



Confident by G Gentlemen®
 Lightweight Assertive Natural Bronzer
 with Dashing & Dignified Complex

SALES FACT SHEET

Story

Show off that refined style with this lightweight Assertive Natural Bronzer, which flawlessly delivers a quick-absorbing formula to immediate, unforgettable dark results. The Dashing & Dignified Complex combines luxurious skin care ingredients to tone, nourish and moisturize that tough exterior, while refreshing Coconut Water revitalizes and softens for exceptionally smooth skin. Finally, the luxurious **ColorGuard™ Tattoo Technology** hydrates deeply to give tattoos vibrancy and helps to prevent those works of art from fading. Be brazen and unafraid of dark color with **Confident by G Gentlemen®!**

Inspiration/Rationale

- Fulfills need for an updated natural bronzer within **G Gentlemen®** Collection
- Expands on popularity of male specific products within the tanning industry
- New updated look inspired by trends in men's skincare market

Product Type

- Lightweight Assertive Natural Bronzer
- Dashing & Dignified Complex
- Formulated to combat against ATO
- **Fragrance: Rugged:** top notes of Orange Valencia and Italian Bergamot, mid notes of Lavender, Geranium and Sheer Leafy Green Accords; dry notes of Cedarwood, Vetiver, Patchouli and Moss

Technology

Lightweight Assertive Natural Bronzer	Unique blend of specialty silicone and Natural Bronzers provide immediate dark results and smooth touchable skin
Dashing & Dignified Complex	High-class skincare blend, including Caffeine, helps smooth and hydrate for touchably, soft skin
Hydrating Coconut Water	Generous amount of Coconut Fruit Juice works to regenerate, revitalize and soften for resilient, dark color
ColorGuard™ Tattoo Technology	Tiger Grass creates a moisture-seal blend that helps prevent tattoos from fading



Brand and Family

- **Australian Gold® G Gentlemen®** Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$49.00**
- 0.5 oz. Sample **MSRP: \$7.25**

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