



## Tides & Vibes™ by Cali Bronzer Step 1

### SALES FACT SHEET

#### Line Story

Transport your mind, body and soul to the California Coast. Get lost in the sea breeze, salty surf and endless summers. Soak up the sun and make waves. Why? Because, life is better with a tan.

#### Product Story

- **Cali Collection® Blend** contains a unique combination of ingredients that help keep skin looking young
- Hydrate, sooth and enhance your gorgeous glow with **Avocado Oil**
- Soak skin in **Aloe Vera** and **Shea Butter** for intense, long-lasting hydration while **Sea Salt** nourishes skin
- Accelerate and build the ultimate golden color with **Vitatan®**
- Formulated to combat against ATO

#### Inspiration/Rationale

- Formula inspired by the previously esteemed Butter Collection
- Features a beachy, unisex inspired fragrance at an affordable price
- Packaging design pays tribute to the brand's "California heritage" and the cities that make it great

#### Technology

Cali Collection® Blend	Contributes to healthy skin by promoting anti-inflammatory action to help skin look young
Avocado Oil	Contains Potassium, and Vitamins A, D and E to hydrate and soothe skin
Aloe Vera and Shea Butter	Delivers soothing, moisturizing and smoothing effects to the skin
Sea Salt	Contains vital vitamins and minerals such as Calcium, Magnesium, Potassium and Iron to help nourish the skin
C Profusion	Abundant sources of Vitamin C, which naturally promotes collagen production to help reduce fine lines and wrinkles
Vitatan®	Promotes and builds the ultimate golden color

#### Product Type

Step 1 Intensifier  
Fragrance: Beach Bum

#### Size and Suggested MSRP

5 oz Bottle MSRP: \$29.00

#### Brand and Family

California Tan® Cali Collection®

#### Contact

Contact your distributor for additional information

