

PRIMARY FRONT PANEL

Logo VICHY: Gill Standard 15.75 pt
LABORATOIRES: Gill Standard 3.144 pt

VICHY
LABORATOIRES

Helvetica Neue 55 Roman 14.75 pt

**CAPITAL
SOLEIL 20**
**SUNSCREEN
CREAM**

Helvetica Neue 75 Bold 9 pt

Helvetica Neue 95 Black 53 pt
Helvetica Neue 77 Bold Cond 15 pt
Helvetica Neue 45 Light 6.75 pt

SPF 20
FOR FACE AND BODY

Helvetica Neue 75 Bold 8 pt
Helvetica Neue 95 Black 8 pt
Helvetica Neue 75 Bold 5.5 pt
Helvetica Neue 75 Bold 6.5 pt

**WITH
MEXORYL™ SX (ECAMSULE)
A UNIQUE UVA FILTER**

**BROAD SPECTRUM
UVA / UVB PROTECTION**

Helvetica Neue 45 Light 5.75 pt
Helvetica Neue 75 Bold 7 pt

Suitable for sensitive skin
Allergy-tested, Oil-free
Dermatologist tested
**Water/Perspiration
Resistant**

Helvetica Neue 55 Roman 13.6 pt

100g 3.4 OZ.

PRIMARY BACK PANEL

**WITH MEXORYL™ SX (ECAMSULE):
BROAD SPECTRUM
UVA/UVB PROTECTION**

UVA and UVB rays may increase the risk of skin cancer. UVA rays can diminish the skin's natural protective mechanism. The cumulative effects of exposure to UVA can cause an alteration to the skin structure leading to wrinkles, loss of firmness and the appearance of age spots. UVB rays may also contribute to premature skin aging.

CAPITAL SOLEIL 20's innovative formula combines a unique UVA filter, **Mexoryl™ SX (ecamsule)**, with Parsol® 1789 (avobenzone) to create a new concept in sun protection. **CAPITAL SOLEIL 20 with Mexoryl™ SX** protects against both long and short UVA rays, while also providing UVB protection against sunburn. The skin is protected, moisturized and healthy-looking.

Active ingredients: Avobenzone* 2%, Ecamsule** 2%, Octocrylene 10%, Titanium dioxide 2%.

Uses: Helps prevent sunburn. Higher SPF gives more sunburn protection. Retains SPF after 40 minutes of activity in the water or perspiring. Helps provide protection from UVA rays (short and long wavelengths).

Warnings: For external use only. Do not use on broken skin or serious burns. When using this product, keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash or irritation develops and lasts. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions: Apply liberally 15 minutes before sun exposure. Reapply after 40 minutes of swimming or perspiring and after towel drying. Children under 6 months of age: ask a doctor.

Questions? x-xxx-xxx-xxxx Monday - Friday (9 a.m. to 5 p.m. EST)

* Avobenzone: Parsol® 1789 is a trademark of DSM Nutritional Products.

** Ecamsule: MEXORYL is a trademark of L'Oréal S.A.

L'Oréal U.S. Patent No. 5,587,150

Store at 20-25° C (68-77°F).

Distributed by Vichy LLC,
New York, NY 10017
Made in U.S.A.
www.vichy.com

ALL HEADINGS: Gill Sans Bold Italic 8 pt

ALL TEXT: Gill Sans Standard 6 pt

ALL SUBHEADINGS: Gill Sans Bold 6 pt

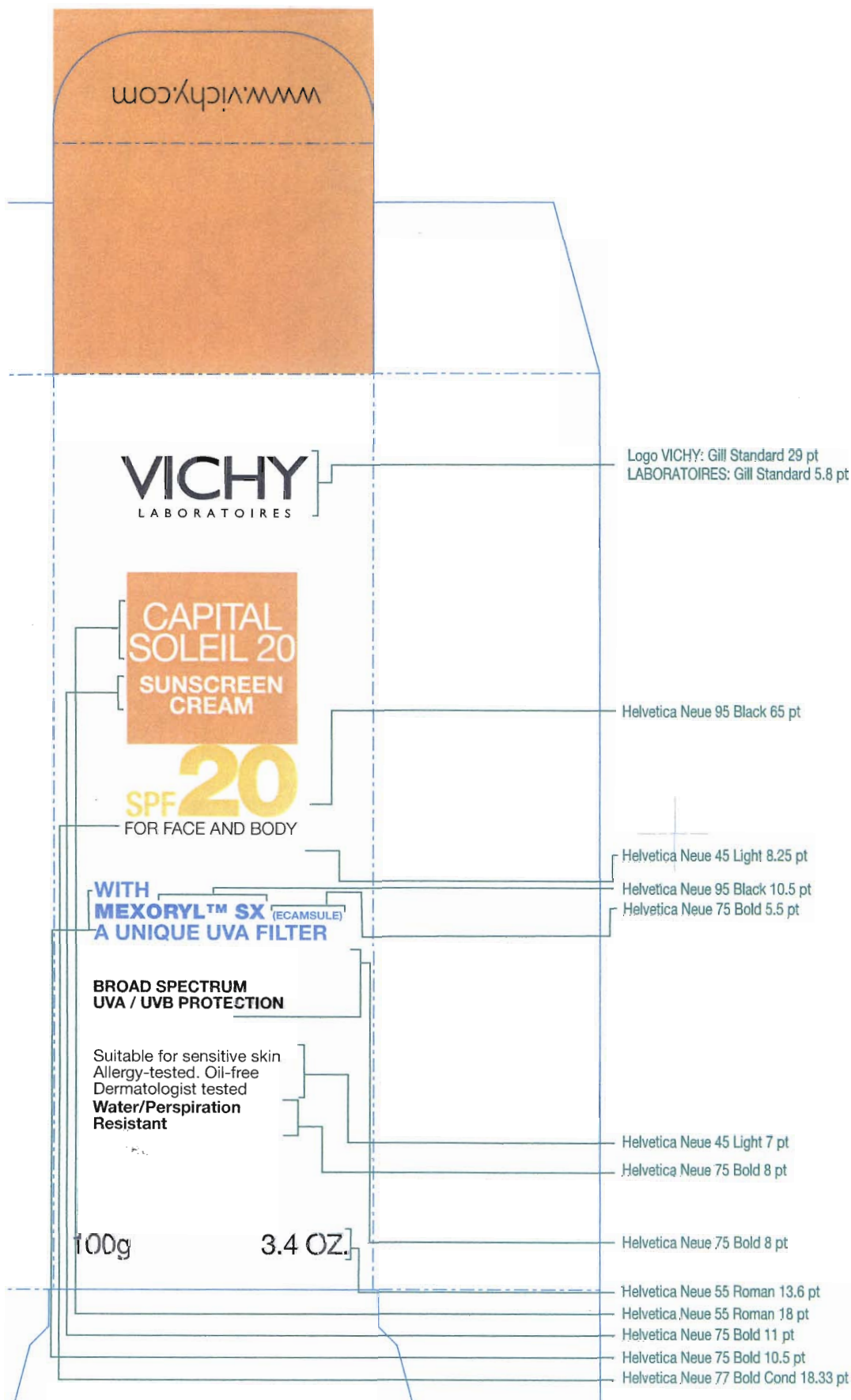
Gill Sans Standard 4.28 pt

Gill Sans Standard 5.78 pt

Gill Sans Standard 7 pt

Gill Sans Light 7.76 pt

SECONDARY FRONT PANEL



SECONDARY BACK PANEL

CAPITAL SOLEIL SUNSCREEN CREAM WITH MEXORYL™ SX (ECAMSULE): BROAD SPECTRUM UVA/UVB PROTECTION

Unprotected exposure to the sun can lead to UV-induced skin damage. UVA and UVB rays may increase the risk of skin cancer. UVA rays can diminish the skin's natural protective mechanism.

The cumulative effects of exposure to UVA can cause an alteration to the skin structure leading to wrinkles, loss of firmness and the appearance of age spots. UVB rays may also contribute to premature skin aging. There are two types of UVA rays, long and short UVA rays. Some sunscreen products do not provide protection against UVA rays.

CAPITAL SOLEIL 20's innovative formula combines a unique UVA filter, **Mexoryl™ SX*** (ecamsule), with Parsol® 1789** (avobenzene) to create a new concept in sun protection. **CAPITAL SOLEIL 20** with **Mexoryl™ SX** protects against both long and short UVA rays, while also providing UVB protection against sunburn. The skin is protected, moisturized and healthy-looking.

Broad Spectrum UVA/UVB protection; SPF 20

CAPITAL SOLEIL 20 with **Mexoryl™ SX** helps provide protection from UVA and UVB rays.

CAPITAL SOLEIL protects against

UVB rays

Short UVA rays

Long UVA rays



GENTLE FORMULA SUITABLE FOR SENSITIVE SKIN

- For face and body
- Suitable for sensitive skin
- Aminobenzoic acid (PABA) -free
- Oil-free
- Water & perspiration resistant
- Fragrance-free
- Dermatologist tested

Store at 20-25°C (68-77°F).

Distributed by Vichy LLC,
New York, NY 10017

Made in U.S.A.

Ref. 00 00 00

www.vichy.com

Helvetica Neue 45 Light 6.25 pt

Gill Sans Standard 7 pt

Gill Sans Standard 6 pt

Gill Sans Light 8 pt

SECONDARY RIGHT SIDE PANEL

ULTRAVIOLET RAYS UVA AND UVB

UV rays may contribute to premature skin aging
UVB rays cause sunburn
UVA and UVB rays may increase the risk of skin cancer

UVA rays have been shown to penetrate deeper into the skin, damaging the elasticity of the tissue which may accelerate the aging of the skin. The two types of UVA rays, UVA short and UVA long, penetrate the skin at different levels. UVB rays may also contribute to premature skin aging. UVA and UVB rays may lead to the increased risk of developing skin cancer.

DAMAGE CAUSED AT SURFACE LEVEL AND DEEP WITHIN SKIN TISSUE



What does SPF mean?
SPF, or "Sun Protection Factor", is the degree of protection a sunscreen offers against **UVB rays which cause sunburn**.

Repeated exposure of unprotected skin to the sun may increase the risk of skin cancer, even if you don't burn.

SUN ALERT

Limiting sun exposure, wearing protective clothing, and using sunscreens may reduce the risks of skin aging, skin cancer, and other harmful effects of the sun.

Gill Sans Bold 7 pt

Gill Sans Standard 7 pt

SECONDARY LEFT SIDE PANEL

ALL TEXT: Gill Sans Standard 6 pt, Leading: 6 pt
ALL SUBHEADINGS: Gill Sans Bold 6 pt, Leading: 8 pt
ALL HEADINGS: Gill Sans Bold Italic 8 pt, Leading: 14 pt
TITLE: Gill Sans Bold Italic 14 pt, Leading: 14 pt
ALL BULLETS: Gill Sans Standard 6 pt,
Maximum characters per inch: 33 (NOT MONOSPACED)
ALL HAIRLINES: 0.3 pt
ALL BARLINES: 0.8 pt

Drug Facts

Active ingredients	Purpose
Avobenzone 2%	Sunscreen
Ecamsule 2%	Sunscreen
Octocrylene 10%	Sunscreen
Titanium dioxide 2%	Sunscreen

Uses

- helps prevent sunburn
- higher SPF gives more sunburn protection
- retains SPF after 40 minutes of activity in the water or perspiring
- helps provide protection from UVA rays (short and long wavelengths)

Warnings

For external use only

Do not use on

- broken skin
- serious burns

When using this product

- keep out of eyes. Rinse with water to remove.

Stop use and ask a doctor if

- rash or irritation develops and lasts

Keep out of reach of children.

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

Directions

- apply liberally 15 minutes before sun exposure
- reapply after 40 minutes of swimming or perspiring and after towel drying
- children under 6 months of age: ask a doctor

Inactive ingredients

carbomer 940, carbomer copolymer Type B, cyclomethicone, dimethicone, edetate disodium, glycerin, hydroxypropyl methylcellulose, isopropyl palmitate, methylparaben, phenoxyethanol, polyvinylpyrrolidone, polyethylene glycol, propylparaben, purified water, stearic acid, stearyl alcohol, stearyl glycol, stearyl glycerides, stearyl alcohol, triethylamine

Questions?

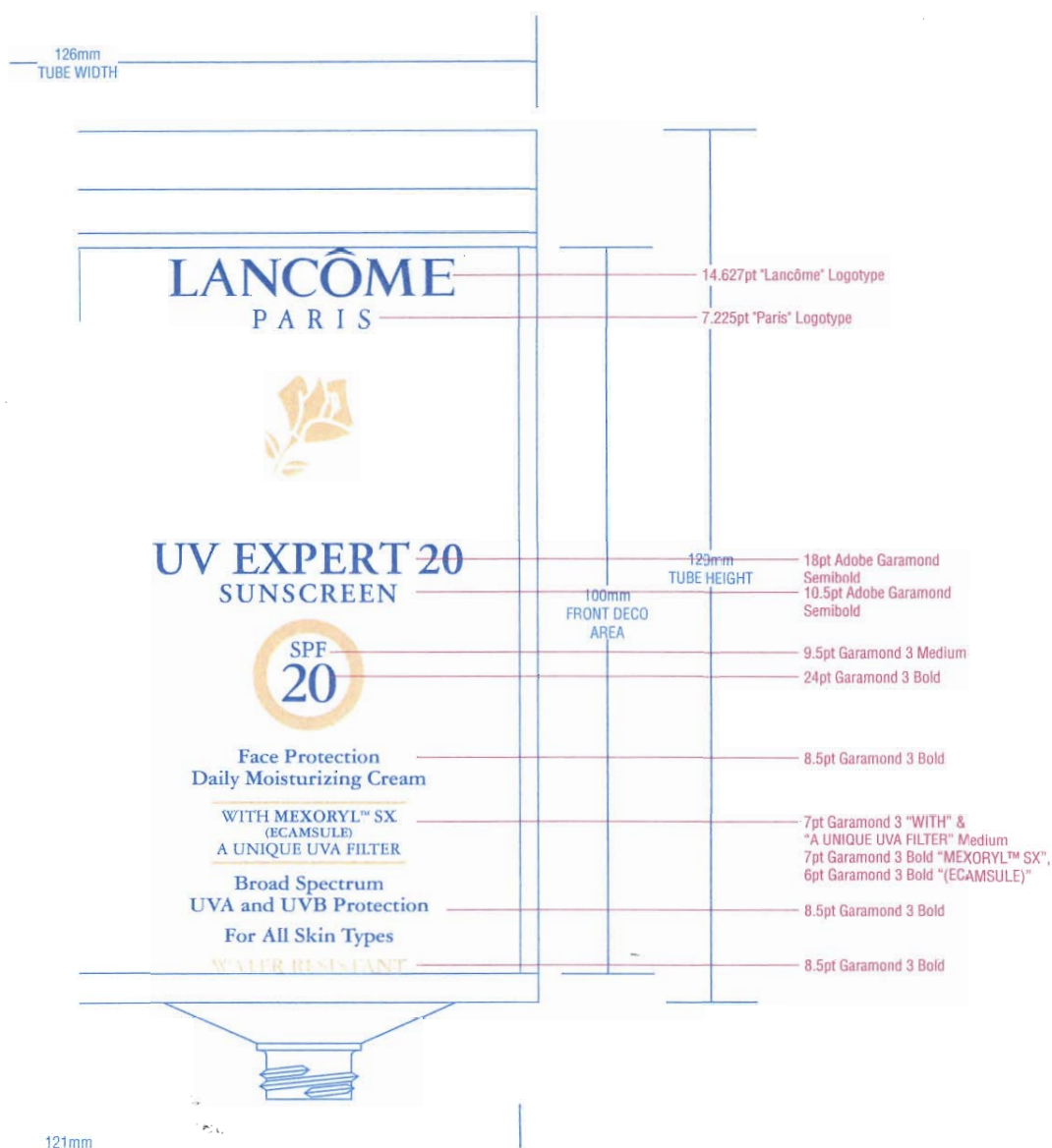
x-xxx-xxx-xxxx

Monday - Friday (9 a.m. to 5 p.m. EST)

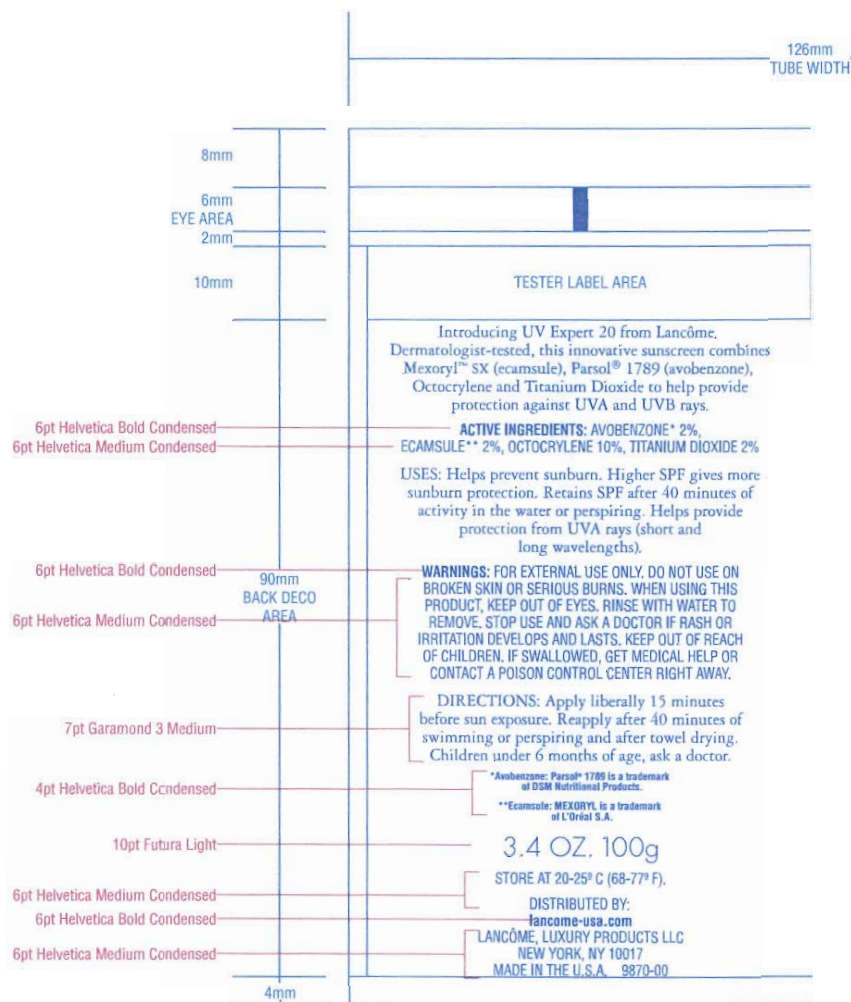
* Ecamsule: MEXORYL is a trademark of L'Oréal S.A.

** Avobenzone: Parsol® 1789 is a trademark of DSM Nutritional Products.
L'Oréal U.S. Patent No. 5,587,150

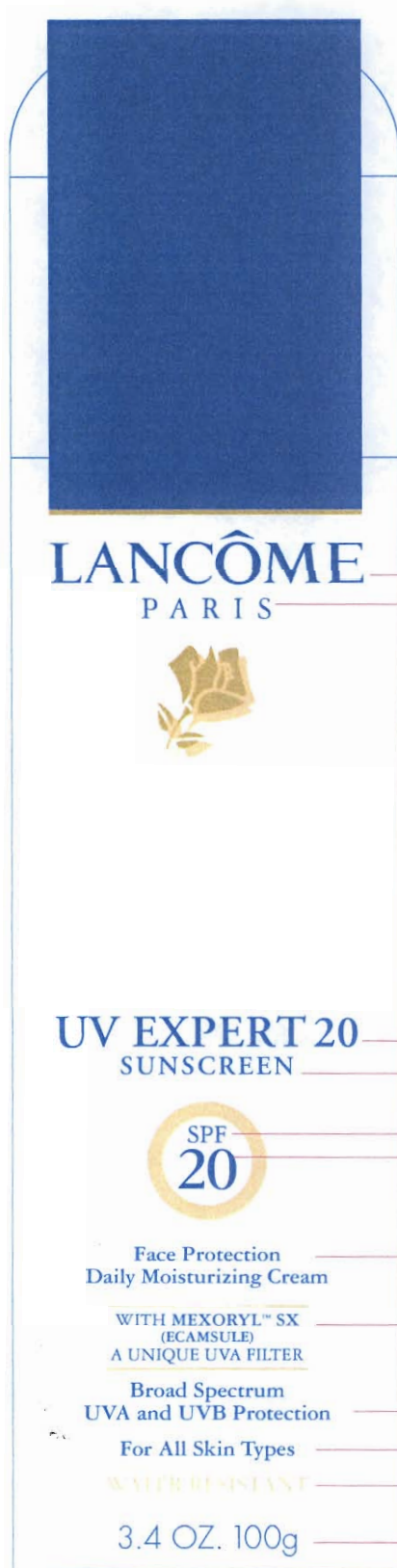
PRIMARY FRONT PANEL



PRIMARY BACK PANEL



SECONDARY FRONT PANEL



LANCÔME
PARIS



UV EXPERT 20
SUNSCREEN



Face Protection
Daily Moisturizing Cream

WITH MEXORYL™ SX
(ECAMSULE)
A UNIQUE UVA FILTER

Broad Spectrum
UVA and UVB Protection

For All Skin Types

WATER RESISTANT

3.4 OZ. 100g

16.427pt "Lancôme" Logotype

8.115pt "Paris" Logotype

18pt Adobe Garamond
Semibold
10.5pt Adobe Garamond
Semibold

10.5pt Garamond 3 Medium
26pt Garamond 3 Bold

9pt Garamond 3 Bold

7pt Garamond 3 "WITH" &
"A UNIQUE UVA FILTER" Medium
7pt Garamond 3 Bold "MEXORYL™ SX",
6pt Garamond 3 Bold "(ECAMSULE)"

9pt Garamond 3 Bold

9pt Garamond 3 Bold

9pt Garamond 3 Bold

12pt Futura Light

SECONDARY BACK PANEL

ALL TEXT: 6pt Helvetica Medium, 7pt leading
ALL SUBHEADINGS: 6pt Helvetica Bold, 8pt leading
ALL HEADINGS: 8pt Helvetica Bold Oblique, 14pt leading
TITLE: 14pt Helvetica Bold Oblique, 14pt leading
ALL BULLETS: 6pt Helvetica Medium, 7pt leading
MAX. CHARACTERS PER INCH: 25 (NOT MONOSPACED)

2pt stroke
0.5pt stroke

Drug Facts

Active ingredients	Purpose
Avobenzone 2%.....	Sunscreen
Ecamsule 2%.....	Sunscreen
Octocrylene 10%.....	Sunscreen
Titanium dioxide 2%.....	Sunscreen

Uses

- helps prevent sunburn
- higher SPF gives more sunburn protection
- retains SPF after 40 minutes of activity in the water or perspiring
- helps provide protection from UVA rays (short and long wavelengths)

Warnings

For external use only

Do not use on

- broken skin
- serious burns

When using this product

- keep out of eyes. Rinse with water to remove.

Stop use and ask a doctor if

- rash or irritation develops and lasts

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

Directions

- apply liberally 15 minutes before sun exposure
- reapply after 40 minutes of swimming or perspiring and after towel drying
- children under 6 months of age: ask a doctor

Inactive ingredients

carbomer 940, carbomer copolymer Type B, cyclomethicone, dimethicone, edetate disodium, glycerin, hydroxypropyl methylcellulose, isopropyl palmitate, methylparaben, phenoxyethanol, polyvinylpyrrolidone/eicosene copolymer, propylene glycol, propylparaben, purified water, stearic acid, stearyl macrogolglycerides, stearyl alcohol, triethylamine

Questions?

X-XXX-XXX-XXXX
Monday-Friday (9 a.m. to 5 p.m. EST)

6pt Helvetica Medium Condensed
6pt Helvetica Bold Condensed
6pt Helvetica Medium Condensed

STORE AT 20-25° C (68-77° F).
DISTRIBUTED BY:
lancome-usa.com
LANCÔME, LUXURY PRODUCTS LLC
NEW YORK, NY 10017
MADE IN THE U.S.A. 9870-00

2534704693

FOR POSITION ONLY!

UV EXPERT 20

Face Protection

Daily Moisturizing Cream

SECONDARY LEFT SIDE PANEL

Introducing Lancôme's next generation of UVA/UVB protection — UV Expert 20 Sunscreen.

This innovative formula features Mexoryl™ SX* (ecamsule), a unique UVA filter, combined with Parsol® 1789** (avobenzone) to help provide protection against both short and long wavelength UVA radiation. Octocrylene helps provide protection against UVB radiation. Titanium Dioxide offers additional UVA/UVB protection.

UV Expert 20 also contains hydrating agents for 24-hour moisturization.

- Suitable for Sensitive Skin
- Water and Perspiration Resistant
- Dermatologist-Tested
- Allergy-Tested
- Oil-Free
- Hypo-Allergenic
- Fragrance-Free
- Aminobenzoic Acid (PABA)-Free

*Ecamsule: MEXORYL is a trademark of L'Oréal S.A.

**Avobenzone: Parsol® 1789 is a trademark of DSM Nutritional Products.

L'Oréal U.S. PATENT No. 5,587,150

5.5pt Garamond 3 Medium

09/06

SECONDARY RIGHT SIDE PANEL

UV Rays Revealed

Ultraviolet (UV) light is energy from the sun that cannot be seen, but its effects can be observed. Unprotected exposure to UVA and UVB rays can increase the risk of skin cancer. These rays may also cause premature skin aging such as the appearance of wrinkles, age spots and loss of firmness.

UVA rays have the power to penetrate deep into the skin and may cause harm to the elastin and collagen fibers that make skin supple and firm.

UVB rays are the "burning" rays. Overexposure can result in sunburn, but even casual exposure to UVB rays may cause damage to the skin's DNA, which is one of the foremost causes of skin cancer.

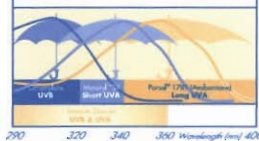
Sun Alert:

Limiting sun exposure, wearing protective clothing, and using sunscreens may reduce the risks of skin aging, skin cancer, and other harmful effects of the sun.

SUN ALERT:
7.5pt Garamond 3 Medium

Broad Spectrum UVA and UVB Filtering System

- **Octocrylene** offers protection by absorbing UVB rays.
- **Mexoryl™SX (ecamsule)** offers protection by absorbing short UVA rays.
- **Parsol® 1789 (avobenzone)** offers protection by absorbing long UVA rays.
- **Titanium Dioxide** offers both UVA and UVB protection by absorbing, reflecting and scattering UV rays.



29AEJB

PRIMARY FRONT PANEL

The image shows a rectangular label for Kiehl's Sunscreen Cream. To the left of the label, various font specifications are listed, each with a line pointing to a specific element on the label. The label itself contains the brand name, product name, usage instructions, and product details.

Font Specification	Label Element
Times Bold 15.5 pt	KIEHL'S
	SINCE 1851
Times Bold Italic 12 pt	UV PROTECTIVE SUNCARE SUNSCREEN CREAM
Times Bold 8 pt	FOR FACE AND BODY
	Water Resistant
Times Italic 9 pt	UVA Protection With Mexoryl™ SX (Ecamsule)
Times Bold 10 pt	SPF 20
Times Bold 7.5 pt	UVA and UVB Broad Spectrum Protection
Times Bold 8.55 pt	3.4 oz. - 100 g

PRIMARY BACK PANEL

This water-resistant UV protection cream combines two UVA filters, Parsol® 1789* (avobenzone) and Mexoryl™ SX† (ecamsule), to help provide UVA protection from the sun. Our fragrance-free face and body sunscreen provides UVA and UVB broad spectrum protection suitable for even sensitive skin. This sweat and water-resistant formulation protects up to 40 minutes after activity in the water. This formula was dermatologist-tested.

ACTIVE INGREDIENTS: Avobenzone 2%, Ecamsule 2%, Octocrylene 10%, Titanium dioxide 2%.

USES: Helps prevent sunburn • Higher SPF gives more sunburn protection • Retains SPF after 40 minutes of activity in the water or perspiring • Helps provide protection from UVA rays (short and long wavelengths).

WARNINGS: For external use only • Do not use on broken skin or serious burns • When using this product keep out of eyes. Rinse with water to remove. • Stop use and ask a doctor if rash or irritation develops and lasts • Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

DIRECTIONS: Apply liberally 15 minutes before sun exposure • Reapply after 40 minutes of swimming or perspiring and after towel drying • Children under 6 months of age: ask a doctor.

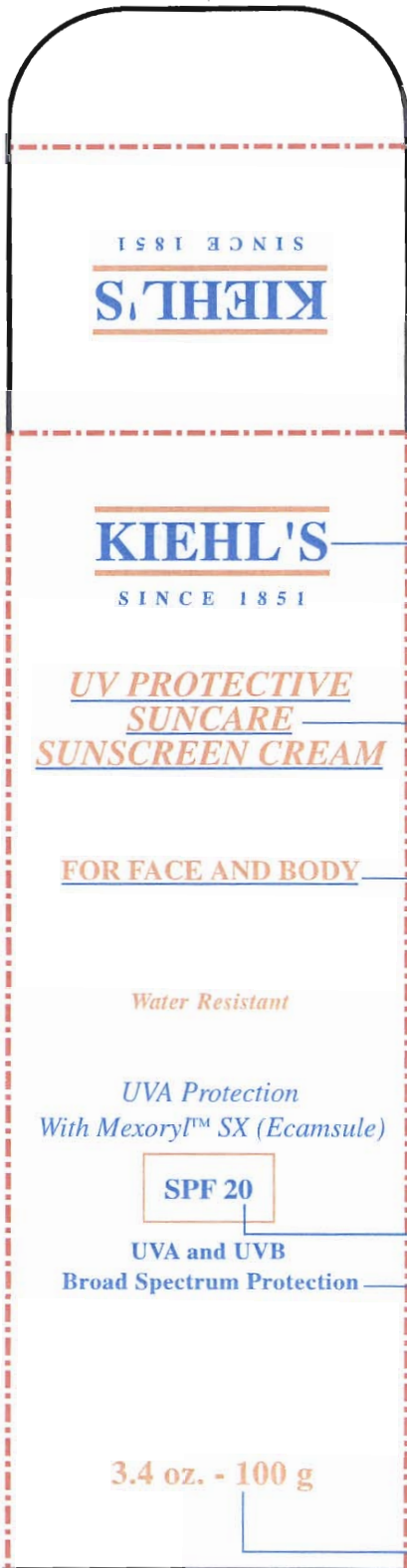
*Avobenzone; Parsol® 1789 is a trademark of DSM Nutritional Products.
†Ecamsule; MEXORYL is the trademark name for ecamsule.
U.S. Patent No. 5,587,150
Store at 20-25°C (68-77°F).
Distributed by:
KIEHL'S SINCE 1851 LLC
NEW YORK, NY 10014
MADE IN U.S.A.

1402413 06ADNE

3 700 194 1724 139

ALL HEADINGS: Times Bold Italic 5.75 pt
ALL TEXT: Times Roman 5.75 pt
ALL BULLETS: Times Roman 5.75 pt
ALL SUBHEADINGS: Times Bold 5.75 pt
Times 4 pt
Times 5 pt
Times Bold 5 pt

SECONDARY FRONT PANEL



SINCE 1851
KIEHL'S

KIEHL'S
SINCE 1851

**UV PROTECTIVE
SUNCARE
SUNSCREEN CREAM**

FOR FACE AND BODY

Water Resistant

*UVA Protection
With Mexoryl™ SX (Ecamsule)*

SPF 20

**UVA and UVB
Broad Spectrum Protection**

3.4 oz. - 100 g

Times Bold
20 pt

Times Bold Italic
15.65 pt

Times Bold
11 pt

Times Bold
11 pt

Times Bold
9.35 pt

Times Bold 13 pt

SECONDARY BACK PANEL

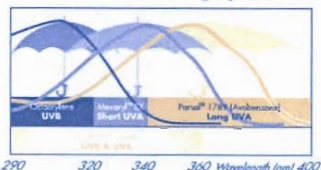
Times
6.36 pt

SUN ALERT: LIMITING SUN EXPOSURE, WEARING PROTECTIVE CLOTHING, AND USING SUNSCREENS MAY REDUCE THE RISKS OF SKIN AGING, SKIN CANCER, AND OTHER HARMFUL EFFECTS OF THE SUN.

This water-resistant UV protection cream combines two UVA filters, Parsol® 1789* (avobenzone) and Mexoryl™ SX† (ecamsule), to help provide UVA protection from the sun. Our fragrance-free face and body sunscreen provides UVA and UVB broad spectrum protection suitable for even sensitive skin. This sweat and water-resistant formulation protects up to 40 minutes after activity in the water. This formula was dermatologist-tested.

UVA rays penetrate deep into the skin and may contribute to skin damage and premature skin aging, and may damage the collagen and elastin fibers which firm skin. UVB rays may also contribute to premature skin aging. It is important to decrease UV exposure by limiting time in the sun, wearing protective clothing, and using a sunscreen.

UVB + UVA Filtering System



Our formula, with patented filtering technology, offers protection from UVB rays (290-320 nm) with Octocrylene; short UVA rays (320-340 nm) with Mexoryl™ SX (ecamsule); and long UVA rays (340-400 nm) with Parsol® 1789 (avobenzone). These sun filters absorb either UVA or UVB rays. Titanium Dioxide absorbs, reflects, and scatters UVA and UVB rays. The ideal sun protection is one that filters the widest spectrum of UVA and UVB rays.

Times
6.5 pt

*Avobenzone: Parsol® 1789 is a trademark of DSM Nutritional Products.

†Ecamsule: MEXORYL is the trademark name for ecamsule.

U.S. Patent No. 5,587,150

SECONDARY LEFT SIDE PANEL

ALL SUBHEADINGS: Helvetica Bold
6 pt/8 pt leading

ALL TEXT: Helvetica Roman
6 pt/6 pt leading

ALL BULLETS: Helvetica Roman
6 pt/6 pt leading

ALL HEADINGS:
Helvetica Bold Italic
8 pt/10 pt leading

TITLE: Helvetica Bold Italic
10 pt/10 pt leading

Drug Facts

Active ingredients Purpose

Avobenzone 2% Sunscreen
Ecamsule 2% Sunscreen
Octocrylene 10% Sunscreen
Titanium dioxide 2%.. Sunscreen

Uses

- helps prevent sunburn
- higher SPF gives more sunburn protection
- retains SPF after 40 minutes of activity in the water or perspiring
- helps provide protection from UVA rays (short and long wavelengths)

Warnings

For external use only

Do not use on

- broken skin
- serious burns

When using this product

- keep out of eyes. Rinse with water to remove.

Stop use and ask a doctor if

- rash or irritation develops and lasts

Keep out of reach of children.

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

Directions

- apply liberally 15 minutes before sun exposure
- reapply after 40 minutes of swimming or perspiring and after towel drying
- children under 6 months of age: ask a doctor

Inactive ingredients

carbomer 940, carbomer copolymer Type B, cyclomethicone, dimethicone, edetate disodium, glycerin, hydroxypropyl methylcellulose, isopropyl palmitate, methylparaben, phenoxyethanol, polyvinylpyrrolidone/eicosene copolymer, propylene glycol, propylparaben, purified water, stearic acid, stearyl macroglycerides, stearyl alcohol, triethanolamine

Questions?

x-xxx-xxx-xxxx
Monday-Friday
(9 a.m. to 5 p.m. EST)

MAXIMUM CHARACTERS PER INCH: 27

ALL BARLINE RULES: 1.5 pt

ALL HAIRLINE RULES: 0.75 pt

SECONDARY RIGHT SIDE PANEL

Fragrance-free
Aminobenzoic acid (PABA)-free

Store at 20-25°C (68-77°F).

Distributed by:
KIEHL'S SINCE 1851 LLC
NEW YORK, NY 10014
MADE IN U.S.A.



1402413

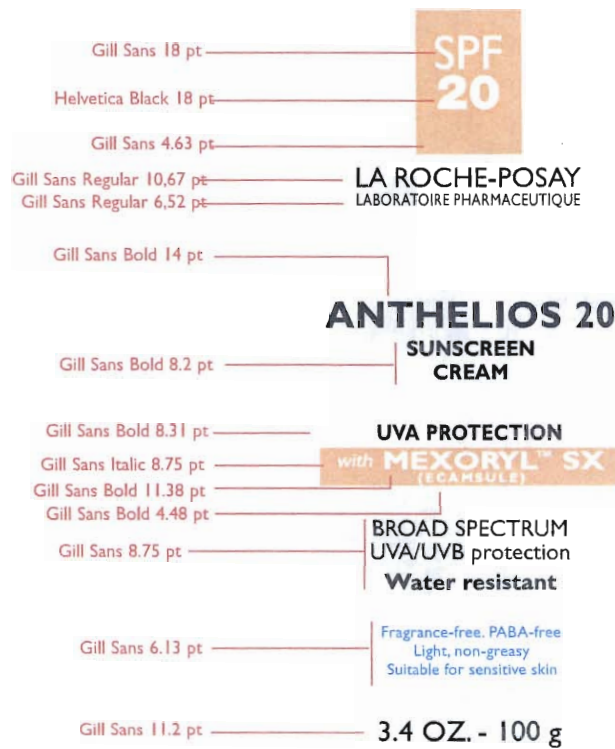


29AGDK



3 700194 724139

PRIMARY FRONT PANEL



PRIMARY BACK PANEL

UVA protection to help prevent the effects of sun damage

Gill Sans 6.5 pt

ANTHELIOS 20 is a unique sunscreen that combines Parsol® 1789* (avobenzone) and an innovative ingredient, Mexoryl™ SX† (ecamsule), to help provide:

- > **UVA protection** (short and long wavelengths)
- > broad UVA/UVB protection in a formula with patented technology

Active ingredients: Avobenzone 2%, Ecamsule 2%, Octocrylene 10%, Titanium dioxide 2%.

Uses:

- helps prevent sunburn
- higher SPF gives more sunburn protection
- retains SPF after 40 minutes of activity in the water or perspiring
- helps provide protection from UVA rays (short and long wavelengths).

Gill Sans 6 pt

Warnings: For external use only. Do not use on broken skin or serious burns. When using this product, keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash or irritation develops and lasts. Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions:

- apply liberally 15 minutes before sun exposure
- reapply after 40 minutes of swimming or perspiring and after towel drying
- children under 6 months of age: ask a doctor.

Questions? 1-800-308-4516

Monday-Friday (9 a.m. to 5 p.m. EST)

*Avobenzone: Parsol® 1789 is a trademark of DSM Nutritional Products.

†Ecamsule: MEXORYL is a trademark of L'Oréal S.A.

Store at 20-25°C (68-77°F).

Distributed by La Roche-Posay LLC, New York, NY 10017
MADE IN THE U.S.A.

Gill Sans 5 pt

Gill Sans 6 pt

laroche-posay.us

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SECONDARY FRONT PANEL

ANTHELIOS 20
CREAM

SPF
20

SPF
20

LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE

ANTHELIOS 20
SUNSCREEN
CREAM

UVA PROTECTION
with **MEXORYL™ SX**
(ECAMSULE)

BROAD SPECTRUM
UVA/UVB protection
Water resistant

Fragrance-free. PABA-free
Light, non-greasy
Suitable for sensitive skin

3.4 OZ. - 100 g

Gill Sans 24.5 pt

Helvetica Black 24.5 pt

Gill Sans Regular 15.5 pt

Gill Sans Regular 9.5 pt

Gill Sans Bold 16 pt

Gill Sans Bold 10.5 pt

Gill Sans Bold 9.5 pt

Gill Sans Bold 13 pt

Gill Sans Bold 5.5 pt

Gill Sans 10 pt

Gill Sans 7 pt

Gill Sans 14 pt

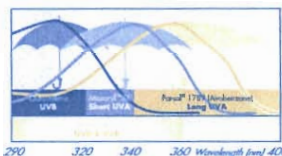
Gill Sans Italic 10 pt

SECONDARY BACK PANEL

ANTHELIOS 20 helps provide protection from **UVA** rays.

How does **Mexoryl™ SX** (ecamsule) protect skin from **UVA** rays?

Parsol® 1789 (avobenzone) is very effective at the midpoint of the **UVA** spectrum, but provides less protection against short **UVA** wavelengths. **Mexoryl™ SX** (ecamsule) provides **peak efficacy** against these short **UVA** rays.



The combination of **Parsol® 1789** (avobenzone) and **Mexoryl™ SX** (ecamsule) helps provide **UVA** protection.

Octocrylene, **Mexoryl™ SX** (ecamsule) and **Parsol® 1789** (avobenzone) absorb UV rays; titanium dioxide absorbs, reflects and scatters UV light.

Sun alert: Limiting sun exposure, wearing protective clothing, and using sunscreens may reduce the risks of skin aging, skin cancer, and other harmful effects of the sun.

Even if you do not burn, repeated exposure of unprotected skin while tanning may increase the risk of skin aging, skin cancer, and other harmful effects to the skin.

UVA rays, a daily skin concern:

UVA rays have been shown to penetrate deeper into the skin, damaging its elasticity and contributing to premature skin aging.

UVB rays, also a skin concern:

UVB rays cause sunburn and also contribute to premature skin aging.

SPF, or "Sun Protection Factor," is the degree of protection a sunscreen offers against UVB rays.

BAR CODE
FPO

SECONDARY LEFT SIDE PANEL

Title: Univers CondensedBoldOblique 9 pt/9.5 pt leading
All headings: Univers CondensedBoldOblique 8 pt/8.5 pt leading
All text: UniversCondensedLight 6 pt
All bullets: 6 pt
6.5 pt leading

All subheadings: UniversCondensedBold 6 pt/6.5 pt leading
0.5 pt hairlines

Maximum characters per inch: 32

Drug Facts	
Active ingredients	Purpose
Avobenzone 2%	Sunscreen
Ecamsule 2%	Sunscreen
Octocrylene 10%	Sunscreen
Titanium dioxide 2%	Sunscreen
Uses	
• helps prevent sunburn • higher SPF gives more sunburn protection • retains SPF after 40 minutes of activity in the water or perspiring • helps provide protection from UVA rays (short and long wavelengths)	
Warnings	
For external use only	
Do not use on	
• broken skin • serious burns	
When using this product	
• keep out of eyes. Rinse with water to remove.	
Stop use and ask a doctor if	
• rash or irritation develops and lasts	
Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.	
Directions	
• apply liberally 15 minutes before sun exposure • reapply after 40 minutes of swimming or perspiring and after towel drying • children under 6 months of age: ask a doctor	
Inactive ingredients	
carbomer 940, carbomer copolymer Type B, cyclomethicone, dimethicone, edetate disodium, glycerin, hydroxypropyl methylcellulose, isopropyl palmitate, methylparaben, phenoxyethanol, polyvinylpyrrolidone/eicosene copolymer, propylene glycol, propylparaben, purified water, stearic acid, stearyl macroglycerides, stearyl alcohol, triethanolamine	
Questions?	
1-800-308-4516 Monday - Friday (9 a.m. to 5 p.m. EST)	

2.5 pt barlines

SECONDARY RIGHT SIDE PANEL

UVA protection to help prevent
the effects of sun damage

ANTHELIOS 20 is a unique
sunscreen that combines Parsol®
1789* (avobenzone) and an
innovative ingredient, **Mexoryl™**
SX† (ecamsule), to help provide:

- > **UVA protection** (short and
long wavelengths)
- > broad UVA/UVB protection in a
formula with patented
technology

Dermatological safety

This dermatologist-tested formula
is suitable for sensitive skin types.

ANTHELIOS 20 is fragrance-
free, allergy-tested, non-irritating
and non-greasy.

Aminobenzoic acid (PABA)-free.

Result

Skin receives protection from
UVA rays.

ANTHELIOS 20 also helps
prevent sunburn.

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To know more
about the full line
of La Roche-Posay products
and where to find them,
call 1-800-308-4516

Store at 20-25°C (68-77°F).

Distributed by La Roche-Posay LLC
New York, NY 10017
MADE IN THE U.S.A.

*Avobenzone: Parsol® 1789 is a trademark
of DSM Nutritional Products.

†Ecamsule: MEXORYL is a trademark of
L'Oréal S.A.

L'ORÉAL U.S. PATENT NO. 5,587,150

Gill Sans 7 pt

Gill Sans 5.5 pt