

# PRIMARY FRONT PANEL

Times Bold 15.5 pt — **KIEHL'S**  
SINCE 1851

Times Bold Italic 13 pt — ***UV PROTECTIVE***

Times Italic 8 pt — ***EVERYDAY FACIAL  
MOISTURIZING  
SUNSCREEN CREAM***

Times Italic 9 pt — *UVA Protection  
With Mexoryl™ SX (Ecamsule)*

Times Bold 10 pt — **SPF 15**

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 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

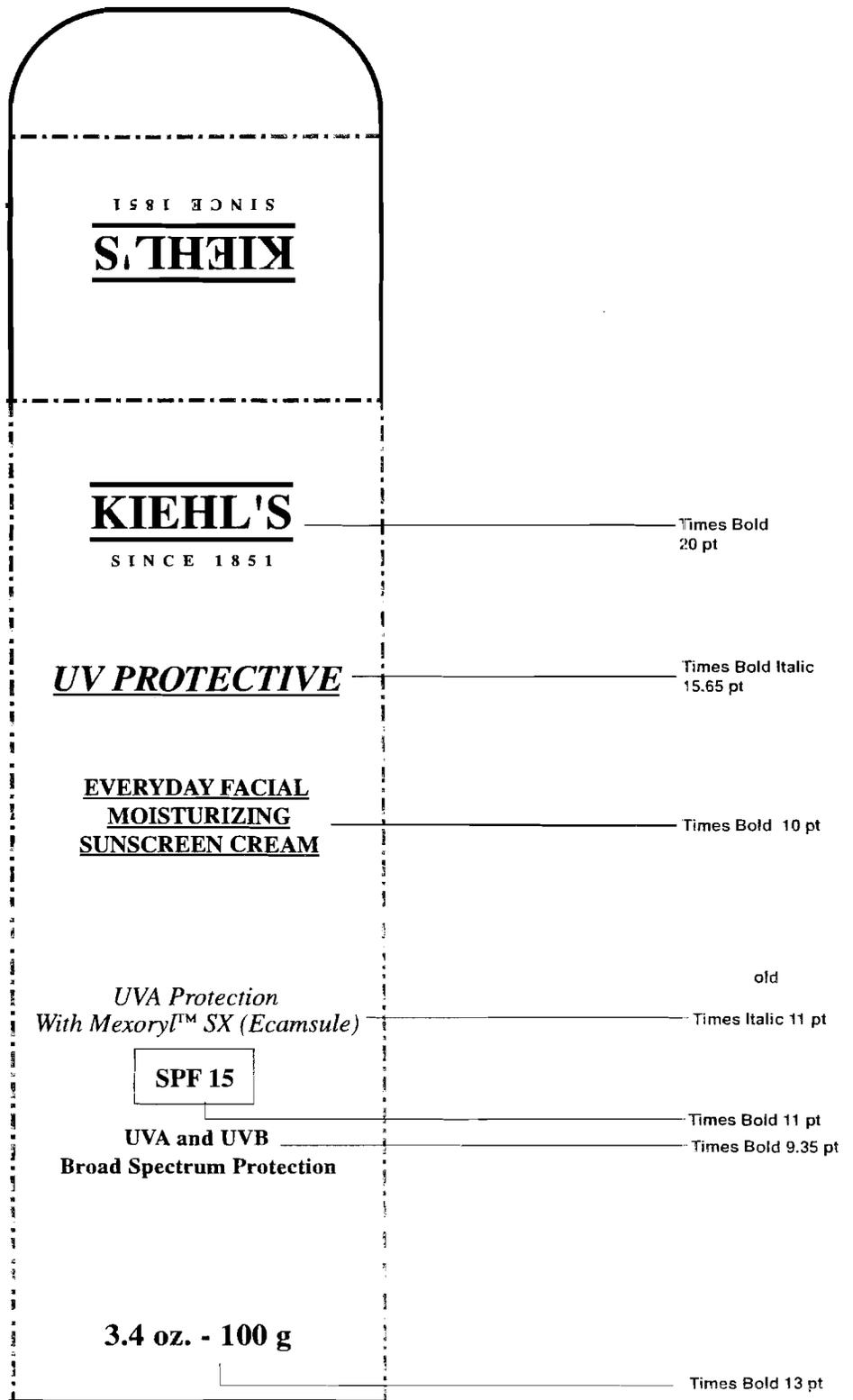
Times 5 pt

Times Bold 5 pt

1401538  
06ADNJ



# SECONDARY FRONT PANEL



# SECONDARY BACK PANEL

Times  
6.36 pt

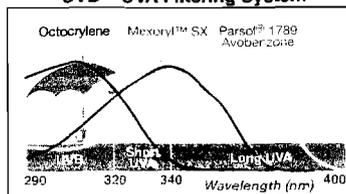
**SUN ALERT: LIMITING SUN EXPOSURE, WEARING PROTECTIVE CLOTHING, AND USING SUNSCREENS MAY REDUCE THE RISKS OF SKIN AGING, SKIN CANCER, AND OTHER HARMFUL EFFECTS OF THE SUN.**

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



Times Italic  
7.26 pt

*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.*

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

### **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 macroglyglycerides, stearyl alcohol, triolamine

### **Questions?**

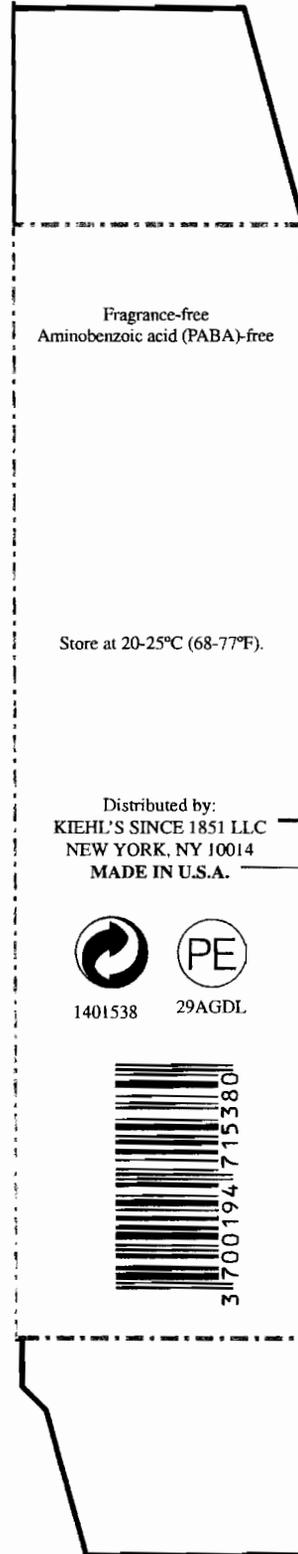
1-800-983-0820  
Monday-Friday  
(9 a.m. to 5 p.m. EST)

MAXIMUM CHARACTERS PER INCH 27

ALL BARLINE RULES: 1.5 pt

ALL HAIRLINE RULES: 0.75 pt

# SECONDARY RIGHT SIDE PANEL



Times  
7 pt  
Times Bold  
7 pt