



Dark Side™

30X Relentlessly Dark Bronzing Lotion

SALES FACT SHEET

Story

Do not underestimate the influence of the **Dark Side™**! This 30X Relentlessly Dark Bronzer harnesses the power of DHA, flawlessly blended with Macadamia Oil, for a developed bronze hue. Amazing skincare ingredients join forces in the Color Alliance Blend to nourish and restore for an overall alluring complexion. Indulge your color with Hemp Seed Oil and a decadent Skin Softener that will leave your skin irresistibly smooth, with a velvety after-feel that others will lust after. Did you choose wisely?

Inspiration/Rationale

- Builds on popularity of products within Iconic Collection
- Continues to expand AG value-priced products (under \$30)
- Capitalizes on popularity of black and white trend in beauty and fashion

Product Type

- 30X Relentlessly Dark Bronzer
- Color Alliance Blend
- **Fragrance: Bourbon Berry:** top notes of Strawberry, Cassis, White Peach & Pear; mid notes of Apricot Nectar, Jasmine & Peony; dry notes of Cream, Vanilla, Musk & Bourbon

Technology

30X Relentlessly Dark Bronzer	Fusion of DHA and Macadamia Oil, perfectly blended for seamless, even coverage and gradually built dark color
Color Alliance Blend	Balanced blend of Black Truffle and White Tea Extracts help to purify and revive for improved skin appearance
Selfish Skin Softener	Decadent dose of Silicone hydrates and softens the skin for a velvety, silky feel
Enticing Hemp Seed Oil	Conditions and moisturizes for a radiant, youthful glow

Brand and Family

- **Australian Gold®** Iconic Collection

Size and Suggested MSRP

- 8.5 oz. Bottle **MSRP: \$27.99**
- 0.5 oz. Sample **MSRP: \$4.25**



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