

<p><small>"straightforward skincare"</small></p> <h1 style="margin: 0;">cream</h1> <p>Treatment for dry skin conditions including:</p> <ul style="list-style-type: none"> <li><span style="color: orange;">■</span> dry/flaky skin</li> <li><span style="color: orange;">■</span> eczema</li> <li><span style="color: orange;">■</span> itchy skin</li> <li><span style="color: orange;">■</span> dry psoriasis</li> <li><span style="color: orange;">■</span> sunburn</li> </ul>	<p><b>E45 cream</b> is an unperfumed and non-greasy emollient cream. It has been clinically proven to treat and soothe dry, itching, flaking, chapped, rough and calloused skin, sunburn and detergent hands.</p> <p><b>E45 cream</b> can be used everyday by the whole family, including infants over the age of 1 month.</p> <p><b>Read the inner leaflet carefully before use.</b> Do not use if allergic to any of the ingredients.</p> <p>Use this medicine only on your skin. Store below 25°C. <b>KEEP OUT OF THE SIGHT AND REACH OF CHILDREN.</b> Contains Anhydrous Lanolin 1.0%w/w, White Soft Paraffin 14.5%w/w, Light Liquid Paraffin 12.6%w/w as active ingredients and also Glyceryl Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.</p> <p><b>Direction:</b> Apply to the affected skin 2 or 3 times daily.</p> <p>For external use only. If symptoms persist, consult your doctor. Licence holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. <b>PL 00063/0404</b></p>	<p><b>Lot:</b></p> <p><b>Use by:</b></p>
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**PACKAGE LEAFLET: INFORMATION FOR THE USER**

**1. WHAT E45 CREAM IS USED FOR:** **E45 cream** has been clinically proven to treat and soothe dry, itching, flaking, chapped, rough and calloused skin, sunburn and detergent hands. Its non-greasy emollient formulation leaves your skin soft, comfortable and relieved. **E45 cream** is also for more serious dry skin conditions such as eczema, dermatitis, ichthyosis and certain dry cases of psoriasis.

**Perfume free** - dermatologically tested.

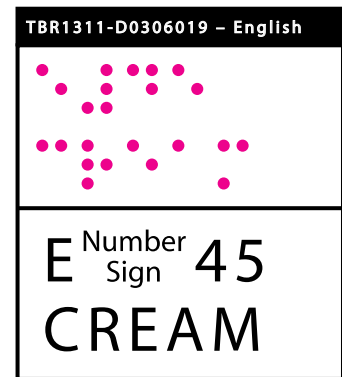
**2. BEFORE YOU USE E45 CREAM:** **E45 cream** can be used everyday by the whole family, including infants over the age of 1 month. Do not use if allergic to any of the ingredients. Use this medicine only on your skin. **Do not use near the mouth, inner nose, eyes, genital area or on broken skin.** Check that the tub seal is intact before first use, then remove it. E45 cream contains: Cetyl alcohol which may cause local skin reactions (e.g. contact dermatitis). E216 and E218 which may cause allergic reactions (possibly delayed). Do not smoke or go near naked flames - risk of severe burns. Fabric (clothing, bedding, dressings etc) that has been in contact with this product burns more easily and is a serious fire hazard. Washing clothing and bedding may reduce product build-up but not totally remove it. Speak to your doctor if you are using minoxidil. Not recommended during breast feeding.

**3. HOW TO USE E45 CREAM:** Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor.

**4. POSSIBLE SIDE EFFECTS:**  
Occasionally, allergic reaction or worsening of acne may occur. If you suspect an allergic reaction, such as a rash, or if anything unusual happens, stop using the product. If you get any side effects, talk to your doctor, pharmacist or nurse. This includes any possible side effects not listed above. You can also report side effects directly via the Yellow Card Scheme at: "<http://www.mhra.gov.uk/yellowcard>" or search for MHRA Yellow Card in the Google Play or Apple App Store. By reporting side effects, you can help provide more information on the safety of this medicine.

**5. HOW TO STORE E45 CREAM:**  
Store below 25°C. KEEP OUT OF THE SIGHT AND REACH OF CHILDREN

**6. FURTHER INFORMATION:**  
E45 cream is a white cream containing White Soft Paraffin 14.5% w/w, Light Liquid Paraffin 12.6% w/w and Anhydrous Lanolin (Medilan®) 1% w/w as **active ingredients** and also Glycerol Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.  
MA holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **PL 00063/0404**  
Manufacturer: Reckitt Benckiser Healthcare (UK) Ltd, HU8 7DS, UK  
RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands  
Also available in 50g, 350g and 500g. Text revised: **February 2022.**



# RB Artwork and Print Specification

Trident Reference No:	RB484078
ZEN Ref:	<b>TR2252756</b>
Action:	<b>F</b>
Brand:	E45
Category:	Core E45
Segment Group:	Moisturising
Segment:	Cream
Pack Size:	125g
Market/Country:	UK
Date:	16/03/22





RBH Contact: Jess Phipps

## Artwork Type: **BW Commercial**






Component Code (2D if applicable):	<b>3226429</b>
2 <sup>nd</sup> Component Code (if applicable):	<b>N/A</b>
Parent Technical Packaging Specification:	D0306019
Finished Goods Code:	<b>0132269</b>
Supply Point:	RB Hull
3rd Party Code:	N/A
Pharmacode No/NE:	N/A
Edgemark Position:	NA

CAD Cam Ref:	E45-Lbl-Bourne-P&R-197x36mm
Printer:	Skanem (Cardiff, UK)
Substrate:	PP-White SA

### Technical & Non Printing Items

 Cutter	 Cutter 2 (if applicable)
 Guides	 Guides 2 (if applicable)

### Colours (Label \_Peel Read)

Process Yellow	PANTONE 162 C	PANTONE 651 C	WorkingClass™ Citruslight
			
1 FLX	2 FLX	3 FLX	4 FLX
Braille			
			
5 FLX			

## BARCODE INFO

Barcode Type:	EAN 13
Barcode Number:	5000167010220
Magnification:	85%
Truncated By:	7.0 mm
Full Height:	15.1 mm
Bar Height (Smallest Bar):	12.5 mm
BWR:	50 microns
Encoded Data:	N/A

**HEALTH ▸ HYGIENE ▸ HOME**

Connaught House, Connaught Road,  
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ARTWORK BE ALTERED WITHOUT PRIOR  
PERMISSION FROM TRIDENT.

**STUDIO USE ONLY** Soundari Saravanan **v2.0**

Sm•Art check results: G=0; O=2; R=5; - SS - 16/03/22 10:57:08



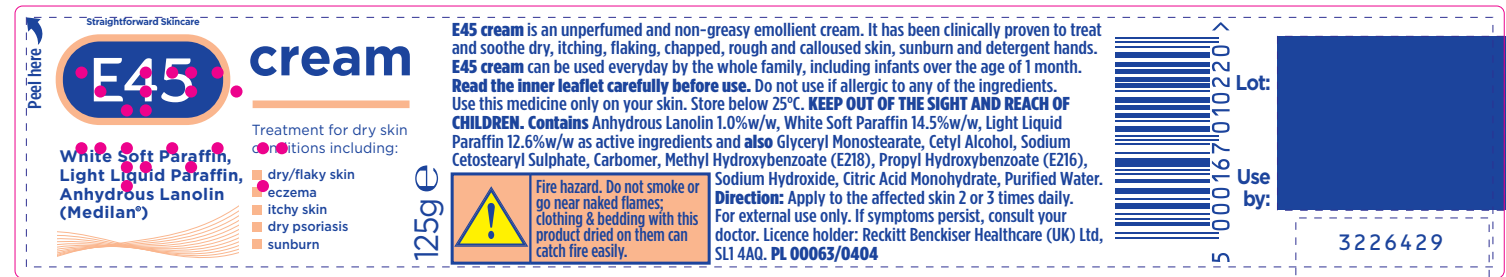
Connaught House, Connaught Road,  
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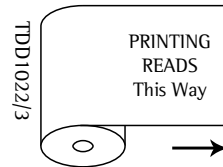
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 Sm•Art check results:      G=0; O=2; R=5; - SS - 16/03/22 10:57:08

## FRONT PLY



**BOTTOM PLY**

**PACKAGE LEAFLET: INFORMATION FOR THE USER**

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**Perfume free** - dermatologically tested.

**2. BEFORE YOU USE E45 CREAM:** **E45 cream** can be used everyday by the whole family, including infants over the age of 1 month. Do not use if allergic to any of the ingredients. Use this medicine only on your skin. **Do not use near the mouth, inner**

**nose, eyes, genital area or on broken skin.** Check that the tub seal is intact before first use, then remove it. E45 cream contains: Ethyl alcohol which may cause local skin reactions (e.g. contact dermatitis). E216 and E218 which may cause allergic reactions (possibly delayed). Do not smoke or go near naked flames – risk of severe burns. Fabric (clothing, bedding, dressings etc) that has been in contact with this product burns more easily and is a serious fire hazard. Washing clothing and bedding may reduce product build-up but not totally remove it. Speak to your doctor if you are using minoxidil. Not recommended during breast feeding.

**3. HOW TO USE E45 CREAM:** Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor.

## FRONT REVERSE PLY

#### 4. POSSIBLE SIDE EFFECTS:

Occasionally, allergic reaction or worsening of acne may occur. If you suspect an allergic reaction, such as a rash, or if anything unusual happens, stop using the product. If you get any side effects, talk to your doctor, pharmacist or nurse. This includes any possible side effects not listed above. You can also report side effects directly via the Yellow Card Scheme at: "<http://www.mhra.gov.uk/yellowcard>" or search for MHRA Yellow Card in the Google Play or Apple App Store. By reporting side effects, you can help provide more information on the safety of this medicine.

### 5.HOW TO STORE E45 CREAM:

**Store below 25°C. KEEP OUT OF THE SIGHT AND REACH OF CHILDREN**

## 6.FURTHER INFORMATION:

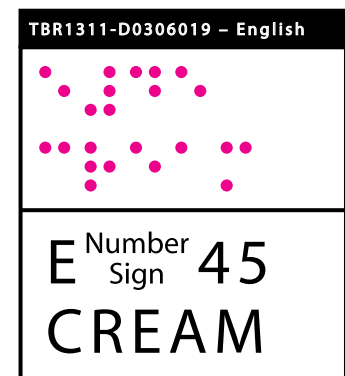
E45 cream is a white cream containing White Soft Paraffin 14.5% w/w, Light Liquid Paraffin 12.6% w/w and Anhydrous Lanolin (Medilan®) 1% w/w as active ingredients and also Glyceril Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.

MA holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **PL 00063/0404**

Manufacturer: Reckitt Benckiser Healthcare (UK) Ltd, HU8 7DS, UK

RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands

Also available in 50g, 350g and 500g. Text revised: **February 2022.**



**CUSTOMER INFO:**  
Minimum Point Size = 3.60pt

## RB Artwork and Print Specification

Trident Reference No:	RB484078
ZEN Ref:	<b>TR2252756</b>
Action:	<b>F</b>
Brand:	E45
Category:	Core E45
Segment Group:	Moisturising
Segment:	Cream
Pack Size:	125g
Market/Country:	UK
Date:	16/03/22

RBH Contact:	Jess Phipps
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Artwork Type: **BW Commercial**

Component Code (2D if applicable):	<b>3226429</b>
2 <sup>nd</sup> Component Code (if applicable):	<b>N/A</b>
Parent Technical Packaging Specification:	<b>D0306019</b>
Finished Goods Code:	<b>D032269</b>
Supply Point:	RB Hull
3rd Party Code	N/A
Pharmacode No/NE:	N/A
Edgemark Position:	NA

CAD Cam Ref:	E45-Lbl-Bourne-P&R-197x36mm
Printer:	Skanem (Cardiff, UK)
Substrate:	PP-White SA

## Technical &amp; Non Printing Items

 Cutter  
 Guides  
 Cutter 2 (if applicable)  
 Guides 2 (if applicable)

## Colours (Label \_Peel Read)

Process Yellow	PANTONE 162 C	PANTONE 661 C	Whiting/Gloss/1-Cat Brightness
1 FLX	2 FLX	3 FLX	4 FLX
Braille			
5 FLX			

### BARCODE INFO

Barcode Type:	EAN 13
Barcode Number:	5000167010220
Magnification:	85%
Truncated By:	7.0 mm
Full Height:	15.1 mm
Bar Height (Smallest Bar):	12.5 mm
BWR:	50 microns
Encoded Data:	N/A



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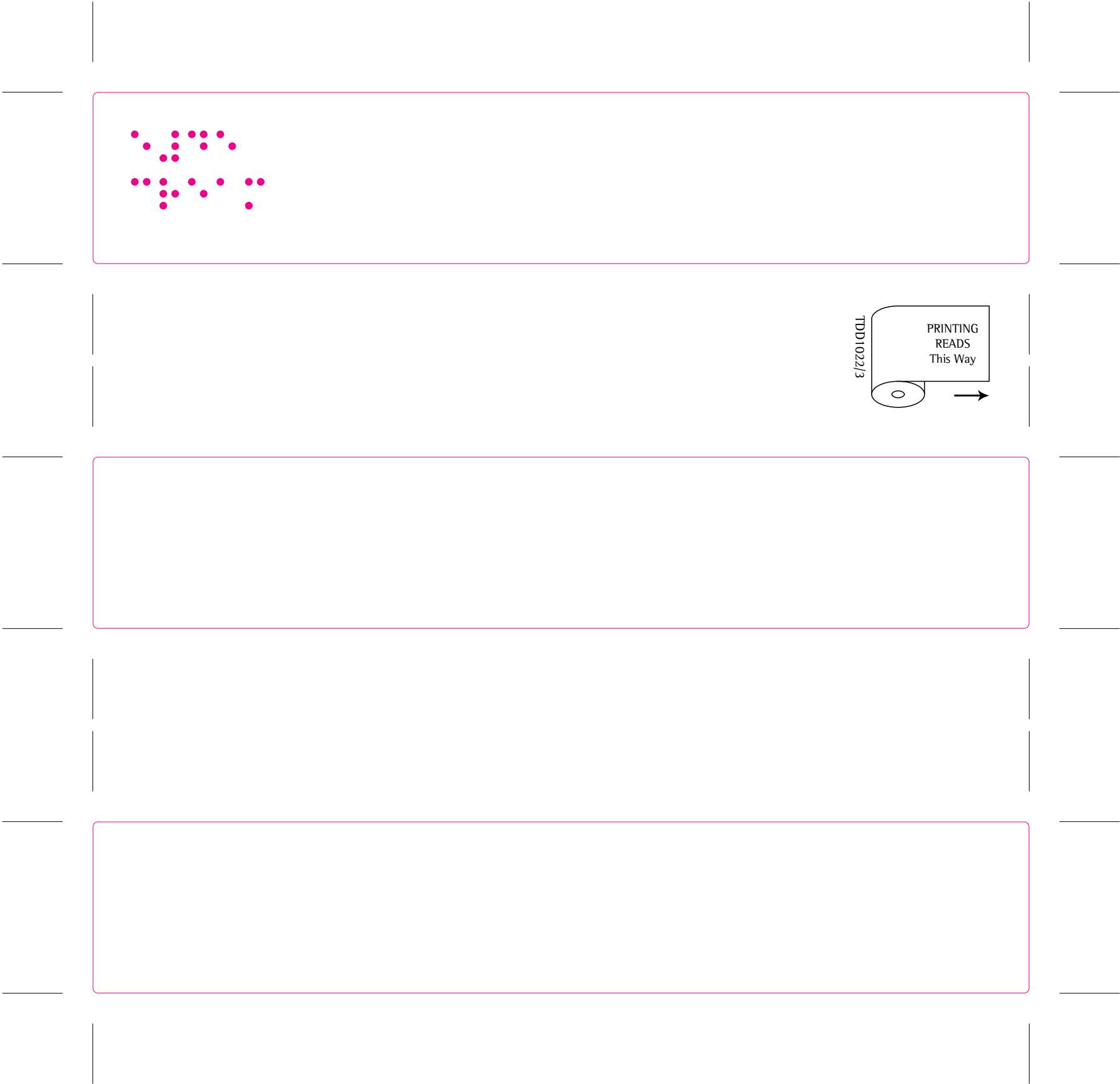


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TBR1311-D0306019 – English



E Number  
Sign 45

CREAM

CUSTOMER INFO:  
Minimum Point Size = 3.60pt

RB Artwork and  
Print Specification

Trident Reference No: RB484078

ZEN Ref: **TR2252756**

Action: **F**

Brand: E45

Category: Core E45

Segment Group: Moisturising

Segment: Cream

Pack Size: 125g

Market/Country: UK

Date: 16/03/22

RBH Contact: Jess Phipps

**Artwork Type: BW Commercial**

Component Code (2D if applicable): **3226429**

2<sup>nd</sup> Component Code (if applicable): **N/A**

Parent Technical Packaging Specification: D0306019

Finished Goods Code: **0132269**

Supply Point: RB Hull

3rd Party Code: N/A

Pharmacode No/NE: N/A


Edgemark Position: NA


CAD Cam Ref: E45-Lbl-Bourne-P&R-197x36mm


Printer: Skanem (Cardiff, UK)


Substrate: PP-White SA

Technical & Non Printing Items






 Cutter

 Cutter 2 (if applicable)

 Guides

 Guides 2 (if applicable)

Colours (Label \_Peel Read)

Process Yellow	PANTONE 162 C	PANTONE 661 C	Yellow/Green/Orange
			
Braille			
			

BARCODE INFO

Barcode Type: EAN 13

Barcode Number: 5000167010220

Magnification: 85%


Truncated By: 7.0 mm

Full Height: 15.1 mm


Bar Height (Smallest Bar): 12.5 mm

BWR: 50 microns

Encoded Data: N/A



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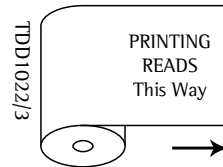
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Trident Reference No:	RB484078
ZEN Ref:	<b>TR2525756</b>
<b>F</b>	
Action:	
Brand:	E45
Category:	Core E45
Segment Group:	Moisturizing
Segment:	Cream
Pack Size:	125g
Market/Country:	UK
Date:	16/03/22

<b>Artwork Type: BW Commercial</b>	
Component Code (2D if applicable):	<b>3226429</b>
2nd Component Code (if applicable):	<b>N/A</b>
Parent Technical Packaging Specification:	D0306019
Finished Goods Code:	<b>0132269</b>
Supply Point:	RB Hull
3rd Party Code	N/A
Pharmacode No/NE:	N/A
Edgemark Position:	NA

Technical & Non Printing Items	
 Cutter	 Cutter 2 (if applicable)
 Guides	 Guides 2 (if applicable)

[illegible]

Barcode Type:	EAN 13
Barcode Number:	5000167010220
Magnification:	85%
Truncated By:	7.0 mm
Full Height:	15.1 mm
Bar Height (Smallest Bar):	12.5 mm
BWR:	50 microns
Encoded Data:	N/A

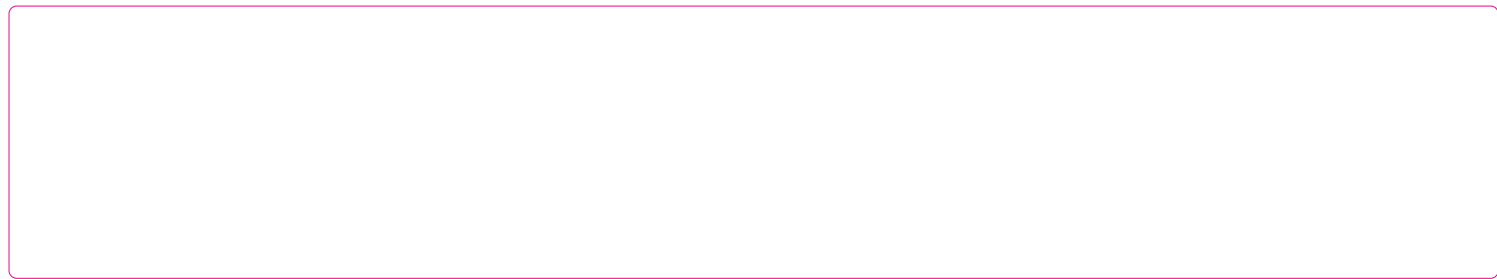
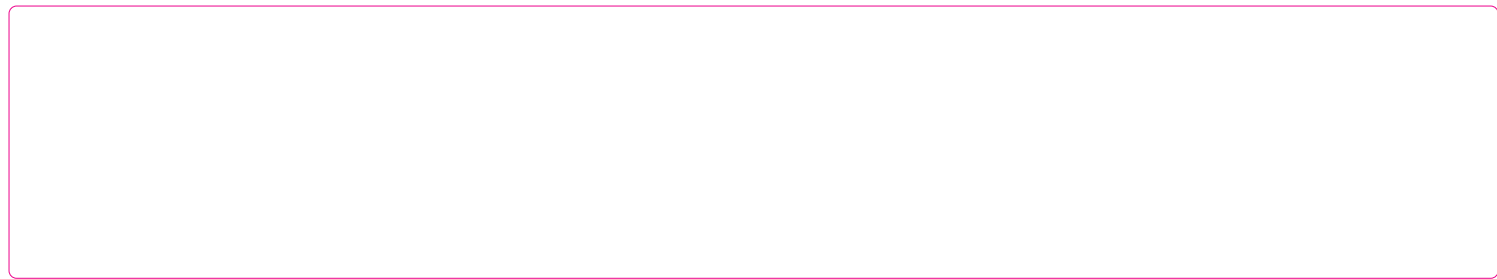
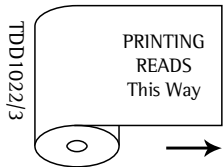


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TBR1311-D0306019 – English



**CUSTOMER INFO:**  
Minimum Point Size = 3.60pt



**TBR1311-D0306019 – English**



E Number  
Sign 45

CREAM

**CUSTOMER INFO:**  
Minimum Point Size = 3.60pt

**RB Artwork and Print Specification**

Trident Reference No: RB484078

ZEN Ref: **TR2252756**

Action: **F**

Brand: E45

Category: Core E45

Segment Group: Moisturising

Segment: Cream

Pack Size: 125g

Market/Country: UK

Date: 16/03/22

RBH Contact: Jess Phipps

**Artwork Type: BW Commercial**

Component Code (2D if applicable): **3226429**

2<sup>nd</sup> Component Code (if applicable): **N/A**

Parent Technical Packaging Specification: D0306019

Finished Goods Code: **0132269**

Supply Point: RB Hull

3rd Party Code: N/A

Pharmacode No/NE: N/A

Edgemark Position: NA

CAD Cam Ref: E45-Lbl-Bourne-P&R-197x36mm

Printer: Skanem (Cardiff, UK)

Substrate: PP-White SA

Technical & Non Printing Items

Cutter

Cutter 2 (if applicable)

Guides

Guides 2 (if applicable)

Colours (Label \_Peel Read)

Process Yellow	PANTONE 162 C	PANTONE 661 C	White/Golden/Copied/Green
1	2	3	4
FLX	FLX	FLX	FLX

Braille

5

FLX

**BARCODE INFO**

Barcode Type: EAN 13

Barcode Number: 5000167010220

Magnification: 85%


Truncated By: 7.0 mm

Full Height: 15.1 mm


Bar Height (Smallest Bar): 12.5 mm

BWR: 50 microns

Encoded Data: N/A



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Sm•Art check results:

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Production line			
Manufacturing site			
Pack Tech approver	1 <sup>st</sup>	2 <sup>nd</sup>	
Date			
Check Criteria	Details & Comments	Checks	
Approvals		1 <sup>st</sup>	2 <sup>nd</sup>
Market Approval			
Regulatory Approval			
3rd Party Approval			
Technical Drawing/ Cutter ref no. & PPI component code			
PPI component code number/s correct on artwork?			
PPI component code number/s in correct position on artwork?			
Correct drawing for the production line?			
Profile shape & dimensions			
Graphics layout/orientation			
Unwind diagram (PPTD1022/1-20)			
Printable areas/bleed			
Varnish free areas			
Variable coding position & dimensions			
Varnish and print requirements			
Pre-printed headers (alignment and suitability)			
Embossing, Braille & Foil Blocking			
Separations on artwork			
Alignment within cutter			
Braille structure			
Verification Code Type; Pharma Code / 2D / OCV			
Bar sequence and/or number correct on artwork			
Bar sequence and/or number in correct position on artwork?			
Size (height, width, spacing, font)			
Direction of read			
Light margins and print free areas			
Colour			
Repeat distance (reeled material)			
Cross check related docs ie BOM			
Bar code Type; EAN, ITF, Code39, etc			
Magnification / width and height			
Colour (e.g. black print on white background)			
Light margins & indicators			
Bearer bars & H gauges (if required)			
Symbol grade (Pass = A,B,C; Action = D,F)			
Bar code number (human readable)			
Bar code number (encoded & hidden data)			
Confirm bar code number from source			
Cross check related docs (JDE/PID)			
Photo-electric cell mark / edge marks			
Present & per Tech drawing?			
Correct pitch?			
Additional markings			
e-mark, recycle logo etc			
Legend box (RB specification)			
Correct component code			
Correct D spec / has cutter changed?			
Correct printer / has printer changed?			
Correct Substrate			
A/W is set up appropriately for this substrate			
Edge mark details			
Pharmacode details			
Colours & print process			
Varnish			
Barcode information			
General details are correct			
Pass / Fail comments and Signature			
By approving the artwork referenced within this form I authorise it for release to the print supplier			
Additional Comments			

## RB Artwork and Print Specification

Trident Reference No:	RB484078
ZEN Ref:	<b>TR2252756</b>
Action:	<b>F</b>
Brand:	E45
Category:	Core E45
Segment Group:	Moisturising
Segment:	Cream
Pack Size:	125g
Market/Country:	UK
Date:	16/03/22





RBH Contact:	Jess Phipps
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**Artwork Type: BW Commercial**






Component Code (2D if applicable):	<b>3226429</b>
2 <sup>nd</sup> Component Code (if applicable):	<b>N/A</b>
Parent Technical Packaging Specification:	D0306019
Finished Goods Code:	<b>0132269</b>
Supply Point:	RB Hull
3rd Party Code	N/A
Pharmacode No/NE:	N/A
Edgemark Position:	NA

CAD Cam Ref:	E45-Lbl-Bourne-P&R-197x36mm
Printer:	Skанem (Cardiff, UK)
Substrate:	PP-White SA

Technical & Non Printing Items


 Cutter	 Cutter 2 (if applicable)
 Guides	 Guides 2 (if applicable)

Colours (Label \_Peel Read)


 1 FLX	 2 FLX	 3 FLX	 4 FLX
 5 FLX			

## BARCODE INFO

Barcode Type:	EAN 13
Barcode Number:	5000167010220
Magnification:	85%
Truncated By:	7.0 mm
Full Height:	15.1 mm
Bar Height (Smallest Bar):	12.5 mm
BWR:	50 microns
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