAIT • LAMINARIA SACCHARINA EXTRACT • CODIUM TOMENTOSUM EXTRACT • SUCROSE • GLYCERIN • CHOLESTEROL • ERYNGIUM MARITIMUM EXTRACT • LAMINARIA DIGITATA EXTRACT • GLYCINE SOJA (SOYBEAN) PROTEIN • ACETYL GLUCOSAMINE • CAFFEINE • SORBITOL • SIGESBECKIA ORIENTALIS (ST. PAUL'S WORT) EXTRACT • TOURMALINE • ACETYL HEXAPEPTIDE-8 • SODIUM HYALURONATE • HEXYL LAURATE • CETYL PEG/PPG-10/1 DIMETHICONE • DISTEARDIMONIUM HECTORITE • C12-16 ALCOHOLS • MAGNESIUM ALUMINUM SILICATE • TREHALOSE • YEAST EXTRACT\FAEX\EXTRAIT DE LEVURE • DIMETHICONE SILYLATE • PROPYLENE GLYCOL DIETHYLHEXANOATE • YEAST POLYSACCHARIDES • CAPRYLYL GLYCOL • TRIETHYL CITRATE • TETRAHEXYLDECYL ASCORBATE • STEARIC ACID • PALMITIC ACID • HYDROGENATED LECITHIN • METHICONE • PROPYLENE GLYCOL DICAPRATE • TOCOPHERYL LINOLEATE/OLEATE • SODIUM CHLORIDE • ALUMINUM HYDROXIDE • HEXYLENE GLYCOL • TRIETHOXYCAPRYLYLSILANE • FRAGRANCE (PARFUM) • ALCOHOL DENAT. • DISODIUM EDTA • BHT • PHENOXYETHANOL • [+/- MICA • TITANIUM DIOXIDE (CI 77891) • IRON OXIDES (CI 77492) • IRON OXIDES (CI 77491) • IRON OXIDES (CI 77499)] <ILN42899>

Other information

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

PRINCIPAL DISPLAY PANEL - 30 ml Bottle Carton

SKINCOLOR DE LA MER™

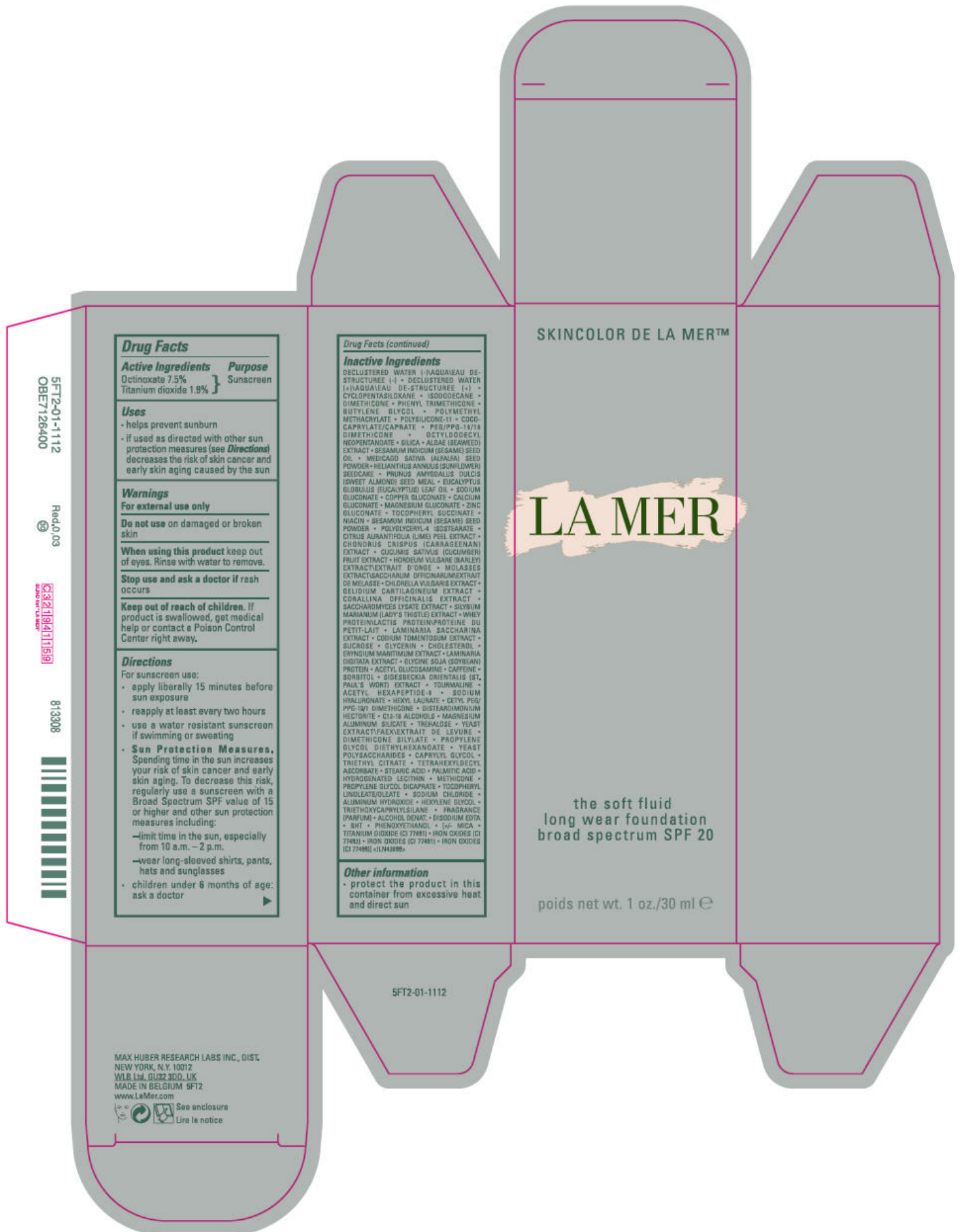
LA MER

the soft fluid

long wear foundation

broad spectrum SPF 20

net wt. 1 oz./30 ml e



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Drug Facts (continued)

Inactive Ingredients

DECLUSTERED WATER (EAU DE-STRUCTUREE (1) • DECLUSTERED WATER (EAU DE-STRUCTUREE (1) • CHLOROPENTASILOXANE • ISODODECANE • DIMETHICONE • PHENYL TRIMETHICONE • BUTYLENE GLYCOL • POLYMETHYL METHACRYLATE • POLYSILOXANE-11 • COO-CAPRYLATE/CAPRATE • PES/PPG-15/18 DIMETHICONE • OCTYLDODECYL NEOPENTANOATE • SILICA • ALGAE (SEAWEED) EXTRACT • SESAMUM INDICUM (SESAME) SEED OIL • MEGACAD SATIVA (PALM) SEED POWDER • HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL • PRUNUS AMYGDALUS DULCIS (SWEET ALMOND) SEED MEAL • EUCALYPTUS GLOBULUS (EUCALYPTUS) LEAF OIL • SODIUM GLUCONATE • COPPER GLUCONATE • CALCIUM GLUCONATE • MAGNESIUM GLUCONATE • ZINC GLUCONATE • TOCOPHERYL SUCCINATE • NIACIN • SESAMUM INDICUM (SESAME) SEED POWDER • POLYGLYCERYL-4 SEOSTEARATE • CITRUS AURANTIOLA (LEMON) PEEL EXTRACT • CHONDRIUS CRISPUS (CARRAGEENAN) EXTRACT • CUCUMIS SATIVUS (CUCUMBER) FRUIT EXTRACT • HONDIGUM VULGARE (WAXY) EXTRACT/EXTRAIT D'ONGE • MOLASSES EXTRACT/SACCHARUM OFFICINARUM/EXTRAIT DE MELASSE • CHLORELLA VULGARIS EXTRACT • BELLIUM CARTILAGINEUM EXTRACT • CORALLINA OFFICINALIS EXTRACT • SACCHAROMYCES LYBATE EXTRACT • SILYBIUM MARIANUM (LADY'S THISTLE) EXTRACT • WHEY PROTEIN/LACTIC PROTEIN/PROTEINE DU PETIT-LAIT • LAMINARIA SACCHARINA EXTRACT • CIDIUM TOMENTOSUM EXTRACT • SUCROSE • GLYCERIN • CHOLESTEROL • SPERMATIUM MARITIMUM EXTRACT • LAMINARIA DIGITATA EXTRACT • GLYCINE SOJA (SOYBEAN) PROTEIN • ACETYL GLUCOSAMINE • CAFFEINE • SORBITOL • SIBSIBECIA ORIENTALIS (ST. PAUL'S WORD) EXTRACT • TOURMALINE • ACETYL HEXAPEPTIDE-8 • SODIUM HYALURONATE • HEXYL LAURATE • CETYL PEG-10 DIMETHICONE • DISTEAROYLUM HECTORITE • C12-18 ALCOHOLS • MAGNESIUM ALUMINUM SILICATE • TREHALOSE • YEAST EXTRACT/EXTRAIT DE LEVURE • DIMETHICONE SILYATE • PROPYLENE GLYCOL DIETHYLHEXANOATE • YEAST POLYSACCHARIDES • CAPRYLYL GLYCOL • TRIETHYL CITRATE • TETRAHYDXYBECYL ASCORBATE • STEARIC ACID • PALMITIC ACID • HYDROGENATED LECITHIN • METHICONE • PROPYLENE GLYCOL DICAPRATE • TOCOPHERYL UNDECYLATE • SODIUM CHLORIDE • ALUMINUM HYDROXIDE • HEXYLENE GLYCOL • TRIETHOXYCAPRYLYLSILANE • FRAGRANCE (PARFUM) • ALCOHOL DENAT. • DISODIUM EDTA • BHT • PHENOXETHANOL • [+/- MICA • TITANIUM DIOXIDE (CI 77891) • IRON OXIDES (CI 77492) • IRON OXIDES (CI 77491) • IRON OXIDES (CI 77499) • (LH43985

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SKINCOLOR DE LA MER™

LA MER

the soft fluid
long wear foundation
broad spectrum SPF 20

poids net wt. 1 oz./30 ml e

SFT2-01-1112

MAX HUBER RESEARCH LABS INC., DIST.
NEW YORK, N.Y. 10012
VLB Ltd. D13230D, UK
MADE IN BELGIUM SFT2
www.LaMer.com



SFT2-01-1112
OBE7126400

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Barcode for La Mer

813308



THE SOF FLUID LONG WEAR FOUNDATION BROAD SPECTRUM SPF 20

octinoxate and titanium dioxide liquid

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:65966-018
Route of Administration	TOPICAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
OCTINOXATE (UNII: 4Y5P7MUD51) (OCTINOXATE - UNII:4Y5P7MUD51)	OCTINOXATE	75 mg in 1 mL
TITANIUM DIOXIDE (UNII: 15FIX9V2JP) (TITANIUM DIOXIDE - UNII:15FIX9V2JP)	TITANIUM DIOXIDE	19 mg in 1 mL

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
CYCLOMETHICONE 5 (UNII: 0THT5PCI0R)	
ISODODECANE (UNII: A8289P68Y2)	
DIMETHICONE (UNII: 92RU3N3Y1O)	
PHENYL TRIMETHICONE (UNII: DR0K5NOJ4R)	
BUTYLENE GLYCOL (UNII: 3XUS85K0RA)	
POLY(METHYL METHACRYLATE; 450000 MW) (UNII: Z47NNT4J11)	
DIMETHICONE/VINYL DIMETHICONE CROSSPOLYMER (SOFT PARTICLE) (UNII: 9E4CO0W6C5)	
COCOYL CAPRYLOCAPRATE (UNII: 8D9H4QU99H)	
PEG/PPG-18/18 DIMETHICONE (UNII: 9H0AO7T794)	
OCTYLDODECYL NEOPENTANOATE (UNII: X8725R883T)	
SILICON DIOXIDE (UNII: ETJ7Z6XBU4)	
NORI (UNII: 477TV3P5UX)	
SESAME OIL (UNII: QX10HYY4QV)	
ALFALFA SEED (UNII: 67PHZ58858)	
HELIANTHUS ANNUUS SEEDCAKE (UNII: 482WYF7XLC)	
ALMOND (UNII: 3Z252A2K9G)	
EUCALYPTUS OIL (UNII: 2R04ONI662)	
SODIUM GLUCONATE (UNII: R6Q3791S76)	
COPPER GLUCONATE (UNII: RV823G6G67)	
CALCIUM GLUCONATE (UNII: SQE6VB453K)	
MAGNESIUM GLUCONATE (UNII: T42NAD2KHC)	
ZINC SUCCINATE (UNII: IY01B595GR)	
.ALPHA.-TOCOPHEROL SUCCINATE, D- (UNII: LU4B53JYVE)	
NIACIN (UNII: 2679MF687A)	
SESAME SEED (UNII: 7Y1255HVXR)	
POLYGLYCERYL-4 ISOSTEARATE (UNII: 820DPX33S7)	
LIME PEEL (UNII: 544EQK5Q0W)	
CHONDRUS CRISPUS CARRAGEENAN (UNII: UE856F2T78)	

CUCUMBER (UNII: YY7C30VXJT)	
HORDEUM VULGARE WHOLE (UNII: 8JBE478M5Q)	
MOLASSES (UNII: LSU3YX0KZO)	
CHLORELLA VULGARIS (UNII: RYQ4R60M02)	
PLOCAMIUM CARTILAGINEUM (UNII: 37LBZ0E1UE)	
CORALLINA OFFICINALIS (UNII: 4004498D06)	
SACCHAROMYCES LYSATE (UNII: R85W246Z1C)	
MILK THISTLE (UNII: U946SH95EE)	
WHEY (UNII: 8617Z5FMF6)	
SACCHARINA LATISSIMA (UNII: 68CMP2MB55)	
CODIUM TOMENTOSUM (UNII: B8B45BRU87)	
SUCROSE (UNII: C151H8M554)	
GLYCERIN (UNII: PDC6A3C0OX)	
CHOLESTEROL (UNII: 97C5T2UQ7J)	
LAMINARIA DIGITATA (UNII: 15E7C67EE8)	
SOY PROTEIN (UNII: R44IWB3RN5)	
N-ACETYLGLUCOSAMINE (UNII: V956696549)	
CAFFEINE (UNII: 3G6A5W338E)	
SORBITOL (UNII: 506T60A25R)	
ACETYL HEXAPEPTIDE-8 (UNII: L4EL31FWL)	
HYALURONATE SODIUM (UNII: YSE9PPT4TH)	
HEXYL LAURATE (UNII: 4CG9F9W01Q)	
DISTEARDIMONIUM HECTORITE (UNII: X687XDK09L)	
C12-16 ALCOHOLS (UNII: S4827SZE3L)	
MAGNESIUM ALUMINUM SILICATE (UNII: 6M3P64V0NC)	
TREHALOSE (UNII: B8WCK70T7I)	
YEAST, UNSPECIFIED (UNII: 3NY3SM6B8U)	
PROPYLENE GLYCOL DIETHYLHEXANOATE (UNII: 8D8I9Z0F1Z)	
CAPRYLYL GLYCOL (UNII: 00YIU5438U)	
TRIETHYL CITRATE (UNII: 8Z96QXD6UM)	
TETRAHEXYLDECYL ASCORBATE (UNII: 9LBV3F07AZ)	
STEARIC ACID (UNII: 4ELV7Z65AP)	
PALMITIC ACID (UNII: 2V16EO95H1)	
HYDROGENATED SOYBEAN LECITHIN (UNII: H1109Z9J4N)	
METHICONE (20 CST) (UNII: 6777U11MKT)	
PROPYLENE GLYCOL DICAPRATE (UNII: U783H9JHWY)	
SODIUM CHLORIDE (UNII: 451W47IQ8X)	
ALUMINUM HYDROXIDE (UNII: 5QB0T2IUN0)	
HEXYLENE GLYCOL (UNII: KEH0A3F75J)	
TRIETHOXYCAPRYLYLSILANE (UNII: LDC331P08E)	
ALCOHOL (UNII: 3K9958V90M)	
EDETATE DISODIUM ANHYDROUS (UNII: 8NLQ36F6MM)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	
PHENOXYETHANOL (UNII: HIE492ZZ3T)	
MICA (UNII: V8A1AW0880)	
FERRIC OXIDE YELLOW (UNII: EX438O2MRT)	
FERRIC OXIDE RED (UNII: 1K09F3G675)	
FERROSO-FERRIC OXIDE (UNII: XM0M87F357)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:65966-018-01	1 in 1 CARTON	03/01/2016	
1		30 mL in 1 BOTTLE; Type 0: Not a Combination Product		
2	NDC:65966-018-02	1 mL in 1 PACKET; Type 0: Not a Combination Product	03/02/2022	10/30/2023

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M020	03/01/2016	

Labeler - MAX HUBER RESEARCH LAB INC (926708694)

Registrant - Estee Lauder Companies Inc. (790802086)

Establishment

Name	Address	ID/FEI	Business Operations
Estee Lauder N.V.		370151326	manufacture(65966-018) , pack(65966-018) , label(65966-018)

Revised: 10/2023

MAX HUBER RESEARCH LAB INC