

MINERAL SUNSCREEN LOTION *SPF 50*

PERMITTED CLAIMS:

- May assist in preventing some skin cancers (sunscreen)
- May reduce the risk of some skin cancers (sunscreen)
- SPF 50 Broad spectrum high protection sunscreen
- Can aid in the prevention of premature skin ageing (sunscreen)
- Can aid in the prevention of solar keratosis (sunscreen)
- Can aid in the prevention of sunspots (sunscreen)

PRODUCT REPRESENTATION REQUIREMENTS:

- Indication can only be used for sunscreen products with an SPF rating of 30 or higher.
- Indication for use in sunscreen products only.
- SPF 50 can use the phrase “high protection”; the phrase “very high protection” is for sunscreen’s SPF 50+



ACTIVE INGREDIENTS - active ingredients cannot be promoted individually with specific benefits:

- zinc oxide

DOSAGE FORM:

- 85g, cream
- Topical

DIRECTIONS:

- Apply liberally 20 minutes before sun exposure. Reapply after 80 minutes of swimming or sweating, immediately after towel drying, or at least every 2 hours.

CAUTIONS RELATING TO THIS PRODUCT:

- Prolonged exposure to the sun should be avoided. It is important to wear protective clothing, hats and eyewear when exposed to the sun.

STATEMENTS WHICH NEED TO BE INCLUDED IN YOUR ADVERTISEMENT:

INCLUDE: Always read the label. Follow the directions for use. If symptoms persist talk to your health professional. Prolonged exposure to the sun should be avoided. It is important to wear protective clothing, hats and eyewear when exposed to the sun. Frequent reapplication is required for effective sun protection.

DEPICT: Sunscreen as only being one part of sun protection.