

Aveeno®

Introducing AVEENO® Positively Mineral™ Sunscreen

Powered by naturally-sourced 100% zinc oxide

AVEENO® Positively Mineral™ Sunscreen for face and body is formulated with 100% zinc oxide to provide powerful broad-spectrum UVA/UVB protection that's gentle enough for sensitive skin.¹

Gentle by Nature

- Zinc oxide is mineral sunscreen that is extra-gentle on sensitive skin because it remains at the surface of the skin²
- Hypoallergenic and noncomedogenic.
Free of fragrance, parabens, phthalates, and dyes.
Our face formula is also oil-free¹

Lightweight Formula, Superior Protection

- Non-greasy mineral formula dries sheer with a matte finish
- Infused with nourishing colloidal oat
- Sweat-resistant and water-resistant for up to 80 minutes; reapply as directed
- Superior broad-spectrum SPF 50 sun protection²



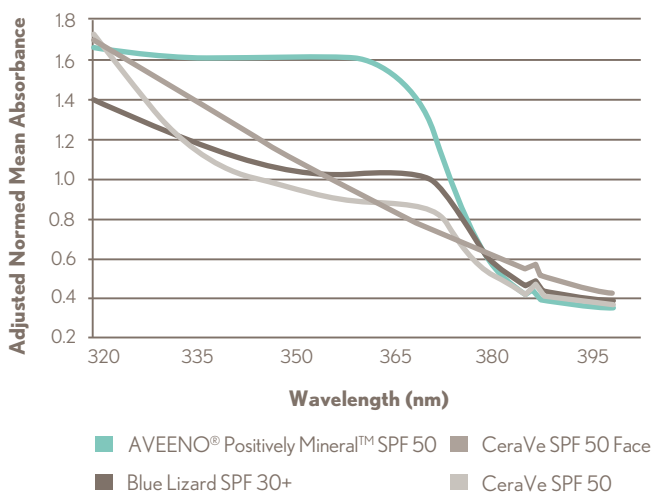
Positively Superior



AVEENO® Positively Mineral™ Sensitive Skin sunscreen demonstrated proven superior protection in a clinical trial vs leading mineral sunscreens.²

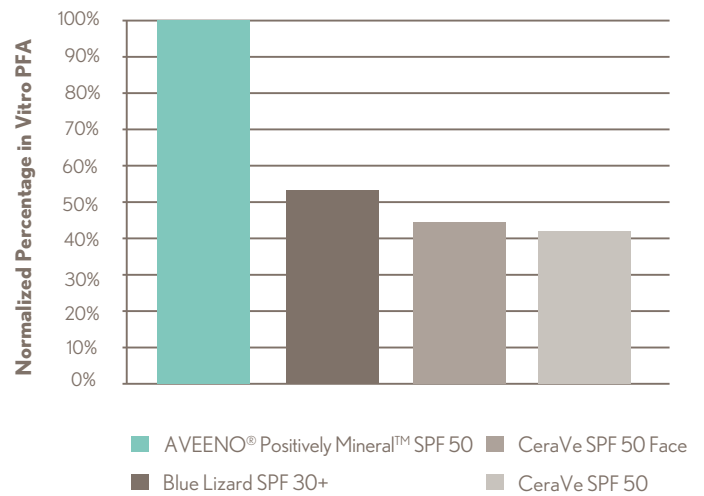
The highest and broadest UVA absorption

In vitro absorbance spectrum of AVEENO® Positively Mineral™ Sunscreen vs leading all-mineral sunscreens within the UVA region (320-400 nm)²



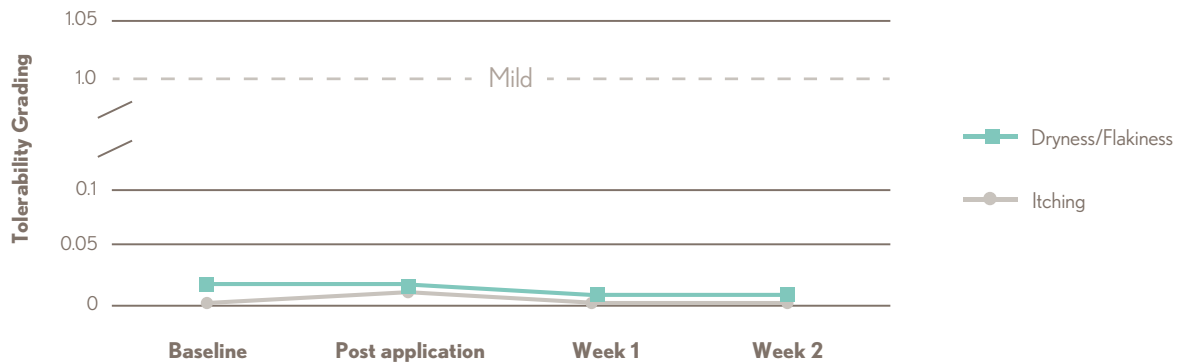
The highest PFA*: 2x more than the leading mineral sunscreen

In vitro PFA of AVEENO® Positively Mineral™ SPF 50 relative to leading mineral sunscreens²



Well-Tolerated and Suitable for Sensitive Skin

No significant changes in tolerability²



*PFA is a measure of UVA protection.

As Mild as Water²

Ocular tolerability testing found AVEENO® Positively Mineral™ to be safe and gentle to the eye with mildness comparable to sterile water ($P > .1$)²

References: 1. Data on file. Aveeno® Positively Mineral™ Sunscreen sell sheet. 2. Data on file. Zinc oxide technology and superior UVA protection. Poster 4438.