



Coast™ Intensifier Step 1

SALES FACT SHEET

Line Story

There is more to California than beaches and big cities. Take a journey to the coastal mountains and forests to discover pure color potential. Coast™ utilizes nature's own skincare ingredients to produce an undeniable, intense dark tan.

Product Story

- Antioxidant rich **Alpine Lichen** and **White Birch Bark** extracts even skin tone to help reduce the appearance of fine lines and wrinkles
- Unique blend of **Protein**, **Ginseng** and **Taurine** provides strong, energized skin and protects against environmental stressors
- **Sea Oak Algae** nourishes with essential vitamins for healthy looking skin
- Formulated oil free, non-greasy and quick-absorbing
- Accelerate and build the ultimate golden color with **Vitatan®**
- Formulated to combat against ATO

Inspiration/Rationale

- Introduces a new unisex/men's line in California Tan® to replace HD Mann™
- Inspired by California's coastal mountains and forests
- Fragrance used in formula was the overall winner picked by men and women in external testing

Technology

Alpine Lichen Extract

An algae that contains Usnic Acid, a Powerful antioxidant known to help soothe skin and deodorize malodor

White Birch Bark

Evens skin tone and energizes to help reduce the appearance of fine lines and wrinkles

Protein, Ginseng & Taurine

A special complex that provides strong, energized skin and protects against environmental stressors

Sea Oak Algae

Preserves youthful skin, improves skin's smoothness and leaves skin feeling nourished

Vitatan®

Promotes and builds the ultimate golden color

Product Type

Step 1 Intensifier
Fragrance: Coastal Breeze

Size and MSRP

8 oz Bottle MSRP: \$54.00

Brand and Family

California Tan® Coast™

Contact

Contact your distributor for additional information

