

Enlarged 200%

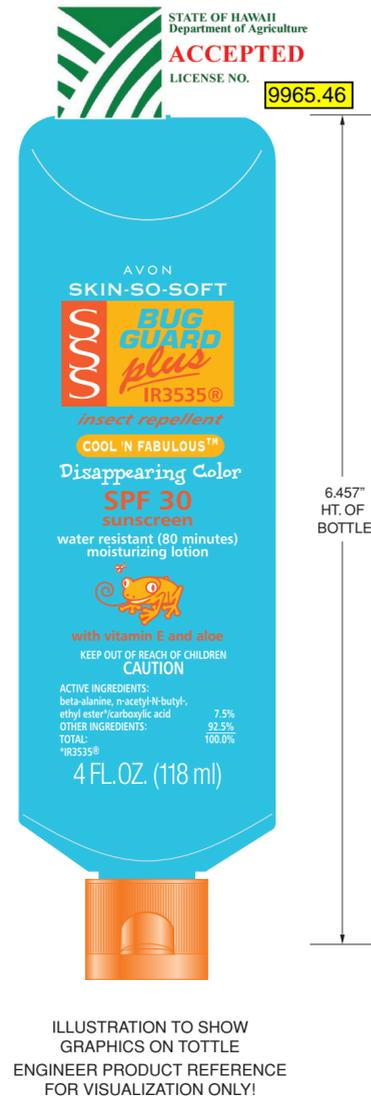
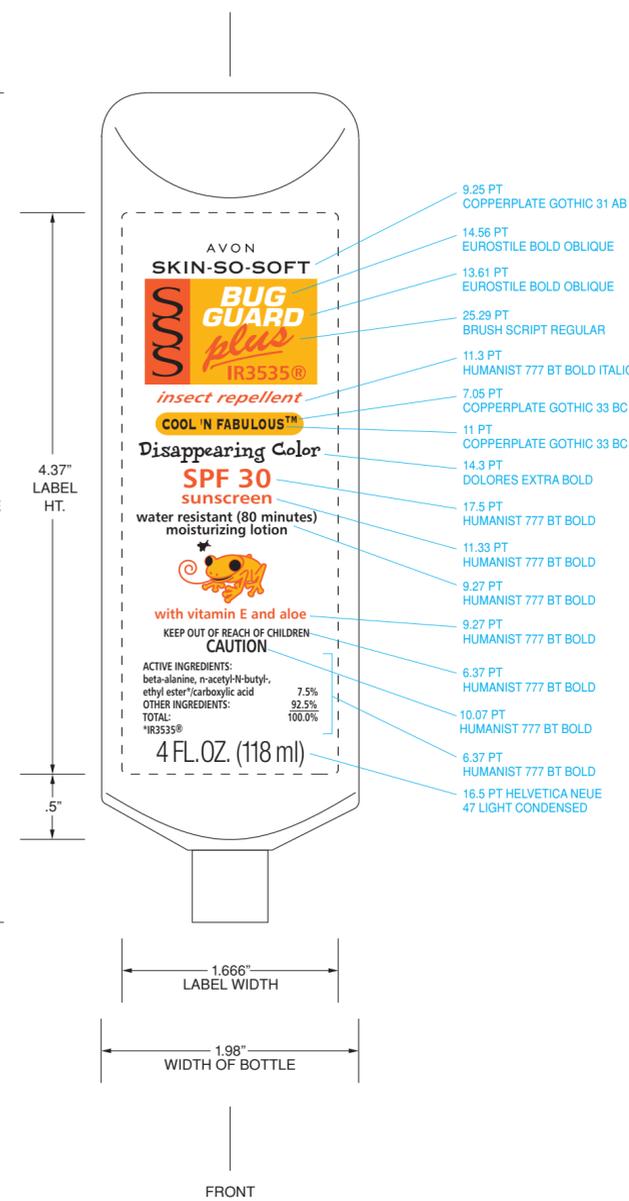
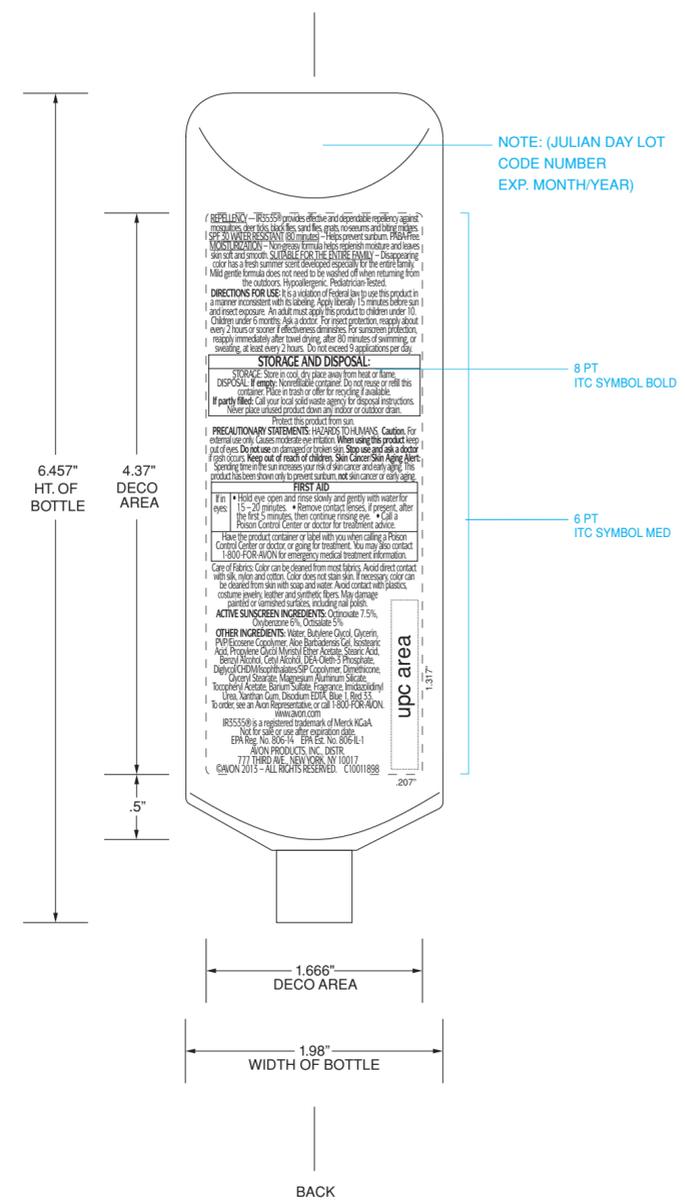


ILLUSTRATION TO SHOW GRAPHICS ON TOTTLE
ENGINEER PRODUCT REFERENCE FOR VISUALIZATION ONLY!



FRONT



BACK

REPELLENCY – IR3535® provides effective and dependable repellency against mosquitoes, deer ticks, black flies, sand flies, gnats, no-see-ums and biting midges.
SPF 30 WATER RESISTANT (80 minutes) – Helps prevent sunburn. PABA-free.
MOISTURIZATION – Non-greasy formula helps replenish moisture and leaves skin soft and smooth. **SUITABLE FOR THE ENTIRE FAMILY** – Disappearing color has a fresh summer scent developed especially for the entire family. Mild gentle formula does not need to be washed off when returning from the outdoors. Hypoallergenic. Pediatrician-tested.
DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Apply liberally 15 minutes before sun and insect exposure. An adult must apply this product to children under 10. Children under 6 months: Ask a doctor. For insect protection, reapply about every 2 hours or sooner if effectiveness diminishes. For sunscreen protection, reapply immediately after towel drying, after 80 minutes of swimming, or sweating, at least every 2 hours. Do not exceed 9 applications per day.

STORAGE AND DISPOSAL:
STORAGE: Store in cool, dry place away from heat or flame.
DISPOSAL: If empty: Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available.
If partly filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Protect this product from sun.
PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS. Caution. For external use only. Causes moderate eye irritation. When using this product keep out of eyes. Do not use on damaged or broken skin. Stop use and ask a doctor if rash occurs. Keep out of reach of children. Skin Cancer/Skin Aging Alert: Spending time in the sun increases your risk of skin cancer and early aging. This product has been shown only to prevent sunburn, not skin cancer or early aging.

FIRST AID
If in eyes: Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a Poison Control Center or doctor for treatment advice.

Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment. You may also contact 1-800-FOR-AVON for emergency medical treatment information.

Care of Fabrics: Color can be cleaned from most fabrics. Avoid direct contact with silk, nylon and cotton. Color does not stain skin. If necessary, color can be cleaned from skin with soap and water. Avoid contact with plastics, costume jewelry, leather and synthetic fibers. May damage painted or varnished surfaces, including nail polish.
ACTIVE SUNSCREEN INGREDIENTS: Octinoxate 7.5%, Oxybenzone 6%, Octisalate 5%
OTHER INGREDIENTS: Water, Butylene Glycol, Glycerin, PVP/Eicosene Copolymer, Aloe Barbadosis Gel, Isostearic Acid, Propylene Glycol Myristyl Ether Acetate, Stearic Acid, Benzyl Alcohol, Cetyl Alcohol, DEA-Oleth-3 Phosphate, Diglycol CHDM/Isophthalates/SIP Copolymer, Dimethicone, Glyceryl Stearate, Magnesium Aluminum Silicate, Tocopheryl Acetate, Barium Sulfate, Fragrance, Imidazolidinyl Urea, Xanthan Gum, Disodium EDTA, Blue 1, Red 33.
To order, see an Avon Representative, or call 1-800-FOR-AVON.
www.avon.com
IR3535® is a registered trademark of Merck KGaA.
Not for sale or use after expiration date.
EPA Reg. No. 806-14 EPA Est. No. 806-IL-1
AVON PRODUCTS, INC. DISTR.
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upc area

.207"

BOTTLE - BLUE - PMS 2985C
GRAPHICS:
WHITE
RED - PMS 17-1462 TP
YELLOW - PMS 14-1159 TP

PLEASE NOTE: ALL COLORS IN THIS ELECTRONIC FILE ARE FOR VISUALIZATION AND COLOR BREAK PURPOSES ONLY! USE ACTUAL SWATCHES, CHIPS OR CHIP SPECIFICATIONS TO MATCH COLORS WHEN PRINTING.

SEE LAYERING BOX FOR ACTUAL BREAKDOWN

NOTE TO PRINTER:
• SMALLEST FONT SIZE ON FILE IS 6 PT.
• COPY TO PRINT WHITE IS INDICATED IN BLACK FOR LEGIBILITY PURPOSES ONLY.
• BAR CODE PRINTS BLACK ON WHITE BACKGROUND.

1011302AE_SSS_BGP_SPF30_Lot_CNf_DC_Lbl_r1.ai

AVON		PRODUCTION NOTES				COLOR MATCH CHIPS		
Global Package Design Mechanical Artwork		SUPPLIER: PERSONAL CARE				NOTES:		
Category:	Personal Care	• BOTTLE - BLUE - PMS 2985C				  		
Project Profile Name:	Skin So Soft Bug Guard Plus SPF30 LOTION - CNF/DC	• Front prints on Clear Label						
Project Profile Number:	1011302	• Back prints on Bottle						
Finished Stock Code:		• TYPE & GRAPHICS PRINT White, PMS 17-1462 TP, PMS 14-1159 TP						
Lot Code:	XXXXXXX	FONTS: HELVETICA, FUTURA, COPPERPLATE GOTHIC 31AB & 33BC, EUROSTILE, BRUSH SCRIPT, ITC SYMBOL, HUMANIST 777 (B)						
Service Bureau:	Lukasiewicz Design Inc.	VARNISH: Glossy Varnish						
Applications Used:	Adobe Illustrator CSS							
APPROVALS		AUTHORITY	NAME	DATE RECEIVED	APPROVED W/ CHANGE	INITIAL AND DATE	TRAFFIC REVISIONS/NOTES	DATE
Artwork Due Date:	Artwork Release Date:	Package Design	Existing design N/A		<input type="checkbox"/>	<input type="checkbox"/>	Copy change ONLY as per EPA	8.30.12
		Copywriting	April Zion		<input type="checkbox"/>	<input type="checkbox"/>		
		Engineering	Ryan Johnson		<input type="checkbox"/>	<input type="checkbox"/>		
		Global Marketing			<input type="checkbox"/>	<input type="checkbox"/>		
		NA Marketing	Tara O'Flaherty / Vanessa Cugno		<input type="checkbox"/>	<input type="checkbox"/>		
		Legal	Laura Quintano		<input type="checkbox"/>	<input type="checkbox"/>		