



complexION®
Facial Bronzer

SALES FACT SHEET

Line Story

A complexion correcting, luxurious, rich and sophisticated collection of tanning technologies formulated to deliver a more intense, faster-acting and longer-lasting natural dark color.

Product Story

- **CC Bronze™** delivers instant color that is customized to one's skin tone for a flawless complexion
- Achieve intense, faster-acting and longer lasting sophisticated color with **ION Color Technology™**
- **C² Complex™** is a complexion correcting complex that helps improve skin tone and suppleness by supplying skin with enhanced flexibility and elasticity
- **OxC Technology™** helps rejuvenate skin cells and provides skin with oxygen to help reduce fine lines and wrinkles
- Accelerate and build the ultimate golden color with **Vitatan®**
- Indulge skin in extreme moisture with **Cashmere Extract** for the most opulent and flawless glow

Inspiration/Rationale

- Introduces a new high end facial product into the complexION collection for collection sales
- Housed in a new and innovative airless bottle, ensuring full usage of product
- Utilizes trendy CC Cream concept - as seen in high end skincare brands

Technology

CC Bronze™	Provides natural looking, instant color that is customized to one's skin tone
ION Color Technology™	Increases cell longevity while offering a more intense, faster acting and longer-lasting, natural dark hue
C ² Complex™	Helps improve skin tone, suppleness and conditions skin's appearance with extreme moisturization
OxC Technology™	Promotes skin respiration to help reduce fine lines and wrinkles
Vitatan®	Promotes and builds the ultimate golden color

Product Type

Facial Bronzer
Fragrance: Sheer Escape

Brand and Family

California Tan® complexION®

Size and Suggested MSRP

1 oz Bottle MSRP: \$50.00

Contact

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