



Raydiance™
25th Dimension Delightfully Dark Bronzer
with Warming Skin Defense

SALES FACT SHEET

Story

Dazzle and shine with pure **Raydiance™**! This 25th Dimension Delightfully Dark Bronzer ensures immediate gratification, while **DermaDark® Bronzer** delivers gradual color results. Warming Skin Defense imparts a non-irritating warming sensation to the skin, plus renews and soothes for a glowing, youthful complexion. Deluxe Bio-Active Bronzing Minerals strengthen and soften for touchable, sleek skin, while Flawless Finish leaves skin without shine. With color this brilliant, you are sure to be the light of every event!

Inspiration/Rationale

- Expands AG \$90-99.99 price point offering
- Fills salon requests for Radiant type product replacement
- Introduces a specialty product into collection (warming)

Product Type

- Cosmetic, Natural and DermaDark® Bronzer
- UV-Activated Warming
- Formulated to combat against ATO
- No Added Parabens
- **Fragrance: Berry Bliss:** with top notes of Mandarin Orange, Lemon, Honeydew & Melon; mid notes of Toasted Coconut, Strawberry, Mulberry & Peach; and dry notes of Baked Torte & Sugar

Technology

25 th Dimension Delightfully Dark Bronzer	Grand blend of Henna, Caramel, Annatto and DermaDark® Bronzer work together to produce more natural, uniform instant bronze results
Warming Skin Defense	Unique UV-activated warming blend that gives skin a flushed non-irritated glow, while protecting and rejuvenating for a flawless complexion
Bio-Active Bronzing Minerals	Naturally obtained 92 essential minerals rejuvenate and soothe for visibly smoother skin
Flawless Finish	Leaves skin with a touchable, powder-like feel



Brand and Family

- **Australian Gold®** Premium Mineral Line

Size and Suggested MSRP

- 10 oz. Tube **MSRP: \$96.00**
- 0.5 oz. Sample **MSRP: \$14.50**

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