



Shore Love™
Private Reserve Double Dip Intensifier

SALES FACT SHEET

Story

You are SHORE to fall in LOVE with this lightweight, quick absorbing formula that takes you from the beach to the tanning bed to the sunless booth! The Double Dip Intensifier allows for dark color development after UV exposure, while ensuring flawless sunless results. The hydrating Intense Moisture Blend provides a silky soft tanning canvas and ensures that dark color lasts days longer. Get beach body ready with the Toning Complex that energizes the skin for a radiant appearance. Fist pump your way to bronzed perfection!

Inspiration/Rationale

- Introduce a new limited edition dual use product that allows users to tan and sunless with just one product
- *“No matter where I go, the Shore is always my true Love! And now I have a lotion that takes me from the beach to the bed! Xoxo” JWOWW - Jenni Farley*

Product Type

- Double Dip Intensifier
- **Fragrance: Sparkling Kiwi (same as Bronze Intentions)**
Top Notes: Mandarin, Pear & Kiwi Blossom
Mid Notes: Jasmine, Water Lilly & Frangipani
Bottom Notes: Tahitian Vanilla Musk, Amber & Sandalwood

Technology

Double Dip Intensifier	Unique blend of Tyrosine and Erythrulose help promote dark, even color development
Intense Moisture Blend	Powerful combination of hydrating ingredients seal in moisture for longer-lasting gorgeous color
Toning Complex	Potent blend of Caffeine and Coffee Seed energize and revitalize, while bringing vitality to the skin for a toned, youthful complexion
Odor Defense	Optimally blended deodorizing ingredients help prevent post UV and Sunless odors

Brand and Family

Australian Gold® JWOWW by Jenni Farley

Size and Suggested MSRP

- 13.5 oz. Bottle **MSRP: \$80.00**
- 0.5 oz. Sample **MSRP: \$11.25**

