



Idol™
Deluxe **DermaDark®** Bronzer
with Ultra-Toning Blend

SALES FACT SHEET

Story

Be memorable with this Deluxe **DermaDark®** Bronzer that gives you a natural, golden glow. All eyes will be on you as the Ultra-Toning Blend helps tone for a stunning and vibrant silhouette, while the Conditioning Complex guards against free radicals, revealing a youthful complexion. Essential Moisturizers ensure that dark color lasts well into the after-party by sealing in moisture for undeniably soft skin. All will adore your amazing hue as their color **Idol™**!

Inspiration/Rationale

- Fulfills the need for a new collection in higher price point
- Satisfies salon requests for return of top-selling sku
- Capitalizes on the popularity of previous Idol

Product Type

- Deluxe **DermaDark®** Bronzer
- Ultra-Toning Blend
- Formulated to combat against ATO
- **Fragrance: Honeybush Tea:** with top notes of Strawberry, Apple, Raspberry, Orange & Tea, mid notes of Jasmin, Rose & White Flower and dry notes of Vanilla & Musk

Technology

Deluxe DermaDark® Bronzer	Beta Carotene and DermaDark® combine to provide streak-free, natural color results
Ultra-Toning Blend	Caffeine and Ginseng Extract combine to help tone and brighten for a vibrant, glowing complexion
Conditioning Complex	Hemp Seed Oil and Vitamin A work together to help protect and strengthen the skin for a radiant, youthful appearance
Essential Moisturizers	Triple Oil Blend provides a luxurious feel to the skin while helping to retain moisture for longer-lasting color

Brand and Family

- **Australian Gold® New!** Classic Comeback Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$65.00**
- 0.5 oz. Sample **MSRP: \$9.75**

