

# swedish beauty®

## Love Boho™ Gypsy Soul Intensifier

### Sales Fact Sheet

#### Story

Blame it on your wild heart and untamed soul, but you are one bold beauty boss! Feed your inner karma with this daring tanning intensifier that will leave your skin saturated in color. Featuring powerful peptides that pump up your bronze and minerals that nurture your skin, so you can live free and easy, Love Boho™ style. Run wild retro rocker, because it's the time of the season for gorgeous, golden color!

#### Inspiration/Rationale

- Focus on the popularity of the Bohemian lifestyle and fashion trends that carry into the Love Boho™ packaging designs and product stories

#### Product Type

- **Bohème Gleam**
- **Mineral Magnificence**
- **Playful Papaya Blend**
- **Sea Salt Blend**
- **Beauty Balm**
- **Fragrance: Tropical Tonic**- Pomelo, Orange, Guava, Agave

#### Technology

##### Bohème Gleam

Powerful bronzing Peptides help create a naturally golden tan and beautiful luminosity to skin

##### Mineral Magnificence

Copper and Zinc from Sea Salt fortify skin to boost Melanin production and support increased bronzing capabilities

##### Playful Papaya Blend

Fruit blend featuring Papaya works to balance uneven skin tone, revealing a polished and smooth appearance

##### Sea Salt Blend

Let the ocean refresh, restore and re-mineralize with Magnesium and Calcium from Sea Salt that help keep skin nourished and happy

##### Beauty Balm

Luxurious blend of Emollients layer over skin, allowing it to naturally rehydrate for a soft, radiant glow

##### 95% Natural and Paraben Free

#### Brand and Family

- **Swedish Beauty® Love Boho™** Collection

#### Size and Suggested MSRP

- 10 oz. Bottle **MSRP: \$42.00**
- .5 oz. Packette **MSRP: \$6.00**

