

Abelgim



Australian Gold

Legally Dark™

18x Color Lover Toning
Dark Bronzing Lotion

SALES FACT SHEET

Story

Stand up and show off that gorgeous hue. Support the right to tan with 18x Color Lover bronzers that give rich, natural color that will have everyone falling in love. Indulge your skin with natural Hemp Seed Oil and Skin Softeners for powerful moisturization and silky, soft skin. A shot of Caffeine will invigorate and firm for color that is sure to outlast the others. Be dark, be proud and proclaim loudly that you are **Legally Dark™!**

Inspiration/Rationale

- Replacement for **Bearly Legal®** customers, with added benefits
- Popularity of AG value-priced products
- Support of tanning, stating it's legal to be dark

Product Type

- 18x Bronzers
- Caffeine Shot
- Fragrance: Totally Fruity, top notes Grapefruit, Citrus & Mango, mid notes of Neroli, Passion Fruit, Peach & Dry notes of Sandalwood & Musk

Technology

18x Color Lover Bronzers	Natural bronzers provide streak-free brilliant color
Caffeine Shot	Firms and energizes for improved tone
Hemp Seed Oil	Firms, conditions and moisturizes for radiant, hydrated bronze glow
Skin Softeners	Concentrated amount of complete skincare that reveals sensually, smooth skin

Brand and Family

- **Australian Gold®** Good Line



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