

**PREMIUM MOISTURIZING SUNSCREEN BROAD SPECTRUM SPF 70-
avobenzene, homosalate, octisalate, octocrylene lotion
Wasatch Product Development, LLC**

Sun Bum SPF 70 Premium Moisturizing Sunscreen Lotion

Active ingredients

Avobenzene 3%, Homosalate 15%, Octisalate 5%, Octocrylene 10%. **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

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

Stop use and ask a doctor if rash occurs

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

Directions

- shake well before use
- apply liberally 15 minutes before sun exposure
- reapply:
 - after 80 minutes of swimming or sweating
 - immediately after towel drying
 - at least every 2 hours.
- 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 your time in the sun, especially from 10a.m. – 2 p.m.
- wear long-sleeved shirts, pants, hats, and sunglasses

Other information

Protect this product from excessive heat and direct sun

Inactive ingredients

water, cetyl palmitate, hydrated silica, acrylates/C12-22 alkyl methacrylate copolymer, caprylyl methicone, styrene/acrylates copolymer, cetyl dimethicone, glyceryl stearate, PEG-100 stearate, polyester-8, trideceth-6, dimethicone, ethylhexyl stearate, fragrance, phenoxyethanol, dimethyl capramide, sodium polyacrylate, trimethylsiloxysilicate,

xanthan gum, BHT, dipotassium glycyrrhizate, tocopheryl acetate, ethylhexylglycerin, tetrasodium glutamate diacetate

Sun Bum

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Premium Moisturizing Sunscreen Lotion

Broad Spectrum SPF 70

Water Resistant (80 Minutes)

Gluten Free and Vegan

Antioxidant Enriched (Vitamin E)

Dermatologist Tested

6 FL OZ / 177 mL



Sun Bum® / 6 Oz / SPF 70 Lotion (Tube)

File Name: SB_OG_6Oz_SPF 70 Lotion_R1V1_444103

USA

Production Revision: R444103

Color Callouts:

- Pantone 7601 C
- Pantone 72322 C
- White

Round: 01 | Version: 01

Proper UPC?	Stretched Logo?
Yes <input checked="" type="checkbox"/> N/A <input type="checkbox"/>	Yes <input type="checkbox"/> N/A <input type="checkbox"/>
No <input type="checkbox"/>	No <input checked="" type="checkbox"/>

CCL TUBE	Tube Size: 2" (D) x 5-11/16" (H)	Created: 3/23/17 PG	GENERAL NOTES • Measurements are in inches. • All copy must be 1/16" below the eye-mark. • Please include a PDF, list of colors, and convert text to outlines when submitting artwork.
	Drawing No: 2X5-11-16-DP-SunBum	Revisions: N/A	
	Shoulder Margin: 0"		
	Open End Margin: 1/4"		
	Eye-mark Size: 1/8" x 1/4"		
	Scale: 100%		
Die Line Type: Direct Print			

1/32" bleed (left side) for overlap, and 1/8" bleed (bottom) for printing over the shoulder

1/4" NO PRINT AREA

Quiet zone. All copy must be 1/16" below the eye-mark.

70

Premium Moisturizing Sunscreen Lotion
Broad Spectrum SPF 70
Water Resistant (80 Minutes)

Gluten Free and Vegan
Antioxidant Enriched (Vitamin E)
Dermatologist Tested

6 FL OZ / 177 mL

Trust The Bum®

- Vegan
- Hypoallergenic
- Oxybenzone Free
- Gluten Free
- Octinoxate Free
- Retinyl Palmitate Free

Drug Facts

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Avobenzene 3%, Homosalate 15%, Octisalate 5%, Octocrylene 10%	Sunscreen

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Questions? 1-877-978-6286

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Mfg. for and Dist. by Sun Bum, LLC, PO Box 320598 Cocoa Beach, FL, 32932 USA. © 2019 Sun Bum, LLC. Made in the USA with globally sourced components. R444103.

1/4" NO COPY IN THIS AREA, BACKGROUND PANEL ONLY

Open End

5 11/16" Tube Sleeve Length

Shoulder

PREMIUM MOISTURIZING SUNSCREEN BROAD SPECTRUM SPF 70

avobenzone, homosalate, octisalate, octocrylene lotion

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:44717-070
Route of Administration	TOPICAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
AVOBENZONE (UNII: G63QQF2NOX) (AVOBENZONE - UNII:G63QQF2NOX)	AVOBENZONE	3 g in 100 mL
HOMOSALATE (UNII: V06SV4M95S) (HOMOSALATE - UNII:V06SV4M95S)	HOMOSALATE	15 g in 100 mL
OCTISALATE (UNII: 4X49Y0596W) (OCTISALATE - UNII:4X49Y0596W)	OCTISALATE	5 g in 100 mL
OCTOCRYLENE (UNII: 5A68WGF6WM) (OCTOCRYLENE - UNII:5A68WGF6WM)	OCTOCRYLENE	10 g in 100 mL

Inactive Ingredients

Ingredient Name	Strength
ETHYLHEXYL STEARATE (UNII: EG3PA2K3K5)	
CETYL DIMETHICONE 25 (UNII: U4AS1BW4ZB)	
GLYCERYL MONOSTEARATE (UNII: 230OU9XXE4)	
PHENOXYETHANOL (UNII: HIE492ZZ3T)	
DIMETHYL CAPRAMIDE (UNII: O29Y6X2JEZ)	
SODIUM POLYACRYLATE (8000 MW) (UNII: 285CYO341L)	
TRIDECETH-6 (UNII: 3T5PCR2H0C)	
DIMETHICONE 100 (UNII: RO266O364U)	
PEG-100 STEARATE (UNII: YD01N1999R)	
POLYESTER-8 (1400 MW, CYANODIPHENYLPROPENOYL CAPPED) (UNII: T9296U138P)	
TRIMETHYLSILOXYSILICATE (M/Q 0.6-0.8) (UNII: 5041RX63GN)	
GLYCYRRHIZINATE DIPOTASSIUM (UNII: CA2Y0FE3FX)	
WATER (UNII: 059QF0KO0R)	
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
ETHYLHEXYLGLYCERIN (UNII: 147D247K3P)	
CAPRYLYL TRISILOXANE (UNII: Q95M2P1KJL)	
CETYL PALMITATE (UNII: 5ZA2S6B08X)	
TETRASODIUM GLUTAMATE DIACETATE (UNII: 5EHL50I4MY)	
.ALPHA.-TOCOPHEROL ACETATE (UNII: 9E8X80D2L0)	
XANTHAN GUM (UNII: TTV12P4NEE)	
BUTYLATED HYDROXYTOLUENE (UNII: 1P9D0Z171K)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:44717-070-01	177 mL in 1 TUBE; Type 0: Not a Combination Product	02/01/2023	

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M020	02/01/2023	

Labeler - Wasatch Product Development, LLC (962452533)

Revised: 10/2025

Wasatch Product Development, LLC