

Abelgim



Australian Gold

Black Dawn™

Everlasting Black Bronzer
with Endless Moisture Seal Technology

SALES FACT SHEET

Story

It's time to reveal your secret to undying **Black Dawn™** color. Everlasting Black Bronzer combines instant bronzers with DHA for color that lasts all day and night. Nutrient-rich, Endless Moisture Seal Technology hydrates and nourishes for longer-lasting bronze hue that never fades. Seductive Skincare blends luxurious Oils with Aloe and Sea Kelp improving skin elasticity and deeply nourishing for irresistibly soft golden glow. Break the bond of pale with color that is sure to last a thousand years.

Inspiration/Rationale

- Inspired by Eternal Twilight and Series popularity
- Popularity of Black named products

Product Type

- Everlasting Black Bronzer
- Endless Moisture Seal Technology
- Fragrance: Sunset Rising, top notes of Zesty Citrus and Pineapple, mid notes of Warm Tropical Coconut and Jasmine, dry notes of Musk and Leafy Greens

Technology

Everlasting Black Bronzer	Natural bronzers and color enhancers work flawlessly together with DHA for instant and prolonged darkness
Endless Moisture Seal Technology	Proprietary blend of ingredients restores, maintains and seals for long term moisturization
Seductive Skincare	Mesmerizing blend of Oils, Aloe and Sea Kelp firm, protect and nourish for silky, soft touchable skin

Brand and Family

- **Australian Gold®** Better Line

