



CALIFORNIA TAN®

Axis™ Natural Bronzer Step 2

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
- Naturally derived **Natural Bronzers** add instant rich, golden color to the skin
- **CuO₂®** and **TRF™** combine rich ingredients to optimize dark color results
- 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

Natural Bronzers

Adds instant, golden color to the skin

CuO₂® and TRF™

Help to further advance bronze color to a dark state

Product Type

Step 2 Natural Bronzer
Fragrance: Beyond the Sea

Size and MSRP

6.8 oz Bottle MSRP: \$165.00

Brand and Family

California Tan® Axis™

Contact

Contact your distributor for additional information

