

## Color Activating™ Towelette

### Step 1

Retail

#### California Tan Sunless®

##### Line Story

Experience The Sexy Side of Sunless® like never before with revolutionary formulas that only a skilled color expert can provide. Develop flawless color with high-end ingredients for a gorgeous tan and flawless skin!

##### Product Story

- **Charcoal** helps absorb toxins and impurities to achieve flawless, clean skin
- **Green Tea** protects and calms skin while **Aloe Vera** soothes and moisturizes
- **Dye Free. Paraben Free. Gluten Free.**
- **Breakthrough Fragrance Technology** eliminates odors at the source, replacing them with a Crisp Pear Fragrance

##### Inspiration/Rationale

- Provides an enhanced formula to the Three-In-One Towelette with increased intensity to improve results
- Updated packaging and fragrance matches the new higher-end California Tan Sunless line

##### Technology

Charcoal	Absorbs toxins and impurities to achieve a flawless, perfected complexion
Green Tea	Contains anti-oxidant and anti-inflammatory properties to scavenge harmful free radicals while soothing and calming irritated skin
Aloe Vera	Known for its soothing and moisturizing properties, perfectly hydrates skin for radiant results
Sugar Cane	A natural source of Glycolic Acid, which helps promote cell turnover and renewal, revealing a healthy, fresh layer of skin underneath
Cleansers	Lifts dirt and excess oil leaving skin with a smooth and conditioned after feel
Breakthrough Fragrance Technology	Eliminates odors at the source, replacing them with the Crisp Pear Fragrance

##### Product Type

Step 1 Prepare

Fragrance: Crisp Pear

##### Brand and Family

California Tan Sunless®

##### Size and Suggested MSRP

.19 Oz MSRP: \$1.00

Contact your distributor for additional information.

