



Australian Gold

Hardcore Black™
30x Dark Bronzing Lotion

SALES FACT SHEET

Story

The dark side is calling with this ruthlessly dark bronzing lotion that will make others envious of your **Hardcore Black™** color. You'll certainly be lusted over with this 30x dark bronzing brew of natural bronzers, skin nourishing vitamins and essential oils for deep, lasting color. Your devotion to sexy skin and bronze color will never be questioned!

Inspiration/Rationale

- Upsell from Sinfully Black
- Popularity of Black products and value-priced bronzers

Product Type

- 30x Bronzers
- Hemp Seed Oil
- Fragrance: Dark Envy, top notes Hazelnut & Coconut, Mid notes of Floral & Dry notes of Sandalwood, Vanilla Sugar & Musk

Technology

30x Dark Bronzers	Combination of powerful instant bronzers for longer-lasting natural color
Enticing Hemp Seed Oil	Firms, conditions and moisturizes for radiant, hydrated skin
Wicked Skin Softeners	Concentrated amount of complete skincare that penetrates deep to reveal sensually smooth skin

Brand and Family

- **Australian Gold®** Good Line



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