



Hot!® with Bronzers
Advanced Dark Bronzer
with SkinDew™ Bronzing Complex

SALES FACT SHEET

Story

Dark, hydrated color is just one session away with **Hot!® with Bronzers** that utilizes a unique Aloe-Base that conditions and moisturizes for touchable, soft skin. Advanced Dark Bronzers provide instant, streak-free bronze gratification, while **SkinDew™ Bronzing Complex** gives thirsty skin a decadent drink of moisturization. Upgraded **Biosine Complex®** softens and soothes for silky, smooth radiant skin, with **FadeDefy™ Technology** ensures those hard earned results last for days longer.

Inspiration/Rationale

- Fulfills the need for a DHA bronzer within collection
- Satisfies salon requests for a more unisex design within this popular collection
- Capitalizes on the popularity of the **Hot!®** name and formula

Product Type

- Aloe-Based Advanced Dark Bronzer
- **SkinDew™ Bronzing Complex**
- **Fragrance: Classic CocoaDreams:** with top notes of Orange, Citrus & Banana, mid notes of Coconut & Rose and dry note of Sweet Vanilla

Technology

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|----------------------------------|--|
| Aloe-Base | High level of concentrated Aloe Vera Gel heals, soothes and moisturizes for healthy, smooth skin |
| Advanced Dark Bronzer | Powerful combination of Natural Bronzers provide streak-free instant, dark results |
| SkinDew™ Bronzing Complex | DHA, DermaDark® and decadent moisturizers blend together flawlessly for a surge of hydration and a darker, longer-lasting bronze hue |
| Upgraded Biosine Complex® | Advanced combination of ingredients soothe, soften and moisturize for maximum tanning results |
| FadeDefy™ Technology | Kakadu Plum, the richest source of Vitamin C, combines with Shea Butter to moisturize, protect and repair skin for longer-lasting dark color |



Brand and Family

- **Australian Gold®** Aloe Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$69.00**
- 0.5 oz. Sample **MSRP: \$10.00**

