



Heavy Metal™
20th Dimension Power Ballad Dark Bronzer
with Hardcore Skincare Fusion

SALES FACT SHEET

Story

Rock your color to the next level with **Heavy Metal™**! This 20th Dimension Power Ballad Bronzer blends decadent Shea Butter with intense immediate bronzers and DHA for instant dark results and deeper, developed color. Hardcore Skincare Fusion delivers high octave ingredients that protect and nourish for a fierce complexion. Deluxe Bio-Active Bronzing Minerals strengthen and soften for touchable, sleek skin, while Flawless Finish leaves skin without shine. Make your way to the mosh pit because you'll be ready for every encore!

Inspiration/Rationale

- Expands AG \$80-89.99 price point offering
- Fills salon requests for DHA bronzer in this price point
- Expands popular Mineral Collection

Product Type

- DHA, Cosmetic and Natural Bronzer
- Formulated to combat against ATO
- No Added Parabens
- **Fragrance: Mango Madness:** with top notes of Citrus & Champagne; mid notes of Strawberry & Apple Blossom; and a dry note of Mango Nectar

Technology

20 th Dimensions Power Ballad Dark Bronzer	Superior formulation blends Shea Butter with intense bronzers, including Black Walnut, Beta-Carotene and Mahakanni, and optimal levels of DHA with Erythrose for immediate and flawless longer-lasting results
Hardcore Skincare Fusion	Opal, Potassium and Magnesium combine to protect, condition and nourish for unbelievably soft, hydrated skin
Bio-Active Bronzing Minerals	Naturally obtained 92 essential minerals rejuvenate and soothe for visibly smoother skin
Flawless Finish	Leaves skin with a touchable, powder-like feel

Brand and Family

- **Australian Gold®** Premium Mineral Line

Size

- 10 oz. Tube
- 0.5 oz. Sample

