

**SIMPLE TRUTH MINERAL BASED SPF 50 SUNSCREEN- titanium dioxide, zinc oxide lotion**  
**THE KROGER COMPANY**

-----  
**SIMPLE TRUTH MINERAL BASED SPF 50 SUNSCREEN LOTION**

***Active ingredients***

Titanium Dioxide 3.0%, Zinc Oxide 15.0%

***Purpose***

Sunscreen

***Uses***

- helps prevent sunburn
- if used as directed with other sun protection measures (see ***Directions***), decreases the risk of skin cancer and early skin aging caused by the sun

***Warnings***

**For external use only**

**Do not use**

- on damaged or broken skin.

**When using this product**

keep out of eyes. Rinse with water to remove.

**Stop use and ask a doctor if**

- rash occurs.

**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 80 minutes of swimming or sweating
  - immediately after towel drying

- at least every 2 hours
- children under 6 months of age: Ask a doctor
- **Sun Protection Measures.** Spending time in the sun increases your risk of skin cancer and early skin aging. To decrease this risk, regularly use a sunscreen with a Broad Spectrum SPF value of 15 or higher and other sun protection measures including:
  - limit time in the sun, especially from 10 a.m.-2 p.m.
  - wear long-sleeved shirts, pants, hats, and sunglasses

### ***Other information***

- protect the product in this container from excessive heat and direct sun
- may stain or damage some fabrics, materials or surfaces

### ***Inactive ingredients***

water, neopentyl glycol diheptanoate, caprylic/capric triglyceride, butyloctyl salicylate, cetyl PEG/PPG-10/1 dimethicone, C30-38 olefin/isopropyl maleate/ MA copolymer, sorbitan tristearate, silica, stearyl/octyldodecyl citrate crosspolymer, VP/hexadecene copolymer, phenoxyethanol, magnesium sulfate, citric acid, glycerin, stearyl alcohol, glyceryl stearate, simmondsia chinensis (jojoba) seed oil, polysorbate 60, arachidyl alcohol, behenyl alcohol, arachidyl glucoside, ethylhexylglycerin, aloe barbadensis leaf juice, avena sativa (oat) kernel extract, glycine soja (soybean) seed extract, tocopherol.

### **Label**

• DERMATOLOGIST TESTED

No harsh chemicals ever.



# Mineral Based Lotion Sunscreen

**BROAD SPECTRUM SPF 50**

WITH ZINC OXIDE + TITANIUM DIOXIDE

- water resistant (80 MINUTES)
- UVA+UVB protection
- hypoallergenic
- reef-friendly
- won't clog pores

# SPF 50

NO PARABENS\* PHTHALATES FRAGRANCE PABA



6 FL OZ (177 mL)

BROAD SPECTRUM PROTECTION

### Drug Facts

Active ingredients	Purpose
Titanium Dioxide 3.0% Zinc Oxide 15.0%	Sunscreen

**Uses** • helps prevent sunburn • if used as directed with other sun protection measures (see *Directions*), decreases the risk of skin cancer and early skin aging caused by the sun

### Warnings

**For external use only**

**Do not use** • on damaged or broken skin

**When using this product** keep out of eyes. Rinse with water to remove.

**Stop use and ask a doctor if** • rash occurs.

**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 80 minutes of swimming or sweating
- immediately after towel drying
- at least every 2 hours

• children under 6 months of age: ask a doctor

• **Sun Protection Measures.** Spending time in the sun increases your risk of skin cancer and early skin aging. To decrease this risk, regularly use a sunscreen with a broad-spectrum SPF of 15 or higher and other sun protection measures including:

- limit time in the sun, especially from 10 a.m. - 2 p.m.
- wear long-sleeve shirts, pants, hats, and sunglasses

### Other information

- protect this product from excessive heat and direct sun
- may stain or damage some fabrics, materials or surfaces

### Inactive ingredients

water, nonyl glycol diheptanoate, caprylic/capric triglyceride, butyloctyl salicylate, cetyl PEG/PPG-10/1 dimethicone, C30-38 olefin/isopropyl maleate/MA copolymer, sorbitan tetrastearate, silica, stearyl octyldodecyl citrate crosspolymer, VP/hexadecene copolymer, phenoxyethanol, magnesium sulfate, citric acid, glycerin, stearyl alcohol, glyceryl stearate, simmondsia chinensis (jojoba) seed oil, polysorbate 60, arachidyl alcohol, behenyl alcohol, arachidyl glucoside, ethylhexylglycerin, alba barbadensis leaf juice, avena sativa (oat) kernel extract, glycine soja (soybean) seed extract, tocopherol.

### Questions or comments?

Call toll free 1-800-632-6900

DISTRIBUTED BY THE KROGER CO. CINCINNATI, OHIO 45202

SIMPLE TRUTH PRODUCTS THAT BEAR THE NON-GMO SEAL ARE PRODUCED WITHOUT GENETICALLY ENGINEERED INGREDIENTS.

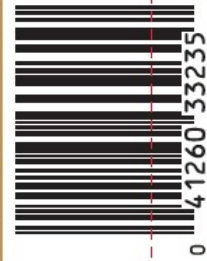
\*NO PARABENS SEPARATELY ADDED TO PRESERVE THIS PRODUCT

QUALITY GUARANTEE • 800-632-6400

SEE [www.simpletruth.com](http://www.simpletruth.com) FOR

A COMPLETE LIST OF INGREDIENTS

THIS PRODUCT IS FREE FROM.



• PEDIATRICIAN TESTED

No harsh chemicals ever.

simple truth™

**KIDS' TEAR FREE**  
Mineral Based Lotion  
**Sunscreen**

**BROAD SPECTRUM SPF 50**

WITH ZINC OXIDE + TITANIUM DIOXIDE

- water resistant (80 MINUTES)
- UVA+UVB protection
- hypoallergenic
- reef-friendly
- won't clog pores

**SPF 50**

NO PARABENS\* PHTHALATES FRAGRANCE PABA

**NON GMO**

8 FL OZ (236 mL)

**Drug Facts**

<b>Active Ingredients</b> Titanium Dioxide 3.0% Zinc Oxide 15.0%	<b>Purpose</b> Sunscreen
<b>Uses</b> • helps prevent sunburn • if used as directed with other sun protection measures (see Directions), decreases the risk of skin cancer and early skin aging caused by the sun	
<b>Warnings:</b> <b>For external use only</b> <b>Do not use</b> • on damaged or broken skin. <b>When using this product</b> keep out of eyes. Rinse with water to remove. <b>Stop use and ask a doctor if</b> • rash occurs. <b>Keep out of reach of children.</b> If swallowed, get medical help or contact a Poison Control Center right away.	
<b>Directions</b> • apply liberally 15 minutes before sun exposure • reapply: • after 80 minutes of swimming or sweating • immediately after towel drying • at least every 2 hours • children under 6 months of age: ask a doctor • <b>Sun Protection Measures.</b> Spending time in the sun increases your risk of skin cancer and early skin aging. To decrease this risk, regularly use a sunscreen with a broad-spectrum SPF of 15 or higher and other sun protection measures including: • limit time in the sun, especially from 10 a.m. - 2 p.m. • wear long-sleeve shirts, pants, hats, and sunglasses	
<b>Other information</b> • protect this product from excessive heat and direct sun • may stain or damage some fabrics, materials or surfaces	
<b>Inactive ingredients</b> water, neopentyl glycol diheptanoate, caprylic/capric triglyceride, butylcetyl salicylate, cetyl PEG/PPG-10/1 dimethicone, C30-38 olefin/isopropyl maleate/MA copolymer, sorbitan trisearate, silica, stearyl octyldodecyl citrate crosspolymer, VP/hexadecene copolymer, phenoxyethanol, magnesium sulfate, citric acid, glycerin, stearyl alcohol, glyceryl stearate, simmondsia chinensis (jojoba) seed oil, polysorbate 60, arachidyl alcohol, behenyl alcohol, arachidyl glucoside, ethylhexylglycerin, abe barbadensis leaf juice, avena pativa (oat) kernel extract, glycine soja (soybean) seed extract, tocopherol	
<b>Questions or comments?</b> Call toll free 1-800-632-6900	

DISTRIBUTED BY THE KROGER CO., CINCINNATI, OHIO 45202  
QUALITY GUARANTEE • 800-632-6900  
SEE [www.simpletruth.com](http://www.simpletruth.com) FOR A COMPLETE LIST OF INGREDIENTS THIS PRODUCT IS FREE FROM.

This non-greasy lotion absorbs quickly to keep active kids moving. A hypoallergenic, tear-free formula helps you keep your kids' skin safe while they explore, whether it's the beach, the pool, the park or any place under the sun.

\*SIMPLE TRUTH PRODUCTS THAT BEAR THE NON-GMO SEAL ARE PRODUCED WITHOUT GENETICALLY ENGINEERED INGREDIENTS.  
\*NO PARABENS SEPARATELY ADDED TO PRESERVE THIS PRODUCT

0 41260 53236 4

## SIMPLE TRUTH MINERAL BASED SPF 50 SUNSCREEN

titanium dioxide, zinc oxide lotion

### Product Information

<b>Product Type</b>	HUMAN OTC DRUG	<b>Item Code (Source)</b>	NDC:30142-819
<b>Route of Administration</b>	TOPICAL		

### Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
-----------------	-------------------	----------

<b>TITANIUM DIOXIDE</b> (UNII: 15FIX9V2JP) (TITANIUM DIOXIDE - UNII:15FIX9V2JP)	TITANIUM DIOXIDE	30 mg in 1 mL
<b>ZINC OXIDE</b> (UNII: SOI2LOH54Z) (ZINC OXIDE - UNII:SOI2LOH54Z)	ZINC OXIDE	150 mg in 1 mL

## Inactive Ingredients

Ingredient Name	Strength
<b>CETYL PEG/PPG-10/1 DIMETHICONE (HLB 5)</b> (UNII: 035JKJ76MT)	
<b>OAT</b> (UNII: Z6J799EAJK)	
<b>JOJOBA OIL</b> (UNII: 724GKU717M)	
<b>ETHYLHEXYLGLYCERIN</b> (UNII: 147D247K3P)	
<b>ANHYDROUS CITRIC ACID</b> (UNII: XF417D3PSL)	
<b>WATER</b> (UNII: 059QF0KO0R)	
<b>BUTYLOCTYL SALICYLATE</b> (UNII: 2EH13UN8D3)	
<b>ARACHIDYL GLUCOSIDE</b> (UNII: 6JVW35JOOJ)	
<b>STEARYL ALCOHOL</b> (UNII: 2KR89I4H1Y)	
<b>SORBITAN TRISTEARATE</b> (UNII: 6LUM696811)	
<b>SILICON DIOXIDE</b> (UNII: ETJ7Z6XBU4)	
<b>VINYLPYRROLIDONE/HEXADECENE COPOLYMER</b> (UNII: KFR5QEN0N9)	
<b>ALOE VERA LEAF</b> (UNII: ZY81Z83H0X)	
<b>SOYBEAN</b> (UNII: L7HT8F1ZOD)	
<b>ARACHIDYL ALCOHOL</b> (UNII: 1QR1QRA9BU)	
<b>DOCOSANOL</b> (UNII: 9G1OE216XY)	
<b>TOCOPHEROL</b> (UNII: R0ZB2556P8)	
<b>MAGNESIUM SULFATE HEPTAHYDRATE</b> (UNII: SK47B8698T)	
<b>GLYCERIN</b> (UNII: PDC6A3C0OX)	
<b>GLYCERYL 1-STEARATE</b> (UNII: 258491E1RZ)	
<b>POLYSORBATE 60</b> (UNII: CAL22UVI4M)	
<b>MEDIUM-CHAIN TRIGLYCERIDES</b> (UNII: C9H2L21V7U)	
<b>STEARYL/OCTYLDODECYL CITRATE CROSSPOLYMER</b> (UNII: PN88NW0KPK)	
<b>NEOPENTYL GLYCOL DIHEPTANOATE</b> (UNII: 5LKW3C543X)	
<b>PHENOXYETHANOL</b> (UNII: HIE492ZZ3T)	

## Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:30142-819-15	177 mL in 1 TUBE; Type 0: Not a Combination Product	09/20/2018	
2	NDC:30142-819-12	236 mL in 1 TUBE; Type 0: Not a Combination Product	09/20/2018	

## Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC Monograph Drug	M020	09/20/2018	

**Labeler** - THE KROGER COMPANY (006999528)

Revised: 10/2023

THE KROGER COMPANY