

DRAFT LABELING
LANCÔME UV EXPERT 15 SUNSCREEN DAILY FACE PROTECTION MOISTURIZING CREAM SPF 15
1.7 OZ PRIMARY PACKAGE

Front Label of Bottle:

(A band encircles the cap with the following:)

LANCÔME

(A centered rose symbol)

UV EXPERT 15
SUNSCREEN

(The below copy in a Circle)

SPF
15

Face Protection
Daily Moisturizing Cream

WITH MEXORYL™ SX
(ECAMSULE)
A UNIQUE UVA FILTER

Broad Spectrum
UVA/UVB Protection

For All Skin Types

DRAFT LABELING
LANCÔME UV EXPERT 15 SUNSCREEN DAILY FACE PROTECTION MOISTURIZING LOTION SPF 15
1.7 OZ PRIMARY PACKAGE

Back Label of Bottle:

(A band encircles the cap with the following:)

LANCÔME

(The back label text reads as follows:)

Introducing UV Expert 15 from Lancôme.
Dermatologist-tested, this innovative sunscreen combines Mexoryl™ SX (ecamsule), Octocrylene and Parsol® 1789 (avobenzone) to help provide protection against UVA and UVB rays.

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.

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

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

1.7 OZ. 50g

STORE AT 20 - 25°C (68 - 77°F).

DISTRIBUTED BY:

lancome.com

LANCÔME, LUXURY PRODUCTS LLC
NEW YORK, NY 10017
MADE IN THE U.S.A. 9875-00

DRAFT LABELING
LANCÔME UV EXPERT 15 SUNSCREEN DAILY FACE PROTECTION MOISTURIZING CREAM SPF 15
1.7 OZ SECONDARY PACKAGE

Front Panel of Carton:

LANCÔME
PARIS

(A centered rose symbol)

UV EXPERT 15
SUNSCREEN

(The below copy in a Circle)

SPF
15

Face Protection
Daily Moisturizing Cream

WITH MEXORYL™ SX
(ECAMSULE)
A UNIQUE UVA FILTER

Broad Spectrum
UVA/UVB Protection

For All Skin Types

1.7 OZ. 50g

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Back Panel of Carton:

(The following appears in a box)

(barline)

Drug Facts

(hairline)

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

(barline)

Uses

- helps prevent sunburn
- higher SPF gives more sunburn protection
- helps provide protection from UVA rays (short and long wavelengths)

(barline)

Warnings

For external use only

(hairline)

Do not use on

- broken skin
- serious burns

(hairline)

When using this product

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

(hairline)

Stop use and ask a doctor if

- rash or irritation develops and lasts

(hairline)

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

(barline)

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

DRAFT LABELING

LANCÔME UV EXPERT 15 SUNSCREEN DAILY FACE PROTECTION MOISTURIZING CREAM SPF 15
1.7 OZ SECONDARY PACKAGE

Back Panel of Carton (continued):

(barline)

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, triethylamine

(barline)

Questions?

1-800-983-0817

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

(barline)

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Bottom Flap of Back Panel of Carton:

UV EXPERT 15
Face Protection Daily Moisturizing Cream

[Insert Bar Code]

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Left Side Panel of Carton:

UV Rays Revealed

Ultraviolet (UV) light is energy from the sun that cannot be seen, but its effects can be observed.

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. As a result, UVA rays may cause premature skin aging.

UVB rays are the “burning” rays and may also contribute to premature skin aging. 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.

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Left Side Panel of Carton (continued):

(The following appears in a box)

Broad Spectrum
UVA and UVB
Filtering System

- Octocrylene offers protection against UVB rays.
- Mexoryl™ SX (ecamsule) offers protection against short UVA rays.
- Parsol® 1789 (avobenzone) offers protection against long UVA rays.

(Insert Umbrella Graph)

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LANCÔME UV EXPERT 15 SUNSCREEN DAILY FACE PROTECTION MOISTURIZING CREAM SPF 15
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Bottom Flap of Left Side Panel of Carton:

11/06

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LANCÔME UV EXPERT 15 SUNSCREEN DAILY FACE PROTECTION MOISTURIZING CREAM SPF 15
1.7 OZ SECONDARY PACKAGE

Right Side Panel of Carton:

Introducing Lancôme's next generation of UVA/UVB protection – UV Expert 15 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.

UV Expert 15 also contains Octocrylene to help provide protection against UVB radiation and hydrating agents for 24-hour moisturization.

- Suitable for Sensitive Skin
- Dermatologist-Tested
- Allergy-Tested
- Hypo-Allergenic
- Non-Greasy
- 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

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Bottom Flap of Right Side Panel of Carton:

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