



## Midnight Surf™ Bronzer

### SALES FACT SHEET

#### Line Story

All Access Tanning Pass to Bayside Bronze Color

It's always summer at the bay! Retreat to Emerald Bay® private ocean cove where only the surf, sand and sun define you. Specially-formulated just for you, Emerald Bay® products offer waves of deep bronze perfection as you kick back and enjoy fun in the sun. Real tropical ingredients and a seaside state of mind... now you can own the beach!

#### Product Story

Calm. Smooth. Color.

Take a dip into deep, dark color with this soothing Bronzer. Cosmetic and DHA bronzers give skin a long-lasting sun kissed glow, while Water Lilly and Cucumber calm and hydrate skin. Feed skin tanning loving nutrients with Agave Nectar® while the Premium Skincare Blend rejuvenates and moisturizes skin.

#### Inspiration/Rationale

- Introduces a new premium look and formulation into the value brand
- Features a new skincare blend only available in the premium Emerald Bay® products

#### Technology

Premium Skincare Blend

Utilizes a combination of Pomegranate and Ginger Extracts to moisturize, soothe, and detoxify skin

Agave Nectar®

Enriched with premium skincare concentrates and fortified with nutritive vitamins to provide supple skin and deeper, healthy-looking tan

Bronzers

Unique blend of cosmetic and DHA bronzers develop and maintains beautiful bronze color

Water Lilly

Calms, relaxes, and heals sensitive skin

Cucumber

Provides exceptional hydration to refresh tired and stressed skin

#### Product Type

Step 2 Bronzer

Fragrance: Strawberry Colada

#### Size and Suggested MSRP

8.5 oz Bottle MSRP: \$22.99

#### Brand and Family

Emerald Bay® Premium Collection

#### Contact

Contact your distributor for additional information

