

Abelgim



Australian Gold

Ex Appeal™

Instant Gratification Bronzing Lotion
With **Colorush™** Technology

SALES FACT SHEET

Story

Find that long, lost passion and appeal with this dark tanning blend enhanced with **Colorush™** bronzing technology for immediate, gorgeous, bare-it-all color after JUST one session. Breaking up isn't so bad when you look this good. No guilt here...and definitely NO looking back.

You'll bring "sexy back" with this natural instant bronzing blend rich in nature's seductive weapon, pheromones, that inspire flirtation and attraction. This decadently dark bronzer will give you the color and attention you've been longing for and will certainly turn your **EX Appeal™** to Sex Appeal heating up even the coldest of hearts! *Tap in to your darkest Seductive Power!*

Inspiration/Rationale

- Introduction of **Colorush™** bronzing blend for immediate dark, tan color in one tanning session.
- Break-ups and make-ups are one of the top reasons situational tanners go to tanning salons.

Product Type

- **Colorush™** Bronzing Technology
- Fragrance: Sweet Revenge

Technology

Instant Gratification Bronzing Blend Blend of natural bronzers to provide immediate color and enhance natural tanning ability

Colorush™ Technology Fast release system of specialized extracts for instant deep, rich color

Sexy Skincare Sensational blend of Vitamins, Aloe Vera, Shea Butter, St. John's Wort, and other natural ingredients for touchable soft, smooth skin

Pheromones Nature's secret seductive weapon inspires flirtation and attraction

Brand and Family

- **Australian Gold®** Better Line



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