



De·Fine™ Intensifier Step 1

SALES FACT SHEET

Line Story

Detox and refine skin with the unique ingredients and properties found in the De·Fine™ Collection. Formulated to purify and cleanse skin while maximizing tanning results with De·Flect Tanning Technology™.

Product Story

- Optimize your tan by maximizing the tanning process with **De·Flect Tanning Technology™**
- **De·fine™ Technology** helps lead to perfected pores for a more beautiful, longer-lasting dark tan
- Detox and refine skin with the purifying properties found **Seaweed, Green Tea and Arugula**, while **Proteins** help rejuvenate
- Accelerate and build the ultimate golden color with **Vitatan®**
- Formulated to combat against ATO

Inspiration/Rationale

- Formula inspired by the cleanse and detox trend found in the health and food industries
- Fulfills demand for a more masculine looking and smelling unisex product
- Introduces a line of replacement products for the Luminous Collection

Technology

De·Flect Tanning Technology™

Helps stop compounds from blocking the tanning pathway

De·Fine™ Technology

Helps lead to perfected pores, allowing you to exfoliate less between tans

Seaweed

Utilizes minerals to help flush toxins from the body

Arugula

Packed with vitamins and minerals, Arugula helps aid in detoxification

Proteins

Helps scavenge free radicals and rejuvenate

Vitatan®

Promotes and builds the ultimate golden color

Product Type

Step 1 Intensifier
Fragrance: Ocean Dusk

Brand and Family

California Tan® De·Fine™ Collection

Contact

Contact your distributor for additional information

