



CT ID™ Optimizing Serum

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™ Optimizing Serum by California Tan® is a serum infused with **ReSync Complex™** to help restore energy and radiance to the skin. This daily skincare serum is specifically formulated with **Clinically-Proven Ingredients** to help provide a potent boost for noticeably youthful looking skin.

Clinical Results in Just 2 Weeks*

84% saw improvement in skin elasticity

84% saw improvement in pore size

Clinical Results in Just 4 Weeks*

80% saw improvement in skin texture/smoothness/softness

87% saw improvement in skin firmness

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

Inspiration/Rationale

- Features third party clinical testing and consumer testing with proven anti-aging clinical claims and results
- Fulfills consumer demand for products that are formulated to work together
- Features a serum-like formula, a trend found in the cosmetics industry
- Fulfills demand for additional products similar to the popular CT ID Optimizing Concentrate

Technology

ReSync Complex™

Revitalizes and restores skin with hydration and vitamins

Moringa Oil

Helps reduce fine lines and wrinkles

Tamanu Oil

Helps regenerate skin cells, hydrates and soothes skin

How to Use

Shake well. Apply 1 pump of CT ID Optimizing Serum to 2 pumps of CT ID tanning lotion. Mix well with your fingertips in the palm of your hand. Apply liberally prior to indoor/outdoor tanning. For Best Results: Apply on cleansed skin 2x daily.

Product Type

Optimizing Serum

Fragrance: Citrus Nectar

Size and Suggested MSRP

1 oz Bottle MSRP: \$50.00

Brand and Family

California Tan® CT ID Collection™

Contact

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