

**IMAGE ESSENTIALS OATMEAL MOISTURIZING- dimethicone lotion**  
**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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**DRUG FACTS**

**ACTIVE INGREDIENT**

DIMETHICONE 1.25%

**PURPOSE**

SKIN PROTECTANT

**USES**

TEMPORARILY PROTECTS AND HELPS RELIEVE CHAPPED OR CRACKED SKIN AND HELPS PROTECT FROM THE DRYING EFFECTS OF WIND AND COLD

**WARNINGS**

FOR EXTERNAL USE ONLY

**WHEN USING THIS PRODUCT**

AVOID CONTACT WITH EYES. IF CONTACT OCCURS, RINSE THOROUGHLY WITH WATER

STOP USE AND ASK A DOCTOR IF

CONDITION WORSENS, OR IF RASH OR IRRITATION DEVELOPS AND LASTS MORE THAN 7 DAYS, OR IF THEY CLEAR UP AND RECUR WITHIN A FEW DAYS

*KEEP OUT OF REACH OF CHILDREN*

IN CASE OF ACCIDENTAL INGESTION, GET MEDICAL HELP OR CONTACT A POISON CONTROL CENTER IMMEDIATELY (1-800-222-1222)

**DIRECTIONS**

APPLY AS NEEDED

**INACTIVE INGREDIENTS**

WATER (AQUA), GLYCERIN, DISTEARYLDIMONIUM CHLORIDE, PETROLATUM, ISOPROPYL PALMITATE, CETYL ALCOHOL, AVENA SATIVA (OAT) KERNEL FLOUR, SODIUM CHLORIDE, DMDM HYDANTOIN, SODIUM HYDROXIDE, BENZYL ALCOHOL, METHYLPARABEN, PROPYLPARABEN

**LABEL COPY**

Compare to Aveeno®  
Daily Moisturizing Lotion\*

IMAGE  
ESSENTIALS

DAILY  
Oatmeal  
Moisturizing  
Lotion

With Natural Colloidal Oatmeal

Long Lasting Moisturization

Temporarily Protects and  
Helps Relieve Chapped or  
Cracked Skin

Helps Protect from the  
Drying Effects of Wind  
and Cold

Fragrance  
Free

18 FL OZ (532 mL)

06-19327

DAILY  
Oatmeal  
Moisturizing  
Lotion

**Drug Facts**

Active ingredient	Purpose
Dimethicone 1.25%	Skin Protectant

**Uses** ■ Temporarily protects and helps relieve chapped or cracked skin and helps protect from the drying effects of wind and cold.

**Warnings**

For external use only.

**When using this product** ■ avoid contact with eyes. ■ If contact occurs, rinse thoroughly with water.

**Stop use and ask a doctor if**

■ condition worsens, or if rash or irritation develops and lasts more than 7 days, or if they clear up and recur within a few days.

**Keep out of reach of children.** ■ In case of accidental ingestion, get medical help or contact a Poison Control Center immediately (1-800-222-1222).

**Directions** ■ Apply as needed.

**Inactive ingredients** Water (Aqua), Glycerin, Distearyltrimonium Chloride, Petrolatum, Isopropyl Palmitate, Cetyl Alcohol, Dimethicone, Avena Sativa (Oat) Kernel Flour, Sodium Chloride, DMDM Hydantoin, Sodium Hydroxide, Benzyl Alcohol, Methylparaben, Propylparaben.

\*This product is not manufactured or distributed by Johnson & Johnson Consumer Companies, Inc., distributor of Aveeno® Daily Moisturizing Lotion.

Distributed by: Kmart Corporation, Hoffman Estates, IL 60179

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Made in Canada

**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.



06-19328

**IMAGE ESSENTIALS OATMEAL MOISTURIZING**

dimethicone lotion

**Product Information**

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:49738-320
Route of Administration	TOPICAL		

**Active Ingredient/Active Moiety**

Ingredient Name	Basis of Strength	Strength
DIMETHICONE (UNII: 92RU3N3Y1O) (DIMETHICONE - UNII:92RU3N3Y1O)	DIMETHICONE	12.5 mg in 1 mL

**Inactive Ingredients**

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	
GLYCERIN (UNII: PDC6A3C0OX)	
DISTEARYLDIMONIUM CHLORIDE (UNII: OM9573ZX3X)	
PETROLATUM (UNII: 4T6H12BN9U)	
ISOPROPYL PALMITATE (UNII: 8CRQ2TH63M)	
CETYL ALCOHOL (UNII: 936JST6JCN)	
OATMEAL (UNII: 8PI54V663Y)	
SODIUM CHLORIDE (UNII: 451W47IQ8X)	
DMDM HYDANTOIN (UNII: BYR0546TOW)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
METHYL PARABEN (UNII: A2I8C7HI9T)	
PROPYL PARABEN (UNII: Z8IX2SC1OH)	

### Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:49738-320-18	532 mL in 1 BOTTLE, PLASTIC		

### Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part347	02/25/2014	

**Labeler** - KMART CORPORATION (008965873)

**Registrant** - APOLLO HEALTH AND BEAUTY CARE (201901209)

### Establishment

Name	Address	ID/FEI	Business Operations
APOLLO HEALTH AND BEAUTY CARE		201901209	manufacture(49738-320)

Revised: 2/2014

KMART CORPORATION