



Adorably Black™
35X Delightfully Dark Bronzing Lotion

SALES FACT SHEET

Story

Enchant and entice with desirable color from Adorably Black™! This 35X Delightfully Dark Bronzer blends DHA flawlessly with Natural Bronzers for immediate and delayed stunning dark results. Energizing Beet & Berry Smoothie infuses skin with powerful antioxidants that help nourish and moisturize for a more youthful complexion. Lavish your color with Hemp Seed Oil and Selfish Skin Softener to leave your skin irresistibly smooth, with a velvety after-feel that is sure to captivate. The gorgeous results will leave you totes adorbs!

Inspiration/Rationale

- Builds on popularity of products within Iconic Collection
- Continues to expand AG value-priced products (under \$30)
- Introduces feminine look/style into 'Black' collection

Product Type

- 35X Delightfully Dark Bronzer
- Beet & Berry Smoothie
- **Fragrance: Wild Berry Punch:** top notes of Orange, Lemon, Banana, Pineapple & Pear ; mid notes of Grape, Mulberries, Cherry, Mango & Coconut; dry notes of Raspberry, Vanilla Orchid & Peach Nectar

Technology

35X Delightfully Dark Bronzer	Combination of DHA and Natural Bronzers that are perfectly blended for seamless even coverage and gradually developed dark color
Beet & Berry Smoothie	Scrumptious blend of Beet Root and Raspberry Extracts help to improve skin tone and combat free radicals for a dazzling appearance
Selfish Skin Softener	Decadent dose of Silicone hydrates and softens the skin for a velvety, silky feel
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: \$29.99**
- 0.5 oz. Sample **MSRP: \$4.50**

