



**Fitspiration™**  
Ultimate Natural Bronzer

**SALES FACT SHEET**

**Story**

Go ahead, don't be afraid to show it off and be a true **Fitspiration™** for all! This Ultimate Natural Bronzer provides intense immediate results that are free of any maintenance! The Fitness Complex ensures your skin is prepped and ready for each session while the Protein Power softens and smooths for an alluring appearance. Perfect your tanning technique and see results instantly!

**Inspiration/Rationale**

- Introduce a new natural bronzer inspired by Jenni's commitment to the gym and active lifestyle
- *"I work hard in the gym as often as I can and I love having a lotion that helps when I am in the tanning bed. Now being a Fitspiration™ has never been easier! Xoxo" JWOWW - Jenni Farley*

**Product Type**

- Natural Bronzer
- Formulated to combat against ATO
- **Fragrance: Exotic Aruba**  
Top Notes: Guava & Mango  
Mid Notes: Cantaloupe & Green Melon  
Bottom Notes: Sandalwood, Amber, Musk & Coconut Milk

**Technology**

Ultimate Natural Bronzer	Caramel and Concentrated Black Walnut Shell combine for exceptional instant, dark color results
Fitness Complex	Stevia and Caffeine combine to help tone and energize for improved skin texture and revitalized glowing complexion
Protein Power	Protein powder provides skin with powerful essential nutrients that smooth for soft, supple results
Ink-Drink™ Complex	Shea Butter combines with Beeswax and Raspberry to give tattoos a healthy gulp of rejuvenation and restoration

**Brand and Family**

**Australian Gold® JWOWW by Jenni Farley**

**Size and Suggested MSRP**

- 13.5 oz. Bottle      **MSRP: \$65.00**
- 0.5 oz. Sample      **MSRP: \$9.00**

