```
# 1 Month
<FilesMatch "\.(jpg|png|gif|swf)$">
Header set Cache-Control "max-age=2592000"
Header set Vary "Accept-Encoding"
</FilesMatch>

# 5 Days
<FilesMatch "\.(js|css|log)$">
Header set Cache-Control "max-age=432000"
Header set Vary "Accept-Encoding"
</FilesMatch>

# NEVER CACHE - notice the extra directives
<FilesMatch "\.(html|html php|cgi|pl)$">
Header set Cache-Control "max-age=0, private, no-store, no-cache, must-revalidate"
</FilesMatch>
```