



Ferocious™
 Unrelenting Dark Bronzing Blend
 with Wild Plum Fusion

SALES FACT SHEET

Story

Untamed color is now a thing of the past! Unrelenting Dark Bronzing Blend ensures immediate color results and darker, developed bronzed goodness. Defend your color with the Wild Plum Fusion that harnesses the power of three Australian Plums that provide powerful antioxidants for a fierce, gorgeous complexion. Give tattoos a decadent gulp of hydration with **ColorGuard™ Plus Tattoo Technology** to provide vibrancy to all your beautiful works of art! Top it all off with Purrfection Finish Primer to leave skin free of imperfections for an overall alluring appearance. Go ahead, be passionate and **Ferocious™!**

Inspiration/Rationale

- Addition to the popular Outback Collection
- Expands under \$50 price point within AG brand
- Provides upsell from Pretty Fierce®

Product Type

- Unrelenting Dark Bronzing Blend
- Wild Plum Fusion
- Formulated to combat against ATO
- **Fragrance: Brazen Berry:** top notes of Strawberry, Cassis, White Peach & Pear; mid notes of Apricot Nectar, Peony & Jasmin; dry notes of Cream, Musk, Bourbon & Vanilla

Technology

Unrelenting Dark Bronzing Blend	DHA and Caramel combine to provide instant and delayed darker color
Wild Plum Fusion	Three Australian super fruit plums blend together to help guard against free radicals and nourish for a golden glow
ColorGuard™ Plus Tattoo Technology	Luxurious blend of Tiger Grass and Cocoa Butter work to hydrate and protect for more vivacious ink
Purrfection Finish Primer	Fills in imperfections and evens skin tone for a purrfect bronzed hue



Brand and Family

- **Australian Gold®** Outback Collection

Size and Suggested MSRP

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

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