

# BOTANICA<sup>®</sup>

+swedish beauty

## Pollution Protection™ Natural Bronzer

### Sales Fact Sheet

#### Story

Every day we expose ourselves to dirt, dust and smog in the air, clogging pores and making skin appear dull and lifeless. Because of this, protecting skin from these urban pollutants is more important than ever! Fight back with this Pollution Protection™ Collection, featuring ingredients to help your skin stay bronzed and beautiful, plus a Pollution Protection™ Blend that defends against environmental stressors and fights signs of fatigue on the skin. Whether you are city chic or a suburban socialite, kick those impurities to the curb! Bring back your natural brilliance and maintain youthful, glowing skin with Swedish Beauty®.

#### Inspiration/Rationale

- Update product offering in the \$50-\$60 MSRP with new collection
- Focus on popularity of anti-pollution ingredients that coincide with the rise in preventative wellness in beauty and skincare products
- Focus on popularity of wholesome, natural ingredients for health-conscious clients

#### Product Features

- **Natural Bronzer**
- **Pollution Protection™ Blend**
- **Barrier Boost™**
- **Hypoallergenic**
- **95% Naturally Derived and No Added Parabens**
- **Formulated to combat against ATO**
- **Hypoallergenic Fragrance: Green Breeze**-Crisp Green Apple, Melon, Pear, Peach

#### Technology

##### Natural Bronzer

Includes a combination of Natural Colorants blended together to provide dark color by helping to induce skin pigmentation, for immediate and visible results

##### Pollution Protection™ Blend

Helps create a defensive layer over skin, helping to shield against toxins and pollutants released into the environment every day

##### Barrier Boost™

Contains Organic Coconut Oil plus Fair-Trade Certified Cocoa Butter that melt into skin to improve its barrier function, allowing skin to rehydrate and achieve a natural balance

##### Hypoallergenic

For sensitive skin

##### 95% Naturally Derived

Formulated with no added DHA, Erythulose, Aloe, Hemp, Gluten, Parabens, or Soy

#### Brand and Family

- **Swedish Beauty Botanica®** Collection

#### Size

- 8.5 oz. Bottle
- .5 oz. Packette

