



Making Waves™
Relaxing DHA Bronzer
with Wild Bush Blend

SALES FACT SHEET

Story

Grab that surfboard and escape to dark color! This Relaxing DHA Bronzer delivers instant color results and amped up gradual bronzed perfection. Wild Bush Blend brings the power of the Outback with Eucalyptus Water that calms and relaxes while Algae Extract improves skin clarity for a perfect gorgeous glow. Polished Perfection moisturizes and smooths for a soft tanning canvas while Vitalize Blend provides antioxidants to the skin for undeniably first-class complexion. Be the one **Making Waves™** with color that is undeniable!

Inspiration/Rationale

- Provides a lower point of entry into popular Outback Collection
- Fills need for higher ounce size bottle at intro level pricing
- Incorporates popular surf/beach trend into packaging design

Product Type

- Relaxing DHA Bronzer
- Wild Bush Blend
- **Fragrance: Coastal Coconut:** top notes of Mango, Raw Coconut, Almond & Peach; mid note of Creamy Milk Nuances; dry notes of Musk & Vanilla

Technology

Relaxing DHA Bronzer	Formulated with DHA, Caramel and DermaDark® Bronzers to provide immediate and deeper, delayed bronze perfection
Wild Bush Blend	Native Australian Eucalyptus Water and Algae Extract combine to help soothe and nourish for soft, touchable skin
Polished Perfection	Mixture of luxurious Oils help to rejuvenate and lock-in moisture for longer lasting dark color
Vitalize Blend	Vitamins E, B5 and C help neutralize free radicals for a youthful, glowing complexion

Brand and Family

- **Australian Gold®** Outback Collection

Size and Suggested MSRP

- 10 oz. Bottle **MSRP: \$36.00**
- 0.5 oz. Sample **MSRP: \$5.25**

