



From our award winning
Ultra Sheer Dry-Touch Platform



New
Neutrogena Purescreen+
Mineral Ultra Sheer Dry-Touch Lotion

UVA

UVA

Purescreen+™ technology provides vital UV protection with 100% mineral actives

100% MINERAL ACTIVES

EPIDERMIS

DERMIS

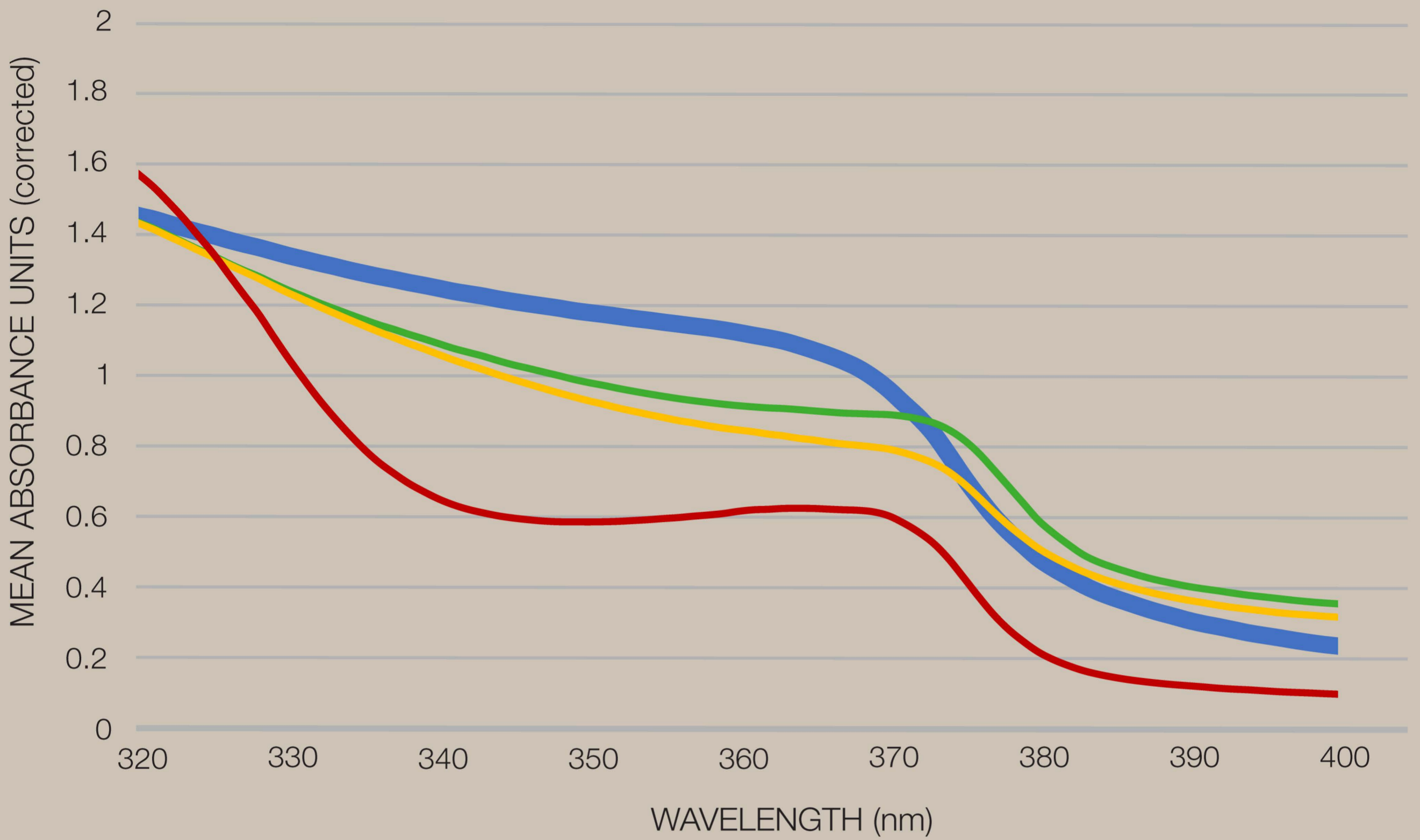
HYPODERMIS



Superior Board Spectrum
Mineral Protection



UV absorbance compared with other broad spectrum sunscreens



- Neutrogena® Mineral Ultra Sheer® Dry-Touch Lotion SPF 30**
- Cetaphil® Sheer Mineral Sunscreen Broad Spectrum SPF 30
- CeraVe® Hydrating Mineral Sunscreen Broad Spectrum SPF 30
- EltaMD® UV Lotion Broad-Spectrum SPF 30+

With added skin caring ingredients
for all skin types and tones





Designed to **encourage patient compliance**,
our Ultra Sheer Portfolio offers
broad spectrum protection in several forms