



Color Binge™

20X Overindulgent Natural Bronzing Lotion

SALES FACT SHEET

Story

Dark color is no longer just a fling with this 20X Overindulgent Natural Bronzing Lotion, delivering immediate bronze results that will last well into the night! Wild Berry Bender Blend deeply nourishes for supple, soft skin that will outlast any all-nighter. There will be no crash as a pinch of Caffeine will invigorate and tone, while Craveable Conditioners leave your skin soft and ready for any after party. This is one **Color Binge™** that everyone will want to participate in!

Inspiration/Rationale

- Builds on popularity of products within Iconic Collection
- Continues to expand AG value-priced products (under \$30)
- Follows bright color trend allowing for bold shelf presence

Product Type

- 20X Overindulgent Natural Bronzer
- Wild Berry Bender Blend
- **Fragrance: Party in Paradise:** top notes of Melon, Sparkling Apple, Juicy Citrus & Passion Fruit; mid notes of Coconut, Fresh Mango, Peach, Lily of the Valley & Vanilla; dry notes of Cedarwood, Creamy Sandalwood & Musk

Technology

20X Overindulgent Natural Bronzer	Over-the-top blend of Natural Bronzers for instant, streak-free color that lasts all night long
Wild Berry Bender Blend	Extravagant combination of wild skincare ingredients that help nourish and soothe for supple, radiant skin
Toning Caffeine Shot	Energizes and tones for improved texture and appearance for a revitalized, glowing complexion
Craveable Conditioners	Lush blend of Oils and Vitamins work together for deep moisturization and a smooth tanning canvas



Brand and Family

- **Australian Gold®** Iconic Collection

Size and Suggested MSRP

- 8.5 oz. Bottle **MSRP: \$25.99**
- 0.5 oz. Sample **MSRP: \$4.00**