



Pharmacode Reads This Way  
First Bar Last Bar





Pharmacode Reads This Way  
 First Bar      Last Bar

FRONT PLY

Peel Here

5 "straight forward" skincare

**E45 cream**

Treatment for dry skin conditions including:

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

White Soft Paraffin, Light Liquid Paraffin, Anhydrous Lanolin (Medilan®)

125g e

**E45 cream** 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. **E45 cream** can be used everyday by the whole family, including infants over the age of 1 month. **Read the inner leaflet carefully before use.** Do not use if allergic to any of the ingredients. Use this medicine only on your skin. Store below 25°C. **KEEP OUT OF THE SIGHT AND REACH OF CHILDREN. 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.**  
**Direction:** Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor. Licence holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **PL 00063/0404**

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

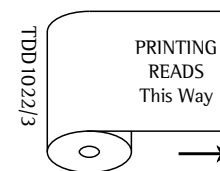
Lot: [Redacted]

Use by: [Redacted]

5 000167 010220 >

RB00000

BOTTOM PLY



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.

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 Glyceryl 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, HUB 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.

FRONT PLY

Peel Here

5flaighthead skincare

**E45 cream**

Treatment for dry skin

Conditions including:

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

White Soft Paraffin, Light Liquid Paraffin, Anhydrous Lanolin (Medilan®)

125g e

**E45 cream** 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. **E45 cream** can be used everyday by the whole family, including infants over the age of 1 month. **Read the inner leaflet carefully before use.** Do not use if allergic to any of the ingredients. Use this medicine only on your skin. Store below 25°C. **KEEP OUT OF THE SIGHT AND REACH OF CHILDREN. 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.**

**Direction:** Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor. Licence holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **PL 00063/0404**

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

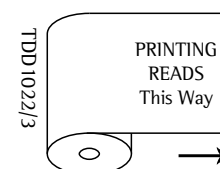
Lot: [Redacted]

Use by: [Redacted]

5 000167 010220

RB00000

BOTTOM PLY



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.

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 Glyceryl 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, HUB 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.

55mm

250mm

**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. Non greasy formula leaves skin soft & relieved. **Perfume free.**

**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.

Straightforward Skincare

E45

cream

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)**

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

**6. FURTHER INFORMATION:** MA holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ.  
**PL 00063/0404** Manufacturer: Reckitt Benckiser Healthcare (UK) Ltd, HUB 7DS, UK  
 RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands  
 Also available in 50g, 125g and 500g. Text revised: February 2022. 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 Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.

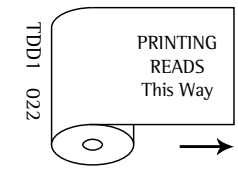
**Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.**

350g e

5 000167 1029501

Lot: [REDACTED]  
Use by: [REDACTED]

RB00000



55mm
250mm

**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. Non greasy formula leaves skin soft & relieved. **Perfume free.**

**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.

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

Straightforward Skincare

E45

cream

White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

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

**6. FURTHER INFORMATION:** 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, 125g and 500g. Text revised: February 2022. E45 cream is a white cream containing White Soft Paraffin 14.5% w/w, Light Liquid Paraffin 12.6% w/w, Anhydrous Lanolin (Medilan®) 1% w/w as active ingredients and also Glyceryl Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E211), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid, Potassium Monohydrate, Purified Water.

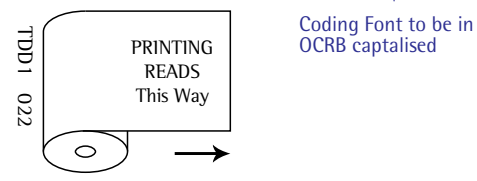
Lot: [REDACTED]

Use by: [REDACTED]

350g e

RB00000

9mm
23mm





250mm

75mm

**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. Non greasy formula leaves skin soft & 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.** 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.**

Straightforward Skincare



**White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)**



**cream**

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn



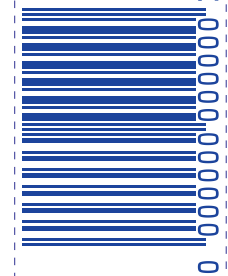
Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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 Glyceryl Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.

**Manufacturer:** Reckitt Benckiser Healthcare (UK) Ltd, HU8 7DS, UK.  
RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands

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

**Text revised:** February 2022.  
**PL 00063/0404**



500g e

0000000



250mm

75mm

**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. Non greasy formula leaves skin soft & 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. 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.**

Straightforward Skincare

**E45**

**cream**

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

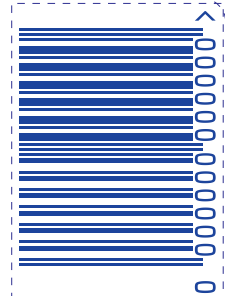
**White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)**



Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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 Glyceryl Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.

**Manufacturer:** Reckitt Benckiser Healthcare (UK) Ltd, HU8 7DS, UK.  
RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands  
**MA holder:** Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ.  
**Text revised:** February 2022.  
PL 00063/0404



500g e

0000000

**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. Non greasy formula leaves skin soft & 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.** 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 breastfeeding.

**3.HOW TO USE E45 CREAM:**

Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

**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"](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.

Straightforward Skincare



cream

**White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)**

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**5.HOW TO STORE E45 CREAM:**

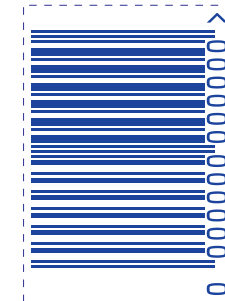
Store below 25°C.  
KEEP OUT OF THE SIGHT AND REACH OF CHILDREN.



**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 Glyceryl 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  
Text revised:  
**February 2022.**

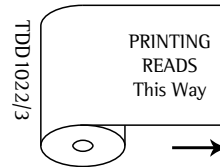


Lot:

Use by:

500g e

0000000



**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. Non greasy formula leaves skin soft & 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.** 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 breastfeeding.

**3. HOW TO USE E45 CREAM:** Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

**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"](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.

Straightforward Skincare



cream

**White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)**



Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**5. HOW TO STORE E45 CREAM:**

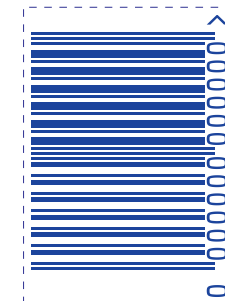
Store below 25°C.  
KEEP OUT OF THE SIGHT AND REACH OF CHILDREN.

**Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.**

**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 Glyceryl 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  
Text revised:  
**February 2022.**

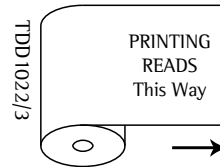


Lot:

Use by:

500g e

0000000





**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.

Non greasy formula leaves skin soft & 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.** 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 breastfeeding.

**3. HOW TO USE E45 CREAM:**

Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. For external use only. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

**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.

Straightforward Skincare



White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)

**DISPENSING PACK  
NOT FOR RETAIL SALE**

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**5. HOW TO STORE E45 CREAM:**

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

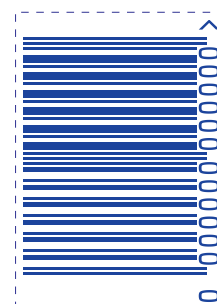


Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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** Glyceryl 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  
Text revised:  
**February 2022.**

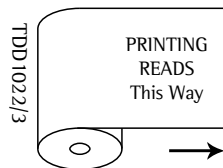


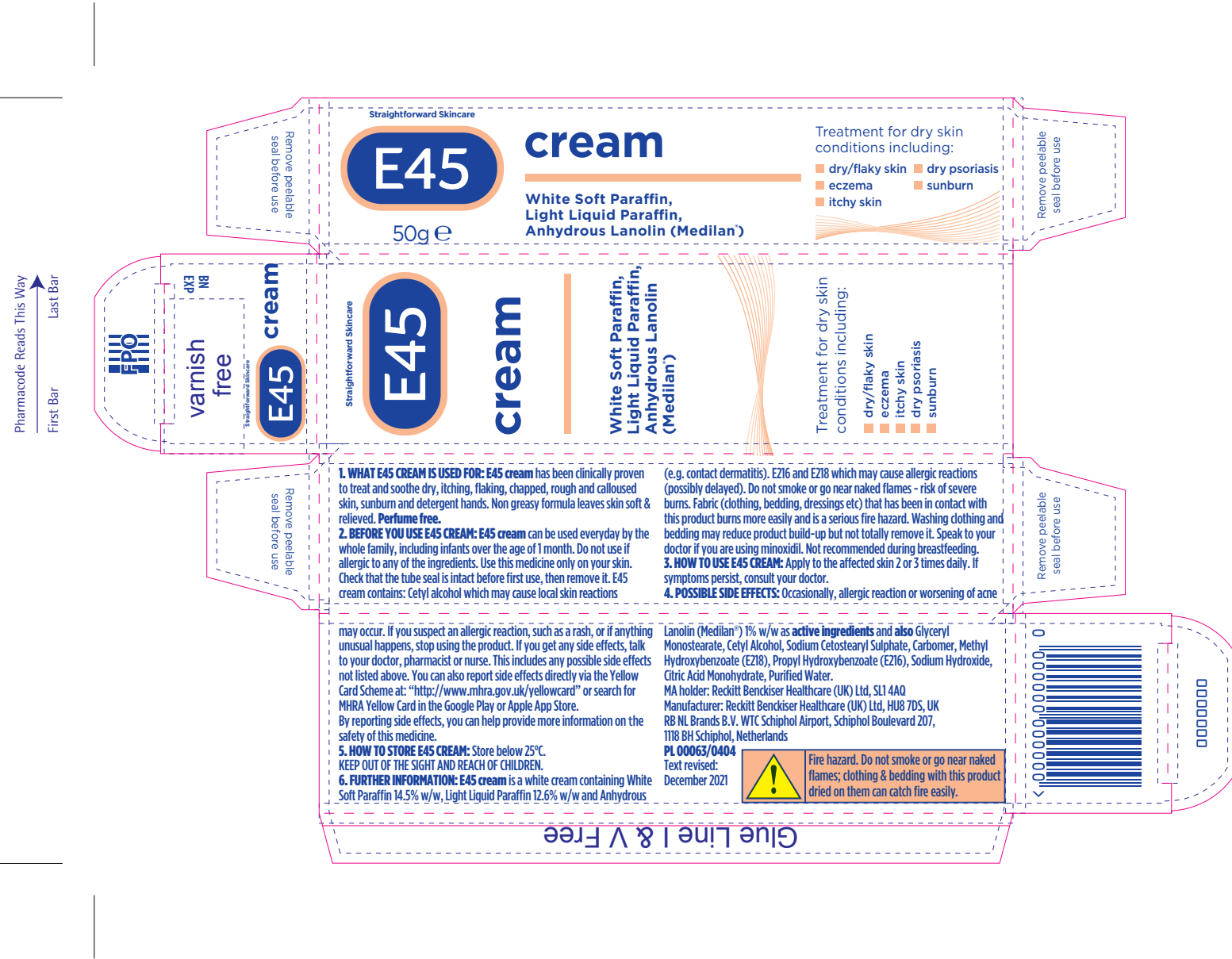
Lot:

Use by:

500g e

0000000

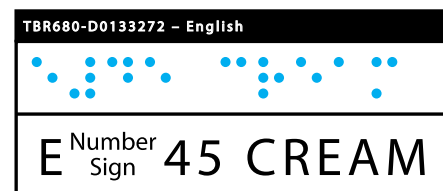




000000

N/A

N/A





Pharmacode Reads This Way  
First Bar Last Bar

Remove peelable seal before use

Straightforward Skincare

**E45** cream

50g e

White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin (Medilan)

Remove peelable seal before use

**Treatment for dry skin conditions including:**

- dry/flaky skin
- dry psoriasis
- eczema
- sunburn
- itchy skin

Remove peelable seal before use

Straightforward Skincare

**E45** cream

White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan)

Remove peelable seal before use

**Treatment for dry skin conditions including:**

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**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. Non greasy formula leaves skin soft & relieved. **Perfume free.**

**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. Check that the tube seal is intact before first use, then remove it. E45 cream contains: Cetyl alcohol which may cause local skin reactions

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

**4. POSSIBLE SIDE EFFECTS:** Occasionally, allergic reaction or worsening of acne (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 breastfeeding.

**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<sup>®</sup>) 1% 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.

MA holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ  
 Manufacturer: Reckitt Benckiser Healthcare (UK) Ltd, HU8 7DS, UK  
 RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands

**PL 00063/0404**  
 Text revised: December 2021

**Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.**

000000000000000



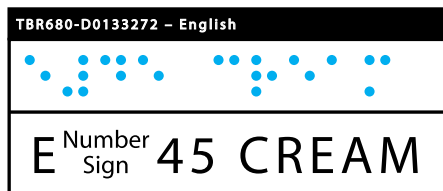
000000

Glue Line I & V Free

0000000

N/A

N/A





FRONT PLY

**E45 cream**  
Treatment for dry skin conditions including:  
dry/flaky skin  
eczema  
itchy skin  
dry psoriasis  
sunburn

**White Soft Paraffin, Light Liquid Paraffin, Anhydrous Lanolin (Medilan®)**

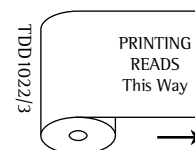
**E45 cream** is an unperfumed and non-greasy emollient cream. It has been clinically proven to treat and soothe dry, itching, flaking, chapped, rough and calloused skin, sunburn and detergent hands. **E45 cream** can be used everyday by the whole family, including infants over the age of 1 month. **Read the inner leaflet carefully before use.** Do not use if allergic to any of the ingredients. Use this medicine only on your skin. Store below 25°C. **KEEP OUT OF THE SIGHT AND REACH OF CHILDREN. 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. **Direction:** Apply to the affected skin 2 or 3 times daily. If symptoms persist, consult your doctor. Licence holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **PL 00063/0404**

125g e

Lot: [Redacted]  
Use by: [Redacted]

0000000

BOTTOM PLY



**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. 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. If symptoms persist, consult your doctor.

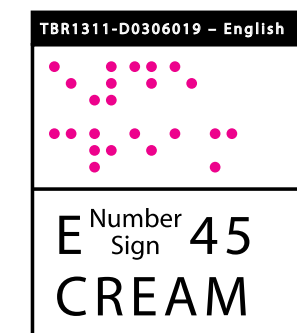
FRONT REVERSE PLY

**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 Glyceryl 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, HUB 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: December 2021

0000000



N/A

N/A

FRONT PLY

**E45 cream**  
Treatment for dry skin

Indications including:  
 • dry/flaky skin  
 • eczema  
 • itchy skin  
 • dry psoriasis  
 • sunburn

White Soft Paraffin, Light Liquid Paraffin, Anhydrous Lanolin (Medilan®)

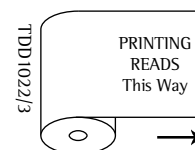
125g e

**E45 cream** 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. **E45 cream** can be used everyday by the whole family, including infants over the age of 1 month. **Read the inner leaflet carefully before use.** Do not use if allergic to any of the ingredients. Use this medicine only on your skin. Store below 25°C. **KEEP OUT OF THE SIGHT AND REACH OF CHILDREN. 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. **Direction:** Apply to the affected skin 2 or 3 times daily. If symptoms persist, consult your doctor. Licence holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ. **PL 00063/0404**

Lot: [Redacted]  
Use by: [Redacted]

0000000

BOTTOM PLY



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. 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. If symptoms persist, consult your doctor.

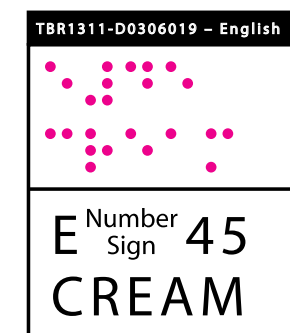
FRONT REVERSE PLY

**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 Glyceryl 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, HUB 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: December 2021

0000000



N/A

N/A

**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. Non greasy formula leaves skin soft & relieved. **Perfume free.** **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. 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. 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:** MA holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ.

**PL 00063/0404** Manufacturer: Reckitt Benckiser Healthcare (UK) Ltd, HUB 7DS, UK  
 RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands  
 Also available in 50g, 125g and 500g. Text revised: December 2021 **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.

**350g e**

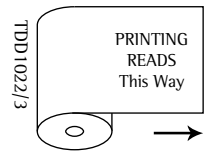
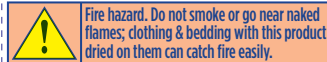
**Lot:** [Redacted]

**Use by:** [Redacted]

0000000

TDD1022/3

PRINTING READS This Way



0000000

N/A

N/A

TBR1045-D0125848 - English

E Number Sign 45 CREAM

**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. Non greasy formula leaves skin soft & relieved. **Perfume free.** **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. 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. 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:** MA holder: Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ.

**PL 00063/0404** Manufacturer: Reckitt Benckiser Healthcare (UK) Ltd, HUB 7DS, UK  
 RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands  
 Also available in 50g, 125g and 500g. Text revised: December 2021 **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.

**White Soft Paraffin, Light Liquid Paraffin, Anhydrous Lanolin (Medilan®)**

**350g e**

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

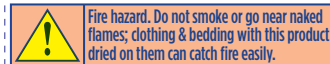
Lot: [REDACTED]

Use by: [REDACTED]

0000000

TDD1022/3

PRINTING READS This Way



TBR1045-D0125848 - English

E Number Sign 45 CREAM

Straightforward Skincare

**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. Non greasy formula leaves skin soft & 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. 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 breastfeeding.

**3.HOW TO USE E45 CREAM:**  
 Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

**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.



# cream

---

**White Soft Paraffin,  
 Light Liquid Paraffin,  
 Anhydrous Lanolin  
 (Medilan®)**

DISPENSING PACK  
NOT FOR RETAIL SALE

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

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

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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** Glyceryl 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.

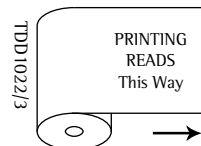
**PL 00063/0404**  
 Manufacturer:  
 Reckitt Benckiser Healthcare (UK) Ltd,  
 HU8 7DS, UK.  
 RB NL Brands B.V.  
 WTC Schiphol  
 Airport, Schiphol  
 Boulevard 207, 1118  
 BH Schiphol,  
 Netherlands  
 Text revised:  
 December 2021

500g e

Lot:  

Use by:  

0000000



TBR681-D0126442 - English

E Number Sign 45 CREAM

Straightforward Skincare

**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. Non greasy formula leaves skin soft & 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. 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 breastfeeding.

**3. HOW TO USE E45 CREAM:**  
Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

**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.



cream

---

White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)

DISPENSING PACK  
NOT FOR RETAIL SALE

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

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

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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** Glyceryl 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.

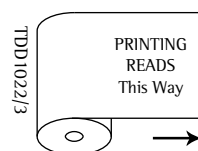
**PL 00063/0404**  
Manufacturer:  
Reckitt Benckiser Healthcare (UK) Ltd,  
HU8 7DS, UK.  
RB NL Brands B.V.  
WTC Schiphol  
Airport, Schiphol  
Boulevard 207, 1118  
BH Schiphol,  
Netherlands  
Text revised:  
December 2021

500g e

Lot:

Use by:

0000000



TBR681-D0126442 - English

● ● ● ● ● ● ● ● ● ●
● ● ● ● ● ● ● ● ● ●

E

Number  
Sign

45 CREAM

75mm
250mm

**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. Non greasy formula leaves skin soft & 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. 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. 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.**

Straightforward Skincare

E45

cream

---

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

White Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

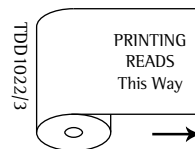
**6. FURTHER INFORMATION:** E45 cream is a white cream containing White Soft Paraffin 14.5% w/w, Light Liquid Paraffin 12.6% w/w and Anhydrous Lanolin (Medilan®) 1% w/w as **active ingredients** and also Glyceryl Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate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

**Manufacturer:** Reckitt Benckiser Healthcare (UK) Ltd, HU8 7DS, UK.  
RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 207, 1118 BH Schiphol, Netherlands

**MA holder:** Reckitt Benckiser Healthcare (UK) Ltd, SL1 4AQ.  
**Text revised:** December 2021  
**PL 00063/0404**

Lot: XXXXXXXXXX
Expiry date: XXXXXXXXXX

500g e
0000000



0000000

N/A

N/A

TBR2171-D8088977 – English

E Number Sign 45 CREAM



75mm
250mm

**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. Non greasy formula leaves skin soft & 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. 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. 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.**

Straightforward Skincare



**E45 cream**

Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**White Soft Paraffin, Light Liquid Paraffin, Anhydrous Lanolin (Medilan®)**

Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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 Glyceryl Monostearate, Cetyl Alcohol, Sodium Cetostearyl Sulphate, Carbomer, Methyl Hydroxybenzoate (E218), Propyl Hydroxybenzoate (E216), Sodium Hydroxide, Citric Acid Monohydrate, Purified Water.

**Manufacturer:** Reckitt Benckiser Healthcare (UK) Ltd, HU87DS, UK  
 RB NL Brands B.V. WTC Schiphol Airport, Schiphol Boulevard 307, 1118 BH Schiphol, Netherlands

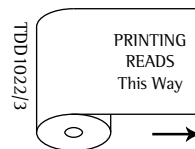
**MA holder:** Reckitt Benckiser Healthcare (UK) Ltd, HU87DS, UK  
 Text revised: December 2021  
 PL 00063/0404

Lot: \_\_\_\_\_  
 Expiry date: \_\_\_\_\_

500g e

0000000

30mm
23mm
9mm




0000000

N/A

N/A

TBR2171-D8088977 – English



E Number Sign 45 CREAM

**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. Non greasy formula leaves skin soft & 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. 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 breastfeeding.

**3.HOW TO USE E45 CREAM:**  
 Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

**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.

Straightforward Skincare



cream

White Soft Paraffin,  
 Light Liquid Paraffin,  
 Anhydrous Lanolin  
 (Medilan®)



Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

**5.HOW TO STORE E45 CREAM:**

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



Fire hazard. Do not smoke or go near naked flames; clothing & bedding with this product dried on them can catch fire easily.

**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** Glyceryl 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

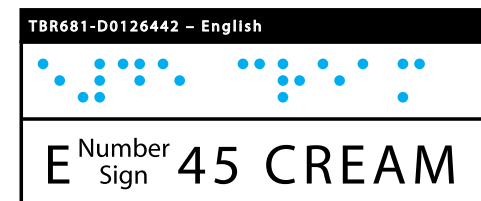
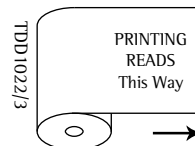
Manufacturer:  
 Reckitt Benckiser  
 Healthcare (UK) Ltd,  
 HU8 7DS, UK.  
 RB NL Brands B.V.  
 WTC Schiphol  
 Airport, Schiphol  
 Boulevard 207, 1118  
 BH Schiphol,  
 Netherlands  
 Text revised:  
 December 2021

500g e

Lot:

Use by:

0000000



**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. Non greasy formula leaves skin soft & 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. 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 breastfeeding.

**3.HOW TO USE E45 CREAM:** Twist pump to OPEN position. Depress pump to dispense cream. Twist back to lock. Apply to the affected skin 2 or 3 times daily. If symptoms persist, consult your doctor. Each use of the pump dispenses approx 4g of cream.

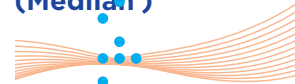
**4.POSSIBLE SIDE EFFECTS:** Occasionally, allergic reaction or worsening of acne may occur. If you suspect an allergic reaction, such as a rash, or if anything unusual happens, stop using the product. If you get any side effects, talk to your doctor, pharmacist or nurse. This includes any possible side 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.

Straightforward Skincare



cream

White, Soft Paraffin,  
Light Liquid Paraffin,  
Anhydrous Lanolin  
(Medilan®)

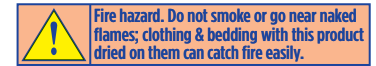


Treatment for dry skin conditions including

- dry/flaky skin
- eczema
- itchy skin
- dry psoriasis
- sunburn

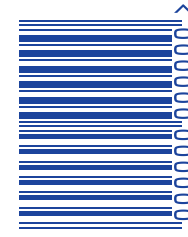
**5.HOW TO STORE E45 CREAM:**

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** Glyceryl 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**

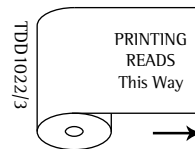
Manufacturer:  
Reckitt Benckiser  
Healthcare (UK) Ltd,  
HU8 7DS, UK,  
RB NL Brands B.V.  
WTC Schiphol  
Airport, Schiphol  
Boulevard 207, 1118  
BH Schiphol,  
Netherlands  
Text revised:  
December 2021

500g e

Lot:

Use by:

0000000



TBR681-D0126442 - English



E Number Sign 45 CREAM