

Abelgim



Australian Gold

On the Prowl™

Fierce Color™ Complex Advanced Bronzer
with Purrfection Finish Primer

SALES FACT SHEET

Story

Looking for that perfect lotion, one that gives you everything you desire? Look no further. Exclusive Mahakanni Extract leads the pack in the **Fierce Color™** Complex combining dark natural bronzers with DHA for color that lasts days longer. Purrfection Finish Primer fills in unwanted spots and evens out imperfections for an alluring appearance. Wild Berry Blend unleashes extreme hydration to repair and protect for deliciously, touchable skin. Meow! With color that mesmerizing you will no longer be **On the Prowl™** for darker color.

Inspiration/Rationale

- Addition to popular Oval Tube collection
- Popularity of Primer products
- Popularity of animal print/girly products

Product Type

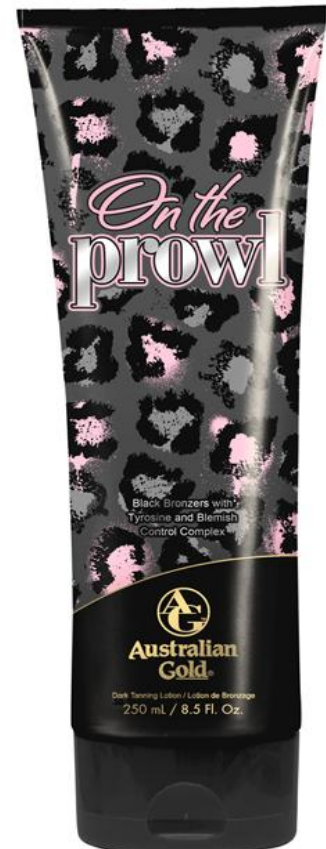
- **Fierce Color™** Complex Advanced Bronzer
- Purrfection Finish Primer
- Fragrance: Sweet Seduction, top notes Pink Grapefruit & Orange, Mid notes of Mango, Apple & Papaya and Dry notes of Vanilla, Cream & Sugar

Technology

Fierce Color™ Complex	Fusion of strong natural bronzers and DHA with Erythulose, provide streak-free, uniform dark instant and deep, delayed color
Purrfection Finish Primer	Fills in imperfections and evens skin tone for purrfect bronzed hue
Wild Berry Blend	Combination of exotic berries, Lilly Pilly and Muntries, nourish, rejuvenate and protect for smooth, hydrated skin
Girly Glow	Vitamins and Oils combine for healthy, hydrated skin and gorgeous glow

Brand and Family

- **Australian Gold®** Better Collection



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