



De·Fine™ Face

SALES FACT SHEET

Line Story

Detox and refine skin with the unique ingredients and properties found in the De·Fine™ Collection. Formulated to purify and cleanse skin while maximizing tanning results with De·Flect Tanning Technology™.

Product Story

- Achieve a blurred, flawless complexion with the combination of **De·Fine™ Technology** and **HydraRepair Complex**
- Experience a calming, cooling effect with **Tan-quility™ Technology** while achieving a natural glow with **De·Flect Tanning Technology™**
- Detox and refine skin with the purifying properties found in **Seaweed, Green Tea and Arugula**, while **Proteins** help rejuvenate
- Accelerate and build the ultimate golden color with **Vitatan®**

Inspiration/Rationale

- Formula inspired by the cleanse and detox trend found in the health and food industries
- Fulfills demand for a more masculine looking and smelling unisex product
- Introduces a line of replacement products for the Luminous Collection

Technology

De·Fine™ Technology	Helps lead to perfected pores allowing you to exfoliate less between tans
HydraRepair Complex	Drenches skin with moisture to help fight signs of aging and support damage repair
Tan-quility™ Technology	Combination of ingredients that refresh the mind and body as well as deliver a calming, cooling effect to the skin
De·Flect Tanning Technology™	Optimizes the tanning process by providing an optically active surface for UV rays
Seaweed, Green Tea and Arugula	Contain purifying properties that detox and refine skin
Protein	Helps scavenge free radicals and rejuvenate
Vitatan®	Promotes and builds the ultimate golden color

Product Type

Face
Fragrance: Ocean Dusk

Size and Suggested MSRP

1 oz Bottle MSRP: \$35.00

Brand and Family

California Tan® De·Fine™ Collection

Contact

Contact your distributor for additional information

