

# CT CALIFORNIA TAN®

## CT Seven™ Intensifier Step 1

### SALES FACT SHEET

#### Line Story

Experience the intelligence of CT Seven™, a tan-altering lotion that thinks for your skin and targets the seven key components to an exceptional tan. For those seeking the very best in performance tanning and premium skincare.

#### Product Story

- **Savvy Seven™** helps maximize tanning results by embracing seven core components to developing gorgeous color - Oxygen, Energy, Copper, Zinc, H2O, Electrolytes, Antioxidants
- **SMART Technology** identifies the skin's needs and delivers the Savvy Seven ingredients across the skin where they are needed to ensure dark tanning performance
- **X-treme Tanning Catalyst** is a highly advanced ingredient delivery system that helps distribute tanning ingredients more evenly over the skin for improved efficacy
- **Red Sea Algae**, rich in vitamins and amino acids, helps reduce the appearance of fine lines and wrinkles
- Accelerate and build the ultimate golden color with **Vitatan®**
- Formulated to combat against ATO

#### Inspiration/Rationale

- Bringing back a CT favorite, utilizing an upgraded formula and design
- Adding an intensifier to the existing Bronzer to round out the collection
- Design inspired by the popular marble trend found in fashion, design and makeup

#### Technology

Savvy Seven™

Maximizes tanning results by embracing seven core components to developing gorgeous color

SMART Technology

Identifies the skin's needs and delivers the Savvy Seven ingredients across the skin

X-treme Tanning Catalyst™

Distributes ingredients more evenly over the skin for improved efficacy

Red Sea Algae

Helps reduce the appearance of fine lines and wrinkles

Vitatan®

Promotes and builds the ultimate golden color

#### Product Type

Step 1 Intensifier

Fragrance: Fresh Ocean Breeze

#### Size and MSRP

8.5 oz Bottle MSRP: \$114.00

#### Brand and Family

California Tan® CT Seven™

#### Contact

Contact your distributor for additional information

