



Rugged by G Gentlemen®
Resilient Black Bronzer
with Dashing & Dignified Complex

SALES FACT SHEET

Story

Get reliable and long-lasting results with this lightweight Resilient Black Bronzer, which flawlessly delivers a quick-absorbing formula for immediate color gratification and delayed, developed bronzed perfection. The Dashing & Dignified Complex combines luxurious skin care ingredients to tone, nourish and moisturize that tough exterior, while refreshing Coconut Water revitalizes and softens for exceptionally smooth skin. Finally, the luxurious **ColorGuard™ Tattoo Technology** hydrates deeply to give tattoos vibrancy and helps to prevent those works of art from fading. Finally, achieve dark color that is strong and sturdy as you are with **Rugged by G Gentlemen®!**

Inspiration/Rationale

- Fulfills need for an updated DHA bronzer within **G Gentlemen®** Collection
- Expands on popularity of male specific products within the tanning industry
- New updated look inspired by trends in men's skincare market

Product Type

- DHA, Cosmetic and Natural Bronzer
- Dashing & Dignified Complex
- Formulated to combat against ATO
- **Fragrance: Rugged:** top notes of Orange Valencia & Italian Bergamot, mid notes of Lavender, Geranium & Sheer Leafy Green Accords; and dry notes of Cedarwood, Vetiver, Patchouli & Moss

Technology

Lightweight Resilient Black Bronzer	Unique blend of specialty silicone, Natural Bronzers and DHA provide immediate dark results, smooth touchable skin and darker, developed color
Dashing & Dignified Complex	High-class skincare blend, including Caffeine, helps smooth and hydrate for touchably, soft skin
Hydrating Coconut Water	Generous amount of Coconut Fruit Juice works to regenerate, revitalize and soften for resilient, dark color
ColorGuard™ Tattoo Technology	Tiger Grass creates a moisture-seal blend that helps prevent tattoos from fading

Brand and Family

- **Australian Gold® G Gentlemen®** Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$52.00**
- 0.5 oz. Sample **MSRP: \$7.75**



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