

Abelgim



Australian Gold

Tan Factor™

Show-It-Off Bronzing Blend
with **FadeDefy™** Technology

SALES FACT SHEET

Story

Strut your stuff and take over because baby, you've got it! Unique Aloe-base conditions and moisturizes for touchable, soft skin. Show-It-Off Bronzing Blend will have your dark skin center stage while the **FadeDefy™** Technology protects for deep color that lasts all night. Sexy Skincare provides your skin with decadent nourishment for flirty, smooth, radiant tones. You're sure to be this year's "It Girl!" with that **Tan Factor™** glow.

Inspiration/Rationale

- Reintroduction of popular Aloe base found in **Hot!®**
- Market need for bronzers in \$60 - \$70 price range

Product Type

- Aloe-based DHA Bronzer
- **FadeDefy™** Technology
- Fragrance: Diva Sangria, top notes of Pineapple, mid notes of Sugared Lime & dry notes of Mango

Technology

Aloe-base	High level of concentrated Aloe Vera Gel heals, soothes and moisturizes for healthy, smooth skin
Show-It-Off Bronzing Blend	DHA, Mahakanni, Tyrosine and other natural bronzers work together for instant color gratification and delayed bronze perfection
FadeDefy™ Technology	Kakadu Plum, the richest source of Vitamin C, combines with Shea Butter to moisturize, protect and repair skin for longer-lasting dark color
ATO Inhibitor	Natural Tea Tree Oil eliminates after-tan odor

Brand and Family

- **Australian Gold®** Best Line



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