



Axis™ Face

SALES FACT SHEET

Line Story

A collection of breakthrough products formulated with one thing in mind: the key to great skin is great skincare, and at the center of great skincare is hydration. Experience the ultimate in skin transformation with Axis™.

Product Story

- **Mica** adds a touch of luminosity while **Silicone** microspheres perfect skin's appearance
- **Moisture Elixir™** creates a barrier on the skin that retains moisture improving radiance and reducing the appearance of fine lines and wrinkles
- **Eternal Essence™** helps boost pro-collagen synthesis for more youthful looking skin
- **Water Infusion Technology™** saturates skin in moisture, nutrients and antioxidants for glowing skin
- Improve skin's overall appearance and boost color development with **Black Truffle Extract**
- Accelerate and build the ultimate golden color with **Vitatan®**
- Formulated to combat against ATO

Inspiration/Rationale

- Introduces a new high-end line to replace complexION and Cypher
- Inspired by K-beauty skincare trends
- Utilizes similar serum texture and bottle as CT ID Optimizing Serum

Technology

Mica	Adds luminosity to skin while camouflaging imperfections
Silicone	Promotes soft skin and intense hydration without interfering with skin's natural ability to breathe
Moisture Elixir™	Mimics the skin's membrane, creating a barrier that helps retain moisture
Eternal Essence™	Combination of ingredients that help boost pro-collagen synthesis
Water Infusion Technology™	Contains Water Lily and Tamanu Oil that provide nutrients and antioxidants
Black Truffle Extract	Helps improve overall skin appearance and increases melanin production
Vitatan®	Promotes and builds the ultimate golden color

Product Type

Face
Fragrance: Beyond the Sea

Brand and Family
California Tan® Axis™

Size and MSRP

1 oz Bottle MSRP: \$50.00

Contact

Contact your distributor for additional information

