



Intimidation™
Dual Dark Bronzer
with Invigorating Cooling Essence

SALES FACT SHEET

Story

There's no reason to force results with this Dual Dark Bronzer that easily applies to deliver instant and delayed color results. The Invigorating Cooling Essence helps draw heat away from the skin for a cool, revitalized after-feel. All eyes will be on you as the Ultra-Toning Blend helps tone for a stunning and vibrant silhouette, while the Conditioning Complex guards against free radicals revealing a youthful complexion. With color that lasts, **Intimidation™** will definitely keep pale away!

Inspiration/Rationale

- Fulfills the need for a new collection in higher price point
- Satisfies salon requests for return of top-selling sku
- Capitalizes on the popularity of previous Intimidation(s)

Product Type

- DHA and Cosmetic Bronzer
- Invigorating Cooling Essence
- Formulated to combat against ATO
- **Fragrance: Zen Passion:** with top notes of Pear, Pomegranate, Raspberry, Strawberry & Grapefruit; mid notes of Jasmine, Rose & Lily of the Valley; and dry notes of Sweet Vanilla & Musk

Technology

Dual Dark Bronzer	Caramel and DHA are blended with Silicone for flawless application and dark color results
Invigorating Cooling Essence	Soothes and imparts a refreshed feeling to the skin
Ultra-Toning Blend	Caffeine and Ginseng Extract combine to help tone and brighten for a vibrant, glowing complexion
Conditioning Complex	Hemp Seed Oil and Vitamin A work together to help protect and strengthen the skin for a radiant, youthful appearance

Brand and Family

- **Australian Gold® New!** Classic Comeback Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$70.00**
- 0.5 oz. Sample **MSRP: \$10.50**

