



## Axis™ Intensifier Step 1

### SALES FACT SHEET

#### Line Story

A collection of breakthrough products formulated with one thing in mind: the key to great skin is great skincare, and at the center of great skincare is hydration. Experience the ultimate in skin transformation with Axis™.

#### Product Story

- **Moisture Elixir™** creates a barrier on the skin that retains moisture, improving radiance and reducing the appearance of fine lines and wrinkles
- **Eternal Essence™** helps boost pro-collagen synthesis for more youthful looking skin
- **Water Infusion Technology™** saturates skin in moisture, nutrients and antioxidants for glowing skin
- Improve skin's overall appearance and boost color development with **Black Truffle Extract**
- **Silicone** microspheres perfect skin's appearance while offering intense hydration
- Accelerate and build the ultimate golden color with **Vitatan®**
- Formulated to combat against ATO

#### Inspiration/Rationale

- Introduces a new high-end line to replace complexION and Cypher
- Inspired by K-beauty skincare trends
- Utilizes similar packaging to Cypher that has proven shipping stability

#### Technology

Moisture Elixir™

Mimics the skin's membrane, creating a barrier that helps retain moisture

Eternal Essence™

Combination of ingredients that help boost pro-collagen synthesis

Water Infusion Technology™

Contains Water Lily and Tamanu Oil that provide nutrients and antioxidants

Black Truffle Extract

Helps improve overall skin appearance and increases melanin production

Silicone

Promotes soft skin and intense hydration without interfering with skin's natural ability to breathe

Vitatan®

Promotes and builds the ultimate golden color

#### Product Type

Step 1 Intensifier  
Fragrance: Beyond the Sea

#### Size and MSRP

6.8 oz Bottle MSRP: \$155.00

#### Brand and Family

California Tan® Axis™

#### Contact

Contact your distributor for additional information

