



Hot!® Hybrid
Maximum Tanning Energy™ Intensifier
with Red Light Collagen Boost

SALES FACT SHEET

Story

Give your color and skin a little extra with **Hot!® Hybrid**. This decadent formula utilizes our unique Aloe-Base that deeply conditions and moisturizes for touchable, soft skin and prolonged color, while Maximum Tanning Energy™ Intensifier infuses skin with dark tanning oils and decadent herbal extracts allowing for the darkest natural color possible. Red Light Collagen Boost delivers unbelievable skincare to help smooth and protect for a strong tanning canvas. This dual use product is designed to obtain the best benefits of Red-Light treatment, while also developing gorgeous dark results!

Inspiration/Rationale

- Showcases new trend of hybrid tanning beds and popularity of red-light therapy
- Satisfies salon requests for a more unisex design within this popular collection
- Capitalizes on the popularity of the **Hot!®** name and formula

Product Type

- Aloe-Based Dual-Use Intensifier
- Formulated to be used in a UV Bed, a Red-Light Bed or a UV/Red Light Hybrid Bed
- Formulated to combat against ATO
- **Fragrance: Classic CocoaDreams:** with top notes of Orange, Citrus & Banana; mid notes of Coconut & Rose; and a dry note of Sweet Vanilla

Technology

Aloe-Base	High level of concentrated Aloe Vera Gel heals, soothes and moisturizes for healthy, smooth skin
Maximum Tanning Energy™ Intensifier	Decadent blend of dark tanning Omega Oils and Herbal Extracts to help retain moisture and promote dark, long-lasting color
Red Light Collagen Boost	Superior skincare, including Peptides, helps to boost collagen and elastin production for overall smoother skin
Antioxidants & Skincare	Vitamins A, C and E with Pro-Vitamin B5 work together with other skincare ingredients to soothe and protect for a youthful complexion

Brand and Family

- **Australian Gold®** Aloe Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$58.00**
- 0.5 oz. Sample **MSRP: \$8.75**

