



Sinfully Black®
15X Deviously Dark Bronzing Lotion

SALES FACT SHEET

Story

Being envied never looked or felt so good...until now! **Sinfully Black®** lotion will leave a color so dark and temptuous those with pale skin will be clamoring for the dark side. It's ok to be greedy with this 15X bronzing brew that provides instant dark color results. Slather your skin with guilt-free Enticing Hemp Seed Oil that provides intense moisturization while Sinful Skin Softeners smooth for touchably, decadent skin. Leave behind your inhibitions and experience with this guilty pleasure!

Inspiration/Rationale

- Builds on popularity of products within Iconic Collection
- Continues to expand AG value-priced products (under \$30)
- Satisfies market demand for bronzing options at lower price point

Product Type

- 15X Deviously Dark Bronzer
- Sinful Skin Softeners
- **Fragrance: Temptuous Berry:** top notes of Fresh-picked Blackberries & Iced Bergamont; mid notes of Blackberry Petals, Hibiscus & Vanilla Blossoms; dry notes of Vanilla Musk, Blackberry Tree Wood & Red Maple Wood

Technology

15X Deviously Dark Bronzers	Black Walnut Shell, Monoi de Tahiti® and other natural bronzers provide immediate dark bronzing results
Sinful Skin Softeners	Decadent combination of Vitamins and Oils that help soften and smooth skin
Moisturizing Skincare	Aloe Vera, Camu Camu Extract and other skin nourishing ingredients provide hydration for longer-lasting color
Enticing Hemp Seed Oil	Conditions and moisturizes for a radiant, youthful glow

Brand and Family

- **Australian Gold®** Iconic Collection

Size and Suggested MSRP

- 8.5 oz. Bottle **MSRP: \$22.99**
- 0.5 oz. Sample **MSRP: \$3.25**

