



Hydrate by G Gentlemen®
 Lightweight Ultra-Hydrating **DermaDark®**
 Tan Extender with **ColorGuard™ Tattoo Technology**

SALES FACT SHEET

Story

Top off that golden G color the right way with this multitasking, fast absorbing and ultra-hydrating tan extender. First, intensely hydrate the skin with a unique blend of silicones that lock moisture to the skin while providing a velvety after-feel. Next, continue to build darker color with **DermaDark®** that provides gradual color with daily use. Then, energize that rough exterior with a Toning Caffeine Shot, while Hydrating Coconut Water revitalizes and softens for touchably smooth skin. Lastly, keep your ink colorful with **ColorGuard™ Tattoo Technology** that helps prevent fading. A hydrated bronze glow is the perfect attire for every Gentlemen!

Inspiration/Rationale

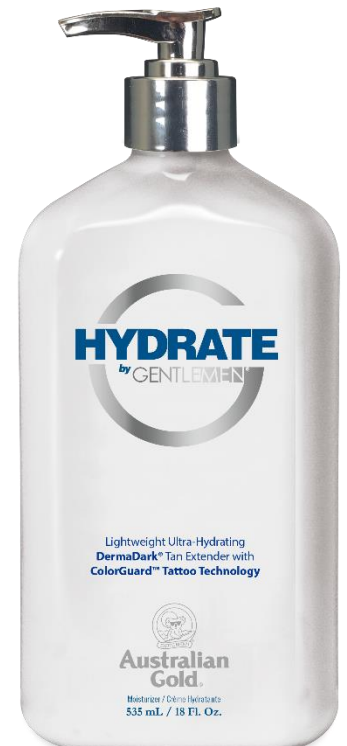
- Satisfies salon demand for tan extender targeting men
- Expands on popularity of male specific products within the tanning industry
- New updated look inspired by trends in men's skincare market

Product Type

- Limited Edition Ultra-Hydrating **DermaDark®** Tan Extender
- **ColorGuard™ Tattoo Technology**
- **Fragrance: Rugged:** top notes of Orange Valencia & Italian Bergamot, mid notes of Lavender, Geranium & Sheer Leafy Green Accords; dry notes of Cedarwood, Vetiver, Patchouli & Moss

Technology

Lightweight Ultra-Hydrating DermaDark® Tan Extender	Exceptional blend of silicones and DermaDark® that provide a fast absorbing formula to help moisturize and promote a dark, gorgeous glow
Toning Caffeine Shot	Works to help energize and tone skin for improved texture and a revitalized complexion
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

- 18oz Bottle **MSRP: \$24.00**

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