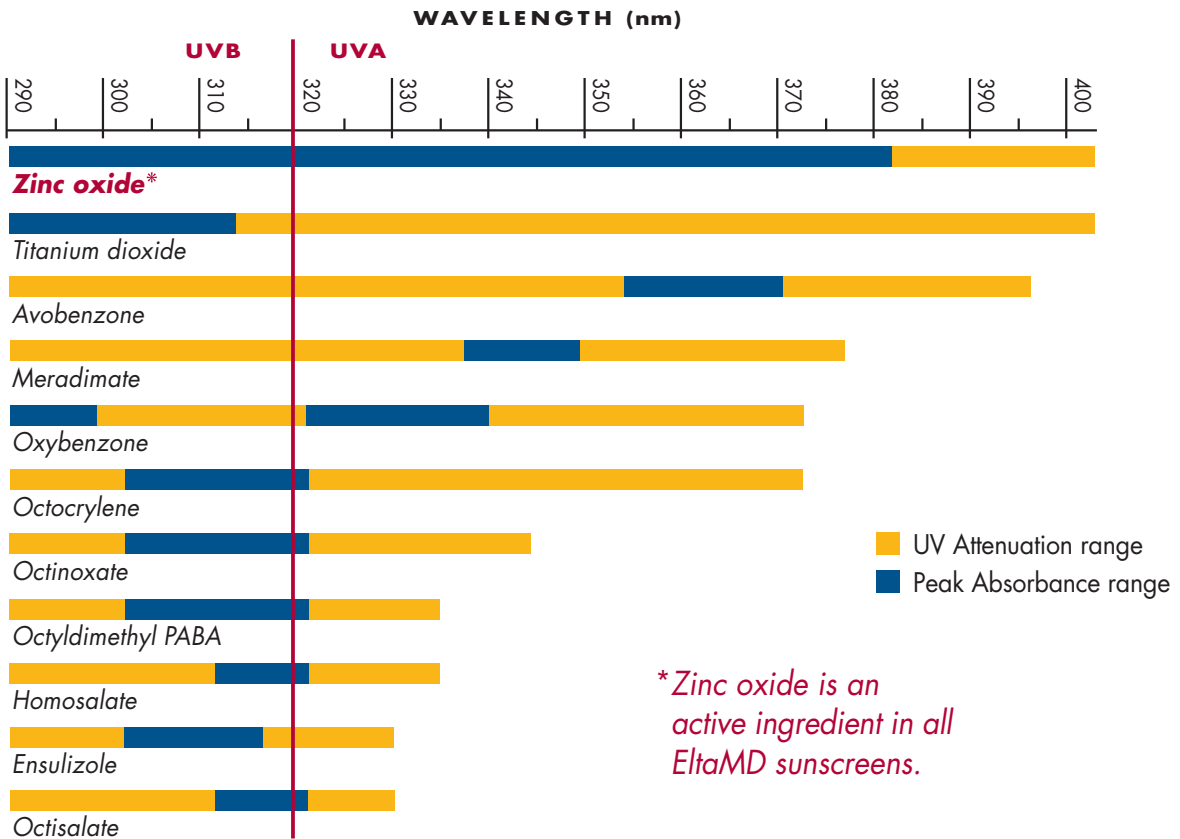


Think Zinc.

EltaMD® sunscreens with zinc oxide provide true broad-spectrum UVA/UVB protection.

Comparison of how the most widely used U.S. sunscreen ingredients attenuate (reduce the intensity) of UV light

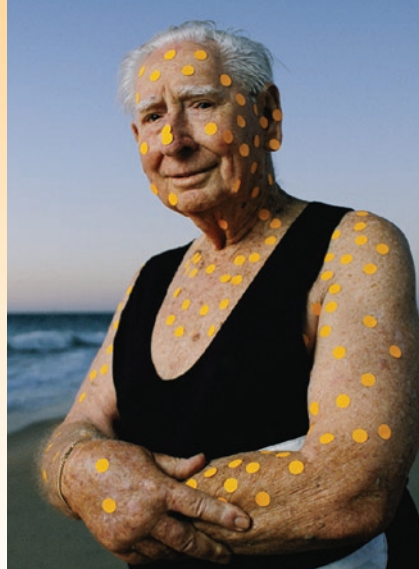


**Zinc oxide is an active ingredient in all EltaMD sunscreens.*

Data provided by P&G Beauty & Grooming

UVB Rays: The Burning Rays

- Mostly affect the outer layer of the skin
- Cause sunburns and tanning that increase the risk of skin cancer
- Vary with time of day and seasons, and are stronger in summer



This 84-year-old former lifeguard has had more than 600 skin cancers removed. Each dot represents a removed skin cancer.

UVA Rays: The Aging Rays

- Deeply penetrate skin layers, damaging collagen and cells
- Cause wrinkling, loss of elasticity and pigmentation
- Are up to 50 times more prevalent than UVB rays

elta
md[®]
SKINCARE
eltamd.com

NONCOMEDOGENIC, PARABEN-FREE, FRAGRANCE-FREE, SENSITIVITY-FREE SUNSCREENS