

BOTANICA[®]

+swedish beauty

Pollution Protection™ DHA Bronzer

Sales Fact Sheet

Story

Every day we expose ourselves to dirt, dust and smog in the air, clogging pores and making skin appear dull and lifeless. Because of this, protecting skin from these urban pollutants is more important than ever! Fight back with this Pollution Protection™ Collection, featuring ingredients to help your skin stay bronzed and beautiful, plus a Pollution Protection™ Blend that defends against environmental stressors and fights signs of fatigue on the skin. Whether you are city chic or a suburban socialite, kick those impurities to the curb! Bring back your natural brilliance and maintain youthful, glowing skin with Swedish Beauty®.

Inspiration/Rationale

- Focus on popularity of anti-pollution ingredients that coincide with the rise in preventative wellness in beauty and skincare products
- Focus on popularity of wholesome, natural ingredients for health-conscious clients
- New hypoallergenic formula and fragrance, great for sensitive skin

Product Features

- **DHA and Cosmetic Bronzers**
- **Pollution Protection™ Blend**
- **Barrier Boost™**
- **Hypoallergenic**
- **95% Naturally Derived** for health-conscious tanners
- **Vegan Formula**
- **Formulated to combat against ATO**
- **Hypoallergenic Fragrance: Honey Melon**- Watermelon, Cantaloupe, Caramel, Vanilla

Technology

Dark Bronzer

Triple bronzing combination of DHA, Annatto and Caramel help gradually bronze the skin and provide instant color for a long-lasting glow

Pollution Protection™ Blend

Helps create a defensive layer over skin, helping to shield against toxins and pollutants released into the environment every day

Barrier Boost™

Contains Organic Coconut Oil plus Fair-Trade Certified Cocoa Butter that melt into skin to improve its barrier function, allowing skin to rehydrate and achieve a natural balance

Hypoallergenic

For sensitive skin

95% Naturally Derived

Formulated with no added, Erythulose, Aloe, Hemp, Gluten, Parabens, or Soy

Brand and Family

- **Swedish Beauty Botanica®** Collection

Size and Suggested MSRP

- 8.5 oz. Bottle **MSRP: \$58.00**
- .5 oz. Packette **MSRP: \$8.25**

