



Beach You To It™
Natural Sun-Kissed Bronzing Blend
With Australian Hydration Complex

SALES FACT SHEET

Story

Life's a beach and now you have the color to match! This Natural Sun-Kissed Bronzing Blend delivers immediate, dark results while also hydrating for beachy keen perfection! Australian Hydration Complex drenches you in luxurious skincare that binds moisture to the skin for post-vacation color that lasts days longer, while **ColorGuard™ Plus Tattoo Technology** provides vibrancy to all tattoos! Straight off the shore color...**Beach You To It™!**

Inspiration/Rationale

- Addition to the popular Outback Collection
- Expands under \$40 price point within AG brand
- Introduces tattoo option to entry level price point

Product Type

- Natural Sun-Kissed Bronzing Blend
- Australian Hydration Complex
- Formulated to combat against ATO
- **Fragrance: Summer Melon Cooler:** top notes of Cantaloupe, Strawberries, Mango & Hyacinth; mid notes of Papaya, Muguet & Peach; dry notes of Vanilla, Jasmine & Raspberry

Technology

Natural Sun-Kissed Bronzing Blend	Decadent blend of immediate bronzers and Safflower Oil deliver instant, flawless dark results
Australian Hydration Complex	Optimal skincare blend with Australian Reindeer Moss to protect and lock-in moisture for longer-lasting color
ColorGuard™ Plus Tattoo Technology	Luxurious blend of Tiger Grass and Cocoa Butter work to hydrate and protect for more vivacious ink
After-Tan Odor Defense	Australian Tea Tree Oil helps prevent after-tan odor from developing ensuring a refreshed after-feel

Brand and Family

- **Australian Gold®** Outback Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$37.00**
- 0.5 oz. Sample **MSRP: \$5.50**



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