



Hot!® Lotion
Maximum Tanning Energy™ Intensifier

SALES FACT SHEET

Story

Hot!® Maximum Tanning Energy™ Intensifier combines native and omega oils and herbal extracts with pure aloe allowing your natural pigmentation process to tan as fast as nature allows. Antioxidants from Vitamins A, C and E help moisture and protect the skin from fine lines and wrinkles. This decadent formula is great for daily use to extend your dark color for days longer as it hydrates and smooths for perfect results.

Inspiration/Rationale

- Well-known tanning intensifier within the industry
- High-end skincare that can be used as daily tan extender
- Concentrated amount of **ActivAloe®**, industry exclusive use

Product Type

- Aloe-Based Intensifier
- **Maximum Tanning Energy™**
- **Fragrance: Classic CocoaDreams:** with top notes of Orange, Citrus & Banana, mid notes of Coconut & Rose and dry note of Sweet Vanilla

Technology

Aloe-Base	High level of concentrated Aloe Vera Gel heals, soothes and moisturizes for healthy, smooth skin
Maximum Tanning Energy™	Features ingredients known to enhance the skin's ability to retain moisture and promote dark, long-lasting color
Dark Tanning Omega Oils	Highest levels of Macadamia, Kukui Nut, Olive and Tea Tree Oils help to condition and moisturize the tanning canvas
Decadent Skincare	Liposomes and Amino Acids help to deliver moisture and skincare to the skin for deeper, darker color
Antioxidants	High levels of Vitamins A, C, E and F that help to provide protection from free radicals and environmental factors



Brand and Family

- **Australian Gold®** Aloe Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$56.00**
- 0.5 oz. Sample **MSRP: \$6.75**

