



CT ID™ BODY WASH Step 3

SALES FACT SHEET

Line Story

A clinically tested collection of dual-use products formulated to work together to help repair, hydrate and renew the skin. The CT ID collection utilizes clinically proven ingredients to address signs of aging while providing skin with an exquisite radiance.

Product Story

- Extend, enhance and complete your tan with this **7-in-1 Cleanser**
- **CT ID™ Cleansing Technology** gently cleanses while leaving skin refreshingly hydrated
- Utilizes a variety of **Vitamins** to assist in neutralizing free radicals and help keep collagen from degrading
- Provides skin with the vital nutrients and energy to develop deeper color results with **Vitatan+**
- **CT-Protect+** helps preserve skin's youthful appearance with nutrients that help prevent damage
- Gentle enough for sensitive and delicate facial skin
- Formulated to combat against ATO

Inspiration/Rationale

- Introduces a Body Wash into the new clinical collection, completing the 3 Step System
- Fulfills consumer demand for products that are formulated to work together

Technology

7-in1 Cleanser

Cleanses, removes eye make-up, provides light hydration, calms redness, tightens pores, helps increase circulation and cellular respiration

CT ID™ Cleansing Technology

Gently removes grime without stripping the skin

Vitamins

Utilizes vitamins found in Grapeseed Extract to help reduce fine lines and wrinkles

Vitatan+

Promotes and builds the ultimate golden color

CT-Protect+

Provides skin with nutrients that help prevent damage

Product Type

Step 3 Body Wash

Fragrance: Candied Mandarin

Size

8 oz Tube

Brand and Family

California Tan® CT ID Collection™

Contact

Contact your distributor for additional information

