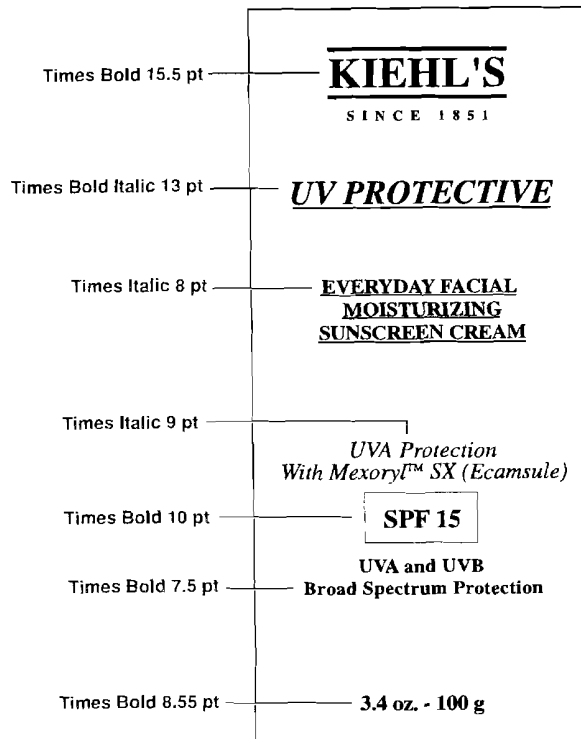


PRIMARY FRONT PANEL



PRIMARY BACK PANEL

This daily-use facial moisturizer with UV protection combines two UVA filters, Parsol® 1789* (avobenzone) and Mexoryl™ SX†(ecamsule), to help provide UVA protection from the sun. Our light, fragrance-free, non-greasy moisturizing cream provides UVA and UVB broad spectrum protection suitable for even sensitive skin. This formula was dermatologist-tested.

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

USES: Helps prevent sunburn • Higher SPF gives more sunburn protection • 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 evenly before sun exposure • Reapply as needed or after towel drying, swimming, or perspiring • Children under 6 months of age: ask a doctor.

ALL HEADINGS: Times Bold Italic
6 pt

ALL TEXT: Times Roman
6 pt

ALL BULLETS: Times Roman
6 pt

ALL SUBHEADINGS: Times Bold
6 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
Store at 20-25°C (68-77°F).

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

Times 4 pt

Times 5 pt

Times Bold 5 pt

1401538
06ADNJ



SECONDARY FRONT PANEL

SINCE 1851
KIEHL'S

KIEHL'S
SINCE 1851

UV PROTECTIVE

EVERYDAY FACIAL
MOISTURIZING
SUNSCREEN CREAM

UVA Protection
With Mexoryl™ SX (Ecamsule)

SPF 15

UVA and UVB
Broad Spectrum Protection

3.4 oz. - 100 g

Times Bold
20 pt

Times Bold Italic
15.65 pt

Times Bold 10 pt

old

Times Italic 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 daily-use facial moisturizer with UV protection combines two UVA filters, Parsol® 1789* (avobenzone) and Mexoryl™ SX† (ecamsule), to help provide UVA protection from the sun. Our light, non-greasy, fragrance-free moisturizing cream provides UVA and UVB broad spectrum protection suitable for even sensitive skin. 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, including patented filtering technology, offers protection from UVB (290-320 nm), short UVA (320-340 nm) and long UVA (340-400 nm) rays.

*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

Times Italic
7.26 pt

Times
6.5 pt

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

Uses

- helps prevent sunburn
- higher SPF gives more sunburn protection
- 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 evenly before sun exposure
- reapply as needed or after towel drying, swimming, or perspiring
- 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, propylene glycol, propylparaben, purified water, stearic acid, stearyl macroglycerides, stearyl alcohol, triethanolamine

Questions?
1-800-983-0820
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.

Times
7 pt

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7 pt

 
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