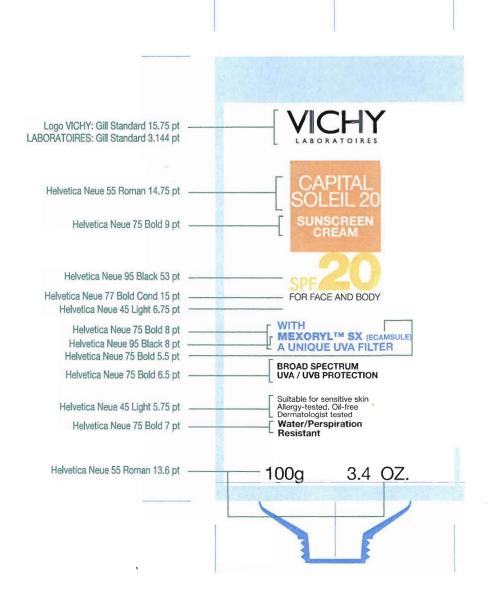
PRIMARY FRONT PANEL



PRIMARY BACK PANEL

WITH MEXORYL™ SX (ECAMSULE): BROAD SPECTRUM UVA/UVB PROTECTION

UVA and UVB rays may increase the risk of skin cancer. UVA rays can diminish the skin's natural protective mechanism. The cumulative effects of exposure to UVA can cause an alteration to the skin structure leading to wrinkles, loss of firmness and the appearance of age spots. UVB rays may also contribute to premature skin aging.

CAPITAL SOLEIL 20's innovative formula combines a unique UVA filter, MexoryI™ SX (ecamsule), with Parsol® 1789 (avobenzone) to create a new concept in sun protection.

CAPITAL SOLEIL 20 with MexoryI™ SX protects against both long and short UVA rays, while also providing UVB protection against sunburn. The skin is protected, moisturized and healthy-looking.

Active ingredients: Avobenzone® 2%, Ecamsule® 2%, 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

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.

ask a doctor.

Questions? x-xxx-xxx Monday - Friday (9 a.m. to

5 p.m. EST)

*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

Store at 20-25° C (68-77°F).

Distributed by Vichy LLC, New York, NY 10017 Made in U.S.A. www.vichy.com -

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- ALL TEXT: Gill Sans Standard 6 pt - ALL SUBHEADINGS: Gill Sans Bold 6 pt

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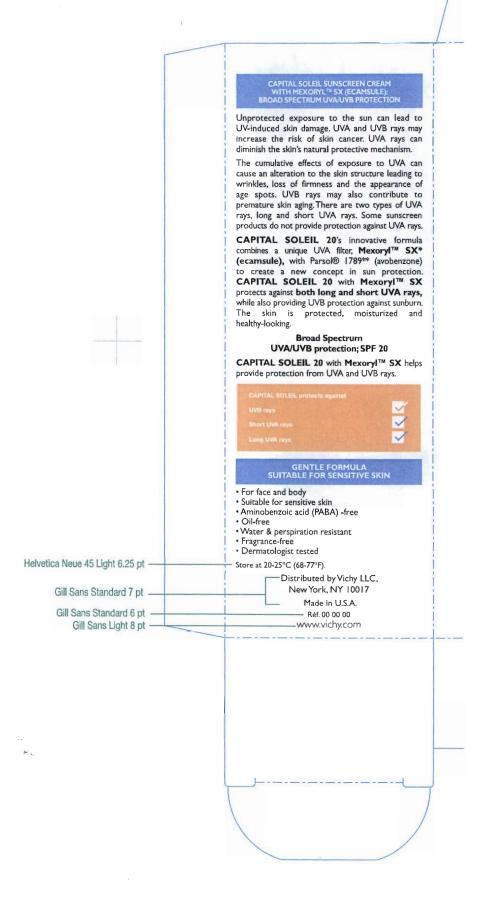
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SECONDARY FRONT PANEL



SECONDARY BACK PANEL



SECONDARY RIGHT SIDE PANEL

ULTRAVIOLET RAYS UVA AND UVB

UV rays may contribute to premature skin aging UVB rays cause sunburn UVA and UVB rays may increase the risk of skin cancer

UVA rays have been shown to penetrate deeper into the skin, damaging the elasticity of the tissue which may accelerate the aging of the skin. The two types of UVA rays, UVA short and UVA long penetrate the skin at different levels. UVB rays may also contribute to premature skin aging. UVA and UVB rays may lead to the increased risk of developing skin cancer.

DAMAGE CAUSED AT SURFACE LEVEL AND DEEP WITHIN SKINTISSUE



What does SPF mean?

SPF, or "Sun Protection Factor", is the degree of protection a sunscreen offers against UVB rays which cause sunburn.

Repeated exposure of unprotected skin to the sun may increase the risk of skin cancer, even if you don't burn.

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.

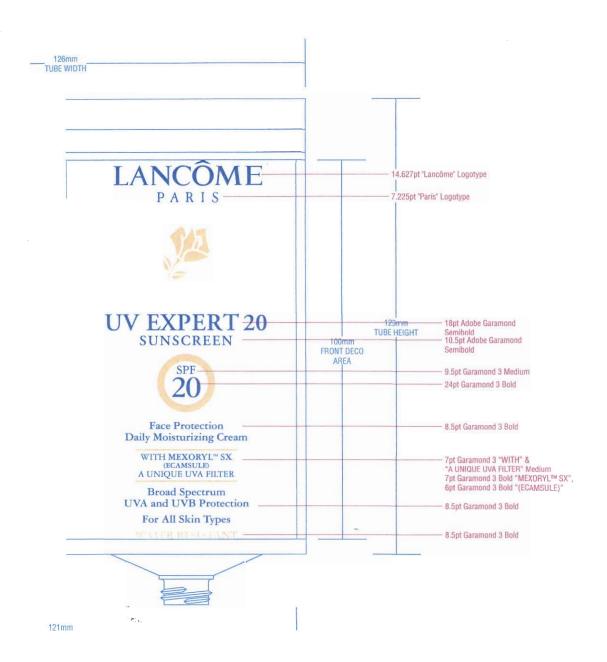
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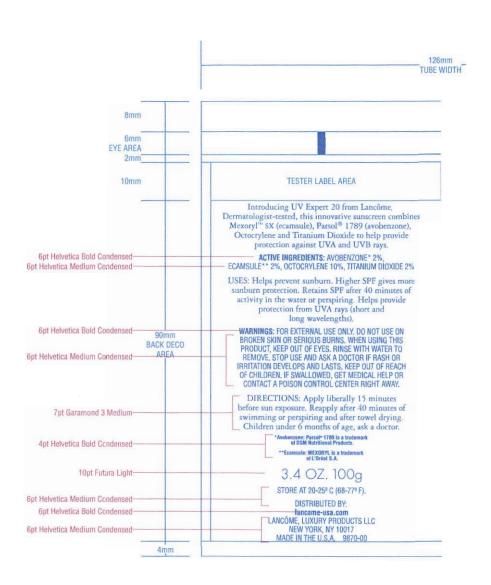
SECONDARY LEFT SIDE PANEL

ALL TEXT: Gill Sans Standard 6 pt. Leading: 6 pt ALL SUBHEADINGS: Gill Sans Bold 6 pt. Leading: 8 pt ALL HEADINGS: Gill Sans Bold Italic 8 pt. Leading: 14 pt - TITLE: Gill Sans Bold Italic 14 pt. Leading: 14 pt ALL BULLETS: Gill Sans Standard 6 pt. Maximum characters per inch: 33 (NOT MONOSPACED) ALL HAIRLINES: 0.3 pt ALL BARLINES: 0.8 pt Drug Facts Active ingredients Purpose Avobenzone 2% Ecamsule 2% Sunscreen ... Sunscreen Uses helps prevent sunburn
 higher SPF gives more sunburn nigner SPF gives more sundurn 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
 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 Inactive ingredients carbomer 940, carbomer copolymer Type B, cyclomethicone, dimethicone, edetate disodium, glycerin, hydroxypropyl methylcellulose, isopropyl palmitate, methylparaben, phenoxyethanol, polymylpyrroldioneleicosne copolymer, propylene glycol, propylparaben, purified water, stearic acid, stearoyl macrogolglycerides, stearyl alcohol, trolamine Questions? x-xxx-xxxx Monday - Friday (9 a.m. to 5 p.m. EST) * Ecamsule: MEXORYL is a trademark of L'Oréal 5.A. ** Avobenzone: Parsol ® 1789 is a trademark of DSM Nutritional Products. L'Oréal U.S Patent No. 5,587,150 Gill Sans Standard 5.75 pt

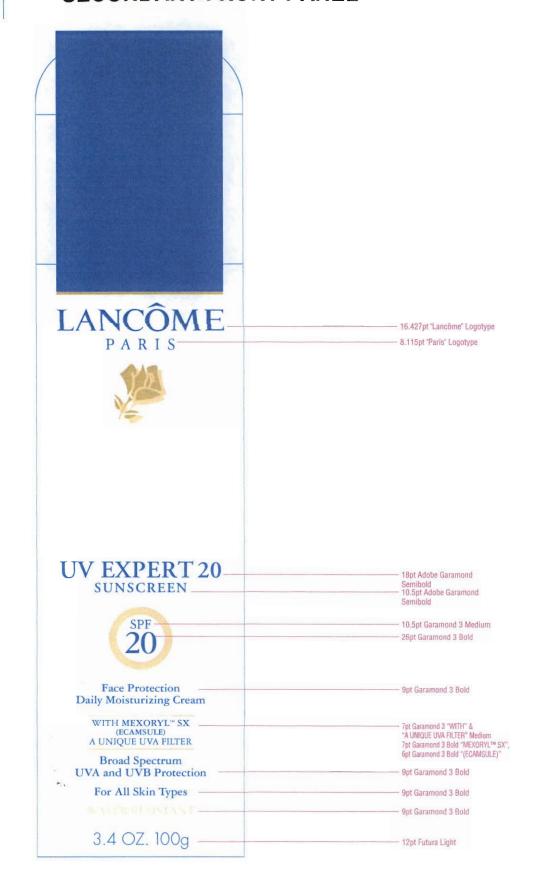
PRIMARY FRONT PANEL



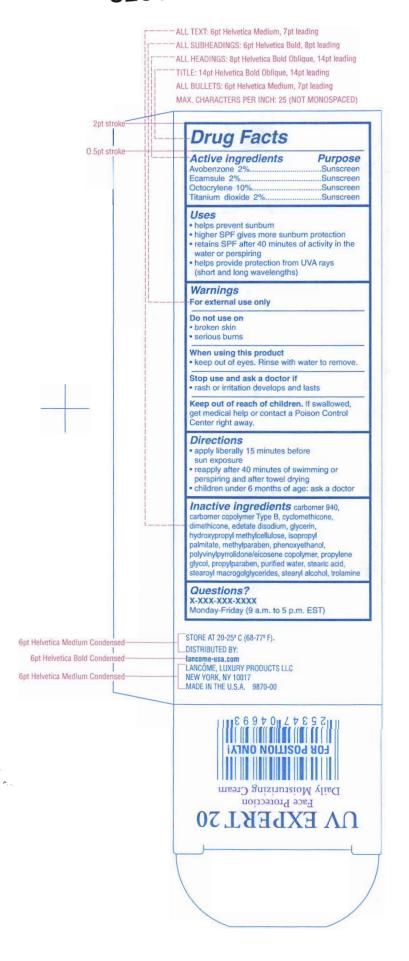
PRIMARY BACK PANEL



SECONDARY FRONT PANEL



SECONDARY BACK PANEL



SECONDARY LEFT SIDE PANEL

Introducing Lancôme's next generation of UVA/UVB protection — UV Expert 20 Sunscreen. This innovative formula features Mexory!™ SX* (ecamsule), a unique UVA filter, combined with Parsol® 1789** (avobenzone) to help provide protection against both short and long wavelength UVA radiation. Octocrylene helps provide protection against UVB radiation. Titanium Dioxide offers additional UVA/IVB offers additional UVA/UVB protection. UV Expert 20 also contains hydrating agents for 24-hour Suitable for Sensitive Skin
 Water and Perspiration Resistant Resistant

Dermatologist-Tested

Allergy-Tested

Oil-Free

Hypo-Allergenic

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 5.5pt Garamond 3 Medium 09/06

SECONDARY RIGHT SIDE PANEL

UV Rays Revealed Ultraviolet (UV) light is energy from the sun that cannot be seen, but its effects can be observed. Unprotected exposure to UVA and UVB rays can increase the risk of skin cancer. These rays may also cause premature skin aging such as the apppearance of wrinkles, age spots and loss of firmness.

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.

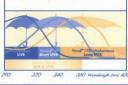
UVB rays are the "burning" rays. Overexposure can result in sunburn, but even casual exposure to UVB rays may cause damage to the skin's DNA, which is one of the foremost causes of skin cancer.

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.

Broad Spectrum UVA and UVB Filtering System

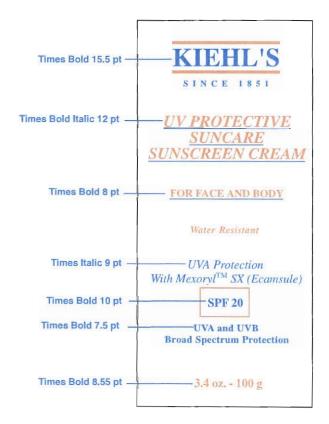
- Octocrylene offers protection by absorbing UVB rays.
- Mexoryl "Sx (ecamsule) offers protection by absorbing short UVA rays.
- Parsol® 1789 (avobenzone) offers protection by absorbing long UVA rays.
- Triamum Digetae offers bein UVA and UVB protection by absorbing reflecting and accommod UV name



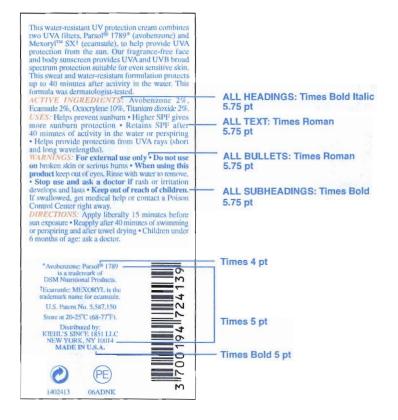
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SUN ALERT: 7.5pt Garamond 3 Medium

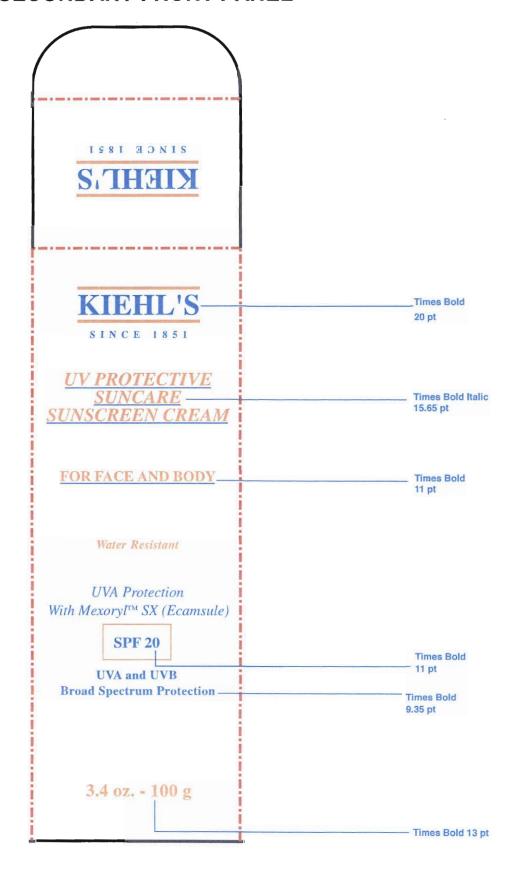
PRIMARY FRONT PANEL



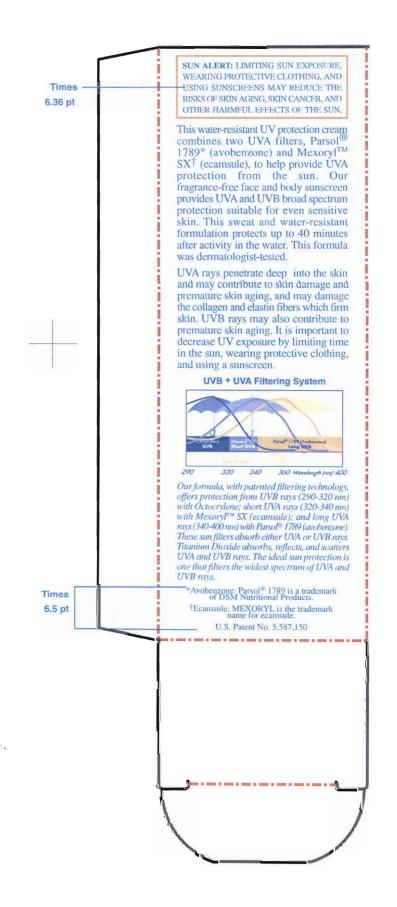
PRIMARY BACK PANEL



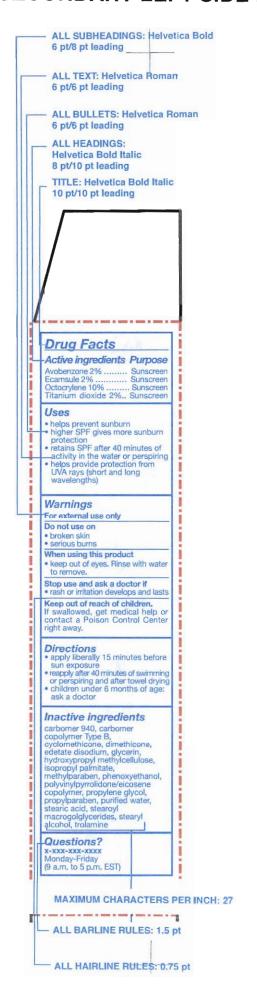
SECONDARY FRONT PANEL



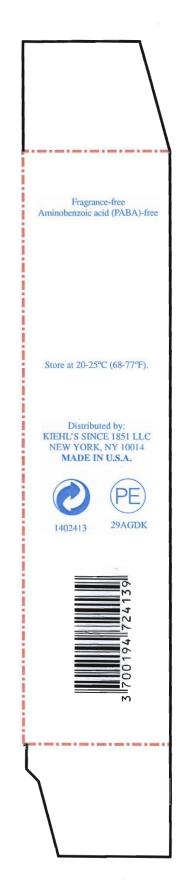
SECONDARY BACK PANEL



SECONDARY LEFT SIDE PANEL



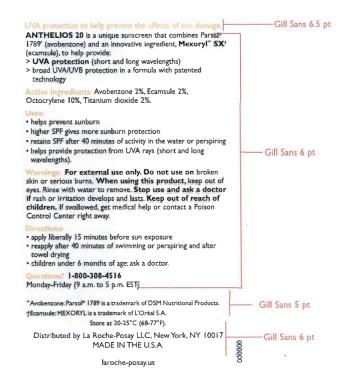
SECONDARY RIGHT SIDE PANEL



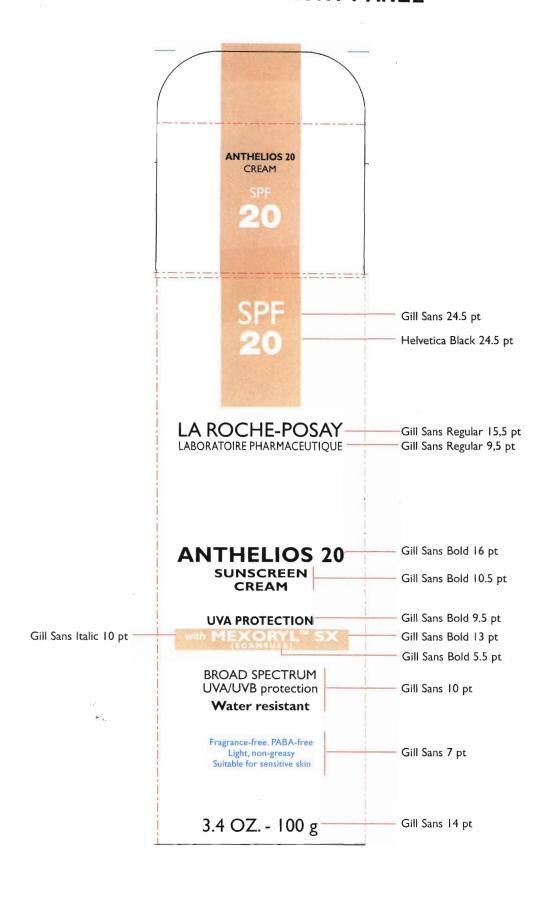
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PRIMARY BACK PANEL



SECONDARY FRONT PANEL

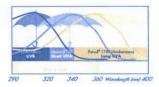


SECONDARY BACK PANEL

ANTHELIOS 20 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. Mexory!" SX (ecamsule) provides peak efficacy against these short UVA rays.



The combination of Parsol® 1789 (avobenzone) and Mexoryl™ SX (ecamsule) helps provide UVA protection.

Octocrylene, **Mexoryl™ SX** (ecamsule) and Parsol® 1789 (avobenzone) absorb UV rays; titanium dioxide absorbs, reflects and scatters UV light.

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.

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 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.

BAR CODE **FPO**

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SECONDARY LEFT SIDE PANEL

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Maximum characters per inch: 32

Drug Facts

Active ingredients Purpose

Avobenzone 2% Sunscreen
Ecamsule 2% Sunscreen
Octocrylene 10% Sunscreen
Titanium dioxide 2% Sunscreen

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
- serious burns

When using this product

keep out of eyes. Rinse with water to

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 sur exposure
- reapply after 40 minutes of swimming
- or perspiring and after towel drying children under 6 months of age: ask doctor

Inactive ingredients

carbomer 940, carbomer copolymer Type B, cyclomethicone, dimethicone, edetate disodium, glycerin, hydroxypropyl methylcellulose, isopropyl palmitate, methylparaben, phenoxyethanol, polyvinylpyrrolidone/ production of the control of the con

Questions?

1-800-308-4516

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

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SECONDARY RIGHT SIDE PANEL

UVA protection to help prevent the effects of sun damage

ANTHELIOS 20 is a unique sunscreen that combines Parsol⁰ 1789" (avobenzone) and an innovative ingredient, Mexoryl" SX¹ (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 20 is fragrance-free, allergy-tested, non-irritating and non-greasy.

Aminobenzoic acid (PABA)-free.

Result

Skin receives protection from UVA rays.

ANTHELIOS 20 also helps prevent sunburn.

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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.

¹Ecamsule: MEXORYL is a trademark of L'Oréal S.A.

L'ORÉAL U.S. PATENT NO. 5,587,150

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