



CT ID™ Optimizer Step 2

SALES FACT SHEET

Line Story

A clinically tested collection of dual-use products formulated to work together to help repair, hydrate and renew the skin. The CT ID collection utilizes clinically proven ingredients to address signs of aging while providing skin with an exquisite radiance.

Product Story

CT ID™ Optimizer by California Tan® is infused with **ReSync Complex™** to help restore radiance and energy to the skin. This tanning lotion is specifically formulated with **Clinically Proven Ingredients** to help enhance skin's hydration, for noticeably youthful looking skin. Optimize dark color results with rich nutrients found in **CT ID™ Optimizing Technology, CuO₂® and TRF™**.

Clinical Results in Just 2 Weeks*

- 93% saw improvement in firmness/elasticity/texture for smoother/tighter skin
- 87% saw improvement in radiance/brightness/luminosity
- 87% reported skin looked and felt better/healthier/younger
- 87% saw improvement in reversal of wrinkles/deep penetrated wrinkles/expression lines

Clinical Results in Just 4 Weeks*

- 100% saw increase in moisture/hydration/skin nourishment
- 97% saw improvement in overall skin condition/feel of skin/skin softer to the touch
- 90% saw improvement in skin quality/clarity/condition

*Clinical test conducted on volunteers who used the product am and pm daily for 8 weeks

Inspiration/Rationale

- Introduces the first collection in the industry that features third party clinical testing with proven results
- Fulfills consumer demand for products that are formulated to work together
- Features a serum like formula, a trend found in the cosmetics industry
- Utilizes airless packaging, ensuring full usage of product

Technology

ReSync Complex™	Revitalizes and restores skin with hydration and vitamins
CT ID™ Optimizing Technology	Optimizes melanin synthesis and helps develop an even, brown tan
Vitamin D	Supports collagen production and skin integrity
CuO ₂ ® and TRF™	Helps to further advance bronze color to a dark state

Product Type

Step 2 Optimizer
Fragrance: Coastal Waters

Brand and Family

California Tan® CT ID Collection™

Size and Suggested MSRP

6.4 oz Bottle MSRP: \$120.00

Contact

Email: info@caltan.com

