



Wandering Sol™
Carefree Natural Bronzer
with Wild Bush Blend

SALES FACT SHEET

Story

Allow yourself a daily hiatus to a bronzed paradise! This Carefree Natural Bronzer ensures streak-free immediate results with ease for that straight-off-the-beach color. Wild Bush Blend brings the power of the Outback with Cassia Extract that soothes the skin while Chantelle Mushroom Extract nourishes for touchable skin for any occasion. Polished Perfection moisturizes and smooths for a soft tanning canvas while Vitalize Blend provides antioxidants to the skin for an undeniably first-class complexion. Dark, gorgeous color will be your **Wandering Sol's™** final destination!

Inspiration/Rationale

- Provides lower point of entry into popular Outback Collection
- Fills need for higher ounce size bottle at intro level pricing
- Incorporates popular travel trend within packaging design

Product Type

- Carefree Natural Bronzer
- Wild Bush Blend
- **Fragrance: Pineapple Bay:** top notes of Ocean Salt, Pineapple, Melon, Orange & Starfruit; mid notes of Strawberry, Apple, Clove & Nectarine; dry notes of Amber, Coconut, Sandalwood & Cedar

Technology

Carefree Natural Bronzer	Streak-free blend of Natural Bronzers and Shea Butter impart immediate, hydrated dark color results
Wild Bush Blend	Native Australian Cassia Extract and Mushroom Extract combine to help soothe and nourish for soft, touchable skin
Polished Perfection	Mixture of luxurious Oils help to rejuvenate and lock-in moisture for longer lasting dark color
Vitalize Blend	Vitamins E, B5 and C help neutralize free radicals for a youthful, glowing complexion

Brand and Family

- **Australian Gold®** Outback Collection

Size and Suggested MSRP

- 10 oz. Bottle **MSRP: \$34.00**
- 0.5 oz. Sample **MSRP: \$5.00**

