

# Cutting Through the Confusion About Sunscreen Claims



The FDA has reviewed all of the ingredients, terms and policies used in today's sunscreen industry. Based on this review, and to provide consumers with the BEST POSSIBLE SUNSCREEN, since 2012, manufacturers must comply with FDA mandates as reflected in our new labeling.

## The five new FDA mandates you should be aware of are:

**1) BROAD SPECTRUM DESIGNATION—**  
If a product is labeled BROAD SPECTRUM, the product is *FDA-certified to protect against UVA radiation*.  
SPF#: This is the level of protection against the UVB spectrum.

**2) WATER RESISTANT CLAIM—**  
A Sunscreen may claim to be Water Resistant, but it *must* be accompanied by a numerical identifier specifying either 40 or 80 minutes of protection.

**3) MARKETING TERM RESTRICTIONS\*—**  
The following terms or claims are NO LONGER allowed to be published:

- Waterproof
- All Day Protection
- Instant Protection
- Sweatproof
- Sunblock

**4) MANDATORY DRUG FACTS BOX—**  
The Drug Facts Identification Box is now mandatory. It must include the statement that the sunscreen must be re-applied every 2 hours to insure adequate UV protection.

**5) SKIN CANCER PREVENTION CLAIM—**  
If the Broad Spectrum Claim is made on the front packaging the sunscreen may state within the drug facts box that: *"When used as directed, this sunscreen helps prevent skin cancer and early skin aging"*

**4** Drug Facts

Active ingredients	Purpose
Avobenzone 3.0%	Sunscreen
Homosalate 10.0%	Sunscreen
Octocrylene 6.0%	Sunscreen

**5** Uses

- Helps prevent sunburn
- Higher SPF gives more protection.
- If used as directed with other protection measures (see *Directions*), decreases the risk of skin cancer and early skin aging caused by the sun.

**1** **ROCKY MOUNTAIN sunscreen**  
**KIDS**  
**OXYBENZONE FREE**  
**SPF 50**  
UVA/UVB SUNSCREEN LOTION  
BROAD SPECTRUM SPF 50

**2** FRAGRANCE FREE  
WATER RESISTANT (80 MINUTES)  
DERMATOLOGIST TESTED

**3** 1 QUART (946 mL)

**\*Our brand loyalty is built upon our customer's trust. We have NEVER claimed "Sweatproof", "Sunblock", or "All-day Protection" on any of our products.**

To order call toll-free 1-888-356-8899 or visit us at [www.rmsunscreen.com](http://www.rmsunscreen.com)