

DESIGNER SKIN[®]

DS Faux Natural™ Sunless
Gradual Sunless Face Lotion
Youth Concentrate
IPF Defense Complex
Sales Fact Sheet

➤ **Gradual Sunless Face Lotion**

Story: Say farewell to pale, and hello to fauxtastic dark color! Designer Skin's Faux Natural™ Sunless Gradual Sunless Face Lotion not only helps you to fake your way to bronze perfection, but it's packed with ingredients to help preserve your most valuable asset... your face! So leave your friends guessing... we won't say a word. Sometimes it's okay to fake it!

Rationale

- Introduces a sunless face lotion into the DS Faux Natural™ Sunless Collection
- Plays on the trend of customization in the beauty industry and allows users to achieve a buildable sunless tan

Product Type

- Gradual Sunless Face Lotion
- Youth Concentrate
- IPF Defense Complex
- Caffeine + Coffee Seed
- Fragrance Free

Technology

- Gradual Build DHA optimized to deliver a flawless tan that develops over time to your customized shade
- Inspired by professional cosmetic procedures, the Designer Skin scientifically designed Youth Concentrate features a highly effective peptide that can target and help visibly reduce the appearance of wrinkles
- IPF Defense Complex helps to protect against environmentally-induced signs of aging and oxidation
- Pure Caffeine and Coffee Seed work to bring vitality to dull and lifeless skin
- Fragrance Free. Non-Comedogenic. Oil Free. Won't clog pores.

Additional Information

- Not tested on animals

Brand Family: DS Faux Natural™ Sunless Collection

Size and MSRP

- 3 oz. Bottle \$50.00
- .1 oz. Packette \$7.00



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