

MAXIMUM STRENGTH ORIGINAL DIAPER RASH- zinc oxide cream
KMART Corporation

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Little Ones Maximum Strength Original Diaper Paste

Active ingredient

Zinc Oxide.....40.0%

Purpose

Skin Protectant

Uses

- helps treat and prevent diaper rash
- protects chafed skin due to diaper rash and helps seal out wetness

Warnings

For external use only.

When using this product

- do not get into eyes

Stop use and ask a doctor if

- condition worsens
- symptoms last more than 7 days or clear up and occur again within a few days

Keep Out of Reach of Children.

If swallowed, get medical help or contact a Poison Control Center right away. (1-800-222-1222)

Directions

- change wet and soiled diapers promptly
- cleanse the diaper area
- allow to dry
- apply cream liberally as often as necessary, with each diaper change, especially at bedtime or any time when exposure to wet diapers may be prolonged

Other Information

- store at 20° to 25°C (68° to 77°F)

Inactive ingredients

cod liver oil, talc, petrolatum, lanolin, water, methylparaben, fragrance, BHA

Package/Label Principal Display Panel

Little Ones maximum strength original diaper rash paste

With 40% zinc oxide

Helps to heal, soothe & prevent diaper rash

Dermatologist-tested and hypoallergenic

Provides overnight relief for your baby's delicate skin

Compare to Desitin[®] Maximum Strength 40% Zinc Oxide Original Diaper Rash Paste*

NET WT. 4 OZ. (113 G)

Maximum Strength Original Diaper Rash Paste provides overnight relief for your baby's delicate skin. This rich, dermatologist-tested and hypoallergenic formula contains the maximum level of zinc oxide to instantly form a protective barrier to help heal and soothe discomfort caused by diaper rash.

SATISFACTION GUARANTEE

Thank you for purchasing this quality product. If you are unsatisfied for any reason, return the unused portion to the store for a full refund or call 1-800-842-7886.

Distributed by: Kmart Corporation
Hoffman Estates, IL 60179
Shop kmart.com/littleones

Manufactured in Israel
0D927 AF C1

*This product is not manufactured or distributed by Johnson & Johnson[®] Consumer Products Company, owner of the registered trademark Desitin[®]



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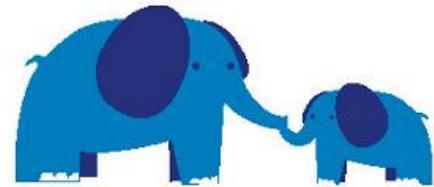
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Drug Facts		Drug Facts (continued)		Other Information	
Active ingredient Zinc Oxide, 40.0%.....	Purpose Skin protectant	Stop use and ask a doctor if • condition worsens • symptoms last more than 7 days or clear up and occur again within a few days	• store at 20° to 25°C (68° to 77°F)		
Uses • helps treat and prevent diaper rash • protects chafed skin due to diaper rash and helps seal out wetness		Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away (1-800-222-1222).		Inactive Ingredients cod liver oil, talc, petrolatum, lanolin, water, methylparaben, fragrance, BHA	
Warnings For external use only. When using this product • do not get into eyes		Directions • change wet and soiled diapers promptly • cleanse the diaper area • allow to dry • apply cream liberally as often as necessary, with each diaper change, especially at bedtime or any time when exposure to wet diapers may be prolonged		Distributed by: Kmart Corporation Hoffman Estates, IL 60179 Shop kmart.com/littleones Manufactured in Israel 00927 AF C1	

Carton Label

MAXIMUM STRENGTH ORIGINAL DIAPER RASH

zinc oxide cream

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:49738-927
Route of Administration	TOPICAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
ZINC OXIDE (UNII: SOI2LOH54Z) (ZINC OXIDE - UNII:SOI2LOH54Z)	ZINC OXIDE	400 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
COD LIVER OIL (UNII: BBL281NWFQ)	

TALC (UNII: 7SEV7J4R1U)	
PETROLATUM (UNII: 4T6H12BN9U)	
LANOLIN (UNII: 7EV65EAW6H)	
WATER (UNII: 059QF0KO0R)	
METHYL PARABEN (UNII: A2I8C7HI9T)	
BUTYLATED HYDROXYANISOLE (UNII: REK4960K2U)	

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:49738-927-11	1 in 1 CARTON		
1		113 g in 1 TUBE		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
OTC monograph final	part347	10/01/2013	

Labeler - KMART Corporation (008965873)