

2024



NEW PRODUCT CATALOG

New Featured Products by Australian Gold, California Tan,
Designer Skin, Swedish Beauty and JWOWW

2024

New Sunshine LLC



Australian Gold.

CALIFORNIA TAN.

DESIGNER SKIN.

swedish beauty.

jwoww

Premier Salon Partnership Program

Your rewards. Your Way.

The New Sunshine Premier Program offers 15% cash back on lotion purchases with qualified paid advertising of New Sunshine brands and your business, or 8% cash back on lotion purchases with unpaid advertising. Earn on New Sunshine branded WOLFF lamps for both options.

Contact New Sunshine to learn more.
1.800.633.0069



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@NewSunshineTanning



Australian Gold®

From the premium shores to the Iconic beaches of Australia, Australian Gold® offers products to fit every tanner's need, lifestyle, budget and preference. Harnessing the power of exotic Australian ingredients and nourishing oils to deliver high bronzing levels, our products ensure every user can achieve their best tan possible. Enrich your skin and tan with products influenced by the sun-loving lifestyle of Australia. After breaking into the indoor tanning industry in 1987 with the launch of our accelerator lotion, Australian Gold has remained the most recognized brand worldwide by continuously producing high quality, top selling products.

Australian Gold.



Australian Gold®

Ocean Views™

Luxurious Glow: Lavish blend of Tyrosine and Coconut Oil helps to develop a smooth, conditioned beachy glow. Tyrosine helps to stimulate Melanin production for a darker complexion.

Ocean Water Blend: This unique Ocean Water containing high levels of Manganese and Silicium helps improve the circulation of water in the skin to prevent trans-epidermal water loss. Sea Moss contains fatty acids and antioxidants to smooth, nourish and hydrate.

Sydney Skincare Technology: Native Australian ingredients, Eucalyptus Infused Water and Algae, found in the Great Barrier Reef, protect skin health by fighting against environmental stressors, help prevent water loss and are known to have anti-aging properties.

ATO Inhibitor: Witch Hazel is known to prevent unpleasant after-tan odors from developing. Eucalyptus-Infused Water is also known to have deodorizing properties.

Fragrance: Bergamot & Coconut

Size: 8.5 oz / 250 mL



Australian Gold®

Rooftop Nights™

Downtown Bronzing Blend: Caramel and Melanin provide an instant glow to the skin while DHA gradually develops for a darker, flawless complexion that will leave a lasting impression.

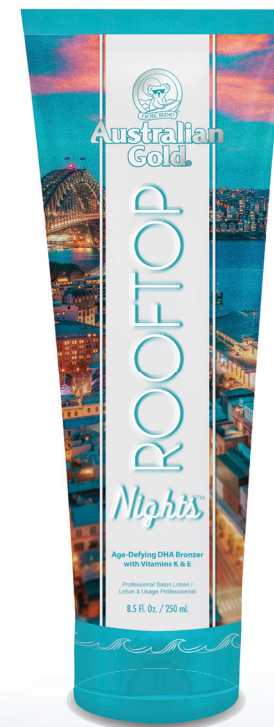
Night Life Complex: Cherry Flower Extract is known to prevent reactive oxygen species from forming that can damage the skin barrier which encourages skin health and a youthful appearance. This floral complex also contains age-defying properties to help protect against Blue Light overexposure.

Melbourne Skincare Technology: Acacia Extract has high antioxidant properties to protect against external aggressors that can have damaging effects to the skin. Caffeine is known to tone for touchable, smooth skin.

Vitamin K & E: This blend helps protect against free radicals while improving the skin's barrier for vibrant looking skin.

Fragrance: Sunkissed Citrus

Size: 8.5 oz / 250 mL





Australian Gold®

Peptide Pro Hybrid Facial™

Deluxe Intensifying Blend: Tyrosine and Glycerin work together to help stimulate Melanin production and keep skin moisturized for color development and a plump appearance.

HydroGel Technology: This water-based formula provides an immediate dose of hydration, spreading effortlessly with a refreshing, cooling sensation and providing the moisturization of a rich cream. Upon application, it effortlessly breaks with a refreshing sensation.

Collagen+ Complex: Green Tea and Collagen are known to work in conjunction with Red Light Treatment to help rejuvenate, smooth and tone skin. This blend helps moisturize skin and contains polyphenols that aid in neutralizing the effect of free radicals to support and protect skin. A sophisticated complex designed to obtain and enhance the benefits of a Red Light regimen.

Coconut Oil: Provides natural hydration while assisting in preventing moisture loss.

Fragrance: Clean & Light

Size: 3 oz / 90 mL

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Australian Gold®



Australian Gold®

Peptide Pro™

Intensified Color: Tyrosine is known to help stimulate melanin production and promote moisture retention with its rich fatty acid content, creating and keeping gorgeous color.

Peptide + Complex: Amino Acids and Collagen encourage toned skin and elasticity. Hyaluronic Acid has been known to decrease the appearance of fine lines and wrinkles. Its water binding properties preserve suppleness and keep skin hydrated.

Skin Softening Blend: A blend of moisturizing oils, including Hemp Seed Oil, keep skin conditioned, moisturized, soft and supple to the touch. Hemp Seed Oil has multiple benefits and hydrates skin with an evolved balance of amino acids, essential fatty acids and vital nutrients.

Lavish Vitamin Fusion: Vitamins A, E, B5 and C are known to provide intense moisturization while protecting skin from free radicals.

Fragrance: Tropical Rush

Size: 8.5 oz / 250 mL





Australian Gold®

Sandy Beaches™

Tropical Infused Intensifier: Banana Extract contains L-dopa, a precursor to melanin production while Tyrosine helps simulate melanocytes to induce a darker complexion. Glycerin provides moisturization for an ideal tanning canvas.

Australian Brightening Complex: Eucalyptus Water is known to possess soothing and calming properties that can help strengthen and protect skin health by fighting against environmental stressors. Oranges contain nutrients such as Potassium, Calcium and Vitamin A for brightened skin.

Radiant Beachy Blend: Vitamins B5 and C can neutralize free radicals for a youthful complexion and brings out the skin's natural radiance.

After-Tan Odor Defense: Australian Tea Tree Oil helps prevent after-tan odor from developing, ensuring a refreshed after-feel.

Fragrance: Orange Sorbet

Size: 8.5 oz / 250 mL





Australian Gold®

Wild Obsession™

Bold Bronzing Blend: This rich blend includes DHA, Caramel and Annatto Extract for instant and delayed color results while Coconut Oil keeps skin moisturized for a faster tan.

Desert Sun Skincare Blend: Desert Honey Myrtle is a native Australian plant known to uplift the mind and body with its natural citrus aroma. Combined with Glycerin, these ingredients soothe skin keeping it hydrated and healthy.

ColorGuard™ Tattoo Protection: Luxurious blend of Tiger Grass and Cocoa Butter works to hydrate and protect for vivacious ink. Tiger Grass is also known to help support the skin's own Collagen production.

Purification Finish Primer: Uses a natural polymer that acts as a brightening agent and fills in imperfections for a more healthy, even and radiant skin tone.

Fragrance: Pomegranate Punch

Size: 8.5 oz / 250 mL





Australian Gold®

Magnetize™

25th Dimension Hybrid Dark Bronzer: Specially designed bronzing complex with Annatto, Caramel, Black Walnut, Melanin, Henna and Tyrosine work to give uniform instant color and a boost of color development that continues to develop over time.

Exquisite Skincare Blend: Caramel deposits a rich hue on the skin while DHA and Erythrulose continues to develop. Other Natural Bronzers and Tan Enhancers in this blend such as Algotan, Black Walnut Shell, Annatto and Maka increase melanin for consistent, darker color.

Red Light Effects: Rich in amino acids, this blend encourages Collagen and Elastin production to help provide support to the skin, improve smoothness and reduce the appearance of fine lines and wrinkles when used in conjunction with Red Light Treatment.

Flawless Finish: Natural polymer of Corn Starch, acts as a spreading and lubricating agent for the skin, giving it a soft, even matte finish.

Fragrance: Pineapple Grapefruit Paradise

Size: 10 oz / 300 mL





Australian Gold®

Hemp Nation® Cocoa Dreams Body Wash

Coconut & Orange Fruit Blend: This blend is an excellent source of vitamins, vital nutrients, flavonoids and polyphenols. Coconut is known to contain high levels of essential electrolytes that help hydrate and restore the skin's natural moisture balance. Oranges contain high levels of Vitamin C and are known to have antioxidant properties. This supports skin protection from environmental stressors, while helping to maintain general skin health to support a more youthful and vibrant appearance.

Pure Hemp Seed Oil: Provides supreme hydration with a highly evolved balance of essential fatty and amino acids.

Mild Cleansing Formula: Gently cleanses without drying while helping to moisturize and hydrate.

Glycerin: Water binding agent that helps to protect and seal moisture to the skin for longer lasting color.

Fragrance: Cocoa Dreams

Size: 8 oz / 235 mL



Australian Gold®

Hemp Nation® Aloe & Ocean Water Tan Extender

Aloe & Ocean Water: This unique Ocean Water containing high levels of Manganese and Silicium helps improve the circulation of water in the skin to prevent trans-epidermal water loss to retain hydration. Our industry exclusive ActiveAloe® contains over 200 amino acids, vitamins, antioxidants, minerals and enzymes. This high concentrated Aloe Vera helps to soothe, soften and moisturize your skin.

DermaDark® Bronzer: Natural color enhancer that provides quick, streak-free color also builds color gradually with daily use even without UV exposure.

NeverFade™ Tattoo Protection:
Proprietary ingredients help hydrate and moisturize for vibrant ink.

HydraRich™ Blend: Ultimate moisturizing blend works to hydrate and lock in moisture to the skin.



Fragrance: Aloe & Ocean Water

Size: 18 oz / 535 mL

Australian Gold®

Hemp Nation® Tropical Seltzer Tan Extender

Travel Size

Passionfruit and Papaya Blend: This yummy blend is a great source of fatty acids, nutrients, polyphenols and vitamins to help support and improve the skin barrier. The polyphenols of Passion Fruit exhibit strong antioxidant properties. Papaya contains Magnesium and Calcium for ultra-moisturization.

DermaDark® Bronzer: Natural color enhancer provides streak-free color and builds color gradually with daily use even without UV exposure.

Hydrating Complex: Pure Hemp Seed Oil is blended with Moisture Melt and Silicone to allow for easy spreadability and fast absorption. This combination helps to strengthen skin and prevent water loss by forming a hydrating barrier to the skin for longer lasting moisturization.



Fragrance: Tropical Seltzer

Size: 2.5 oz / 83 mL

California Tan®

Founded in 1987, California Tan® has over 35 years of experience in developing innovative tanning and skincare products. Inspired by the sunkissed lifestyle of the golden state, California Tan® lotions combine advanced technologies with premium skincare for optimal results. We pride ourselves on our cutting-edge skincare, product variety and innovative packaging. Our California Tan Sunless® collection carries sunless products that are specially formulated to deliver professional, flawless results in the salon or at home. California Tan Sunless® contains groundbreaking technologies that utilize the skin's organic color to deliver a customized tan. No matter how you want to achieve your golden tan or fulfill your skincare needs, California Tan delivers. Experience the Sexy Side of Skincare. Sunless. And wellness with California Tan.

CALIFORNIA TAN®



CALIFORNIA TAN®

Canopy Lane™ Intensifier

Step 1

Vitatan®: Contains an exclusive combination of vitamins, minerals and antioxidants to accelerate color development. This blend moisturizes and energizes the skin so that it can rapidly build a base tan.

Plant Stem Cell Technology: A potent eco-designed technology that is sustainably sourced and helps fight against pollution damage to the skin.

Blue Light Protection: An active ingredient known to counteract the harmful effects of Blue Light over-exposure by fighting against oxidative damage that leads to premature aging. It helps leave skin feeling soft, smooth and pure.

Rainforest Hydration: A bio-active complex derived from three exotic rainforest fruits. Due to their location they have developed mechanisms to allow them to thrive, building up powerful antioxidant properties. This unique combination of powerful fruits are known to nourish and soothe the skin while helping fight the aging process.

Fragrance: Tropical Isle

Size: 8.5 oz / 250 mL



CALIFORNIA TAN®

Canopy Lane™ Optimizer

Step 2

Canopy Bronzing Complex: Break through your tanning plateau with this ultra rich optimized bronzing complex. A combination that will leave you with your darkest tan yet! This complex contains several instant bronzers, beautiful violet undertones and a powerful gradual bronzer delivering exceptional, immediate and long-lasting results.

CuO2® and TRF™: An advanced technology with Copper and Oxygen promoting ingredients to energize skin for deeper, darker tanning results which gives amplified color.

Plant Stem Cell Technology: A potent eco-designed technology that is sustainably sourced and helps fight against pollution damage to the skin.

Blue Light Protection: An active ingredient known to counteract the harmful effects of Blue Light over-exposure by fighting against oxidative damage that leads to premature aging. It helps leave skin feeling soft, smooth and pure.

Fragrance: Citrus Sunset

Size: 8.5 oz / 250 mL





CALIFORNIA TAN®

Body by CT™

Color Enhancement: Formulated with a unique combination of ingredients to promote Melanin synthesis, provide more oxygen to the skin and help enhance the tanning process.

Sculpt & Tone: A synergistic toning complex known to boost the effectiveness of Caffeine. This helps to smooth textured skin, reduce body imperfections and encourage collagen synthesis for a more toned appearance.

Refined Moisture: Hydrolyzed Collagen is known for its age-defying properties for a timeless complexion. Combined with Aloe, high amounts of moisture are delivered to the skin to renew and rejuvenate.

Activate & Amplify: Technology with a mild warming sensation is specially designed to help transport active ingredients faster and further into the skin for increased effectiveness.

Fragrance: Luminous Waters

Size: 6 oz / 177 mL





CALIFORNIA TAN®

Bronzed Flare™

Bronzer: Caramel provides instant, natural color for a healthy glow.

Vitamin B: Helps boost skin barrier health, increase skin hydration and improving uneven skin tone.

Agave Nectar: Rich in proteins, energy and vitamins help provide nutrients to the skin for a radiant, healthier looking appearance.

Coconut Oil: Provides natural hydration while assisting in preventing moisture loss.

Fragrance: Melon Splash

Size: 8.5 oz / 250 mL





CALIFORNIA TAN®

Instant Bronzing Mist Step 2

Color Perfecting Complex®: An antioxidant rich blend containing seven natural colorants that enhance and darken skin's organic color and conceal imperfections.

DHA + Erythrulose: A flawless combination of Eco-Cert approved DHA and Erythrulose that provides skin with a gorgeous, bronze hue.

Caffeine: Provides skin with improved tone, performance and feel.

Water Color Technology: Infuses skin in hydration with a blend of White Lotus Essential Water, Coconut Water and Eucalyptus Water.

Fragrance: Coastal Sands

Size: 6 oz / 177 mL

2024



California Tan®

Designer Skin®

Give into lavish desires with Designer Skin, the designer of tanning lotions. Receive superior results, indulge in luxurious ingredients and experience high-end fragrances with Designer Skin products. Specialized formulations such as our Silicone Emulsions, advanced bronzing systems and actives provide outstanding color and unparalleled skincare. Designer Skin's prevailing philosophy is "Nutrition for the Skin", and this mantra drives every aspect of our product development. We continue to lead the industry, providing the most sought-after lotions by delivering advanced skincare and trend-setting bronzing technologies presented in aesthetically extravagant packaging. Exceptional skincare. Exceptional color. Designer Skin.

DESIGNER SKIN®



DESIGNER SKIN®

Designer Skin Dream Life™

Trend Setting Bronzing Blend: Contains instant bronzers and high DHA for quick, gradual color specifically made to leave your legs dramatically darker than ever before.

Perfect Blur: Provides a smooth, blurring effect to help diminish the appearance of fine lines and wrinkles to be picture perfect.

Shave Minimizers: Known to help slow down and moderate hair regrowth, leading to a longer lifespan of your iconic color.

Dream Toning: Uses Caffeine to energize skin for a more toned look.



Fragrance: Cherry Dream

Size: 8.5 oz / 250 mL

DESIGNER SKIN®

Diamond Lust™

Bakuchiol: A Natural alternative to retinol and it is an antioxidant that helps combat signs of aging and aids in evening skin discoloration leading to smoother, younger looking skin.

Lustfully Bronze: An exquisite blend of Caramel and DHA to deliver beautiful immediate and delayed color.

Crystal Clarity: Formulated to help renew delicate facial skin while simultaneously helping to increase the skin's hydration and fight blemishes.

Natural Radiance: An elegant blend of Diamond Dust and Silicone gliding flawlessly onto the skin, supplying a breathable layer to help lock in moisture, providing a subtle glow while supporting your skin's natural radiance.



Fragrance: Honeysuckle Glaze

Size: 1 oz / 30 mL



DESIGNER SKIN®

Designer Skin Fever™

85X Bronzed Beauty Blend: Potent combination of cool-toned instant bronzers deliver intense color immediately upon application while DHA continues to develop and darken.

Glow Off: Niacinamide, a skin-loving vitamin, is known to improve dull, uneven skin tone to help boost brightness while enhancing skin radiance and luminosity.

Age Rebellion: A mixture of amino acids and a Collagen stimulating peptide work in unison to help fight the signs of aging.

Invigorating Skincare Complex: Provides a Ceramide to the skin to help prevent aging, improve skin barrier function, boost skin hydration and increase skin smoothness. Sodium PCA is a valuable humectant that draws new moisture to the skin while retaining hydration for a supple, healthy appearance.

Fragrance: White Peach Oasis

Size: 13.5 oz / 400 mL





DESIGNER SKIN®

Eternity™

45X Infinite Bronzing Blend: Cool-toned Natural Bronzers provide instant transformation while DHA supplies beautiful, long-lasting color development.

Butterfly Effect: Sericoside is an active ingredient that has demonstrated a way to help rejuvenate skin by boosting collagen production and repairing skin texture. Antioxidant powerhouses, Vitamin E and Blue Tea combine for anti-aging benefits and soothes irritated skin.

Lasting Tattoo Protection: Designed to help naturally protect tattoos with botanical extracts selected for their antioxidant properties that can protect tattoos from fading.

Sweet Nectar: Blends with high-end Silicones that have been balanced perfectly for your skin. Achieve a silky soft feel that melts into your skin while also adding a layer of protection to help keep hydration in and harmful aggressors out.

Fragrance: Berry Nectar

Size: 13.5 oz / 400 mL





DESIGNER SKIN®

Grand Affair™

Four Grand Bronzing Blend: A luxe combination of instant and delayed bronzers, including DHA, Erythrulose and Caramel imparts a rich color you deserve. Specially designed to develop at different rates, you get continuous color development for a longer-lasting tan.

Rich Glow: Avocado is a great source of fatty acids and known to contain a high concentration of Vitamins A, E & D, which leads to excellent moisturization and skin smoothing. The probiotic in this blend helps balance skin microbiome leading to overall healthier skin.

Affluent Finish: Silicone blend leaves skin feeling moisturized and silky smooth for a lavish look.

ATO Defense: Decreases after-tan odors and keeps skin smelling fresh.

Fragrance: Pear Affair

Size: 13.5 oz / 400 mL





DESIGNER SKIN®

Designer Skin Angel™

Heaven-sent Cleansing System: Gently wash away dirt and excess oil without stripping your gorgeous tan.

Vitamins A, E and D: Packed with antioxidants, this blend works together to help protect your skin.

Hemp Seed Oil: Combines with Avocado Oil and gives skin a boost of moisturization.

Alpha Lipoic Acid and Black Cohosh: Known to provide anti-aging benefits for ever-lasting, beautiful skin.

Fragrance: Kiwi Pear

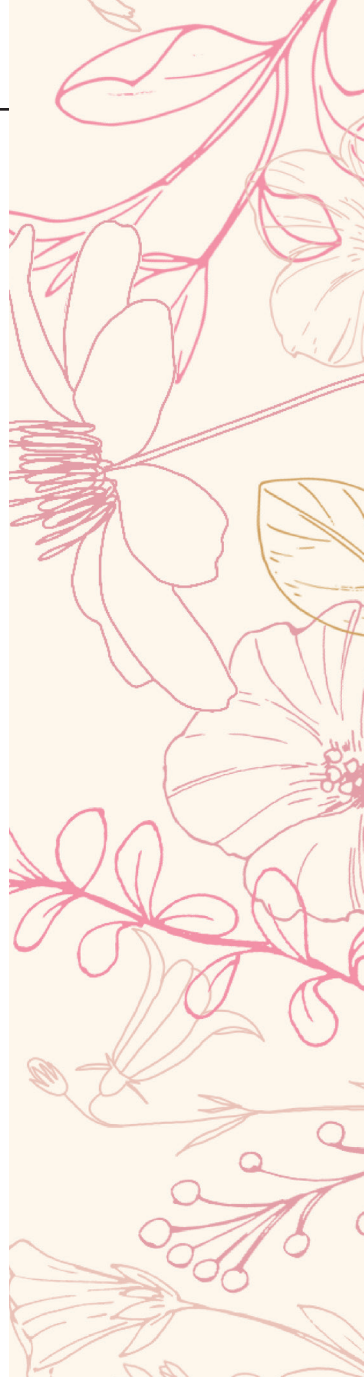
Size: 8.5 oz / 250 mL



Swedish Beauty®

Encounter all that nature has to offer with Swedish Beauty. Originating in Sweden, this brand was founded with one common goal- to create quality skincare and tanning products by utilizing the very best nature has to offer. We believe what you put on your body should be just as important as what you put in it. All Swedish Beauty products are carefully crafted with each skin type in mind, utilizing the most effective nature-inspired ingredients. Swedish Beauty boasts the biggest collection of hypoallergenic and vegan tanning lotion options. We are committed to being the tanning industry's leader in eco-chic skincare by being 95% naturally derived and cruelty-free. Swedish Beauty- for those who love the Earth and all it can provide.

 [swedishbeauty.com](https://www.swedishbeauty.com)



Shea You Love Me® DHA Bronzer

DHA Bronzing Complex: A special blend of DHA, Caramel, Cocoa and Annatto. Annatto contains Beta Carotene, a natural colorant helping induce skin pigmentation. Caffeine found in Cocoa assists in increasing circulation, giving skin a beautiful rosy color. Orange Peel and Camu Camu are essential to obtaining deep color and are rich in antioxidants and vitamins.

Super Soothe Complex: This combination of Apple, Oatmilk and Aloe will have you falling in love with your soft skin. Apple's antioxidants, phenolic compounds and flavonoids help to preserve the health and vitality of skin. Oatmilk and Aloe with their gentle, soothing properties work to calm your delicate skin.

Soothing Olive Butter Blend: A delightful Olive Butter Blend prepares the skin for dark, glowing color by softening and soothing, providing suppleness. Coconut Water and Sea Salt have electrolytes that help to combat dry skin. Shea Butter and Coconut Oil intensely moisturize to leave skin feeling luxurious.

Fragrance: Fresh Green Tea

Size: 8.5 oz / 250 mL

2024



Coming Soon:
See what the Earth
has to offer.

JWOWW®

In 2010, reality TV star Jenni “JWOWW” Farley launched her first indoor tanning lotion with Australian Gold. Since then, she has developed an entire line of tanning products that have taken the world by storm. Her lotions focus on enhancing the skin’s ability to bronze and making color the highest priority. Testing and providing design inspiration for each product herself, she leaves each one with a JWOWW touch.

*“My lotions are dedicated to my fans.
Thanks for supporting me!” -XOXO Jenni*





JWOWW

Hypoallergenic DHA Bronzer

Breathtaking Bronzing Blend: A blend of DHA and Caramel delivers both instant and delayed color to provide a natural glow on well-conditioned, hydrated skin.

Supreme Skincare Technology: Kahai Oil is known to have age-defying properties and helps to hydrate, tone and smooth the skin. It contains Vitamin A, E and several fatty acids to help support the skin barrier.

Enhanced Ink-Drink™ Complex: From her original complex, Shea Butter, rich in Vitamin A and E, helps neutralize free radicals while also softening and moisturizing skin. Raspberry Extract protects the brilliance of tattoos by reducing color damage. Now enhanced with Cupuacu Butter, to help provide soothing and smoothing benefits while hydrating for vibrant ink colors.

Intense Moisture Blend: Powerful combination of humectant and emollients, including Murumuru Seed Butter, that helps draw and seal in moisture to rehydrate skin for a smooth, silky feel and allows color development to last days longer.

Fragrance: Hypoallergenic Apple

Size: 13.5 oz / 400 mL



JWOWW

Private Reserve Jersey Heat

Jersey Heat Tingle Complex: This high tingle lotion imparts a sensation of heat by increasing oxygen and causing the skin to flush, leading to a deeper tan.

Off Shore Bronzing Blend: Caramel provides instant color to the skin, while DHA gradually develops for a darker complexion that looks like you just got off the beach. Beta Carotene is an antioxidant that helps enhance color development.

Pomegranate Extract: Contains powerful antioxidants and provides excellent moisturizing and soothing properties.

Ink-Drink™ Complex: Shea Butter, rich in Vitamin A and E, helps neutralize free radicals while also softening and moisturizing skin. Raspberry protects the brilliance of tattoos by reducing tattoo color damage. Beeswax provides soothing and smoothing benefits.

Fragrance: Blazing Berry

Size: 13.5 oz / 400 mL





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