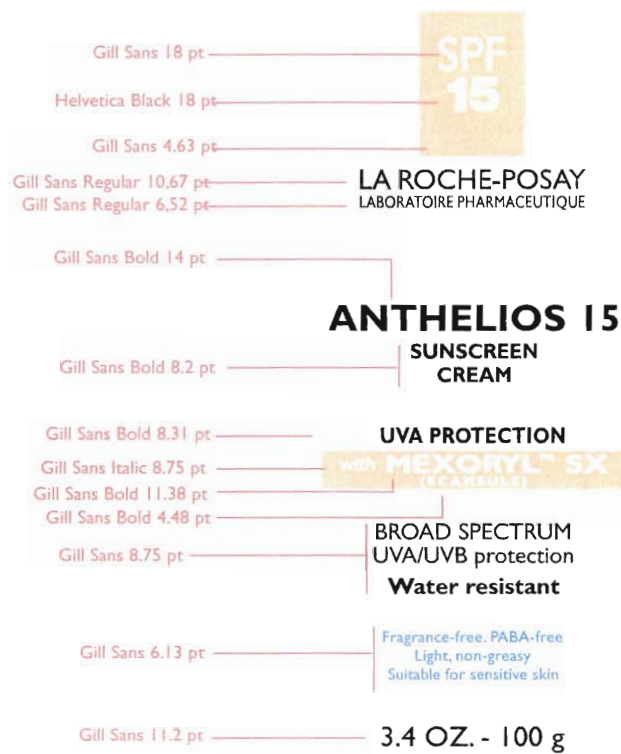


PRIMARY FRONT PANEL



PRIMARY BACK PANEL

UVA protection to help prevent the effects of sun damage

ANTHELIOS 15 is a unique sunscreen that combines Parsol® 1789* (avobenzene) 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: Avobenzene 2%, Ecamsule 3%, Octocrylene 10%.

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? 1-800-308-4516

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

*Avobenzene: 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.

laroche-posay.us

Gill Sans 6.5 pt

Gill Sans 6 pt

Gill Sans 5 pt

Gill Sans 6 pt

21854271

SECONDARY FRONT PANEL

The image shows a secondary front panel layout for a product. The layout is enclosed in a dashed red border. It features several text elements with corresponding font specifications listed to the right. A vertical line on the right side of the panel indicates a fold line. The text is arranged vertically from top to bottom: 'SPF 15' in a large orange box; 'LA ROCHE-POSAY' and 'LABORATOIRE PHARMACEUTIQUE' in black text; 'ANTHELIOS 15' in large bold black text, followed by 'SUNSCREEN CREAM' in smaller bold black text; 'UVA PROTECTION' in bold black text, followed by 'with MEXORYL™ SX (ECAMSULE)' in a smaller orange box; 'BROAD SPECTRUM UVA/UVB protection' and 'Water resistant' in bold black text; a blue box containing 'Fragrance-free, PABA-free', 'Light, non-greasy', and 'Suitable for sensitive skin'; and '3.4 OZ. - 100 g' at the bottom.

SPF 15 — Gill Sans 24.5 pt
— Helvetica Black 24.5 pt

LA ROCHE-POSAY — Gill Sans Regular 15,5 pt
LABORATOIRE PHARMACEUTIQUE — Gill Sans Regular 9,5 pt

ANTHELIOS 15 — Gill Sans Bold 16 pt
SUNSCREEN CREAM — Gill Sans Bold 10.5 pt

UVA PROTECTION — Gill Sans Bold 9.5 pt
with **MEXORYL™ SX** — Gill Sans Bold 13 pt
(ECAMSULE) — Gill Sans Bold 5.5 pt

BROAD SPECTRUM — Gill Sans 10 pt
UVA/UVB protection
Water resistant

Fragrance-free, PABA-free — Gill Sans 7 pt
Light, non-greasy
Suitable for sensitive skin

3.4 OZ. - 100 g — Gill Sans 14 pt

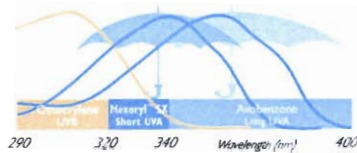
Gill Sans Italic 10 pt

SECONDARY BACK PANEL

ANTHELIOS 15 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**.

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.

0.5 pt hairlines

Gill Sans 6.5 pt

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.

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
Avobenzene 2%	Sunscreen
Ecamsule 3%	Sunscreen
Octocrylene 10%	Sunscreen
Uses	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • broken skin • serious burns 	
When using this product	
<ul style="list-style-type: none"> • keep out of eyes. Rinse with water to remove. 	
Stop use and ask a doctor if	
<ul style="list-style-type: none"> • 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	
<ul style="list-style-type: none"> • 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, phenoxethanol, polyvinylpyrrolidone/eicosene copolymer, propylene glycol, propylparaben, purified water, stearic acid, stearyl macroglycerides, stearyl alcohol, trolamine	
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 15 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 15 is fragrance-
free, allergy-tested, non-irritating
and non-greasy.

Aminobenzoic acid (PABA)-free.

Result

Skin receives protection from
UVA rays.

ANTHELIOS 15 also helps
prevent sunburn.

21854271

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