

Abelgim



Australian Gold

Sinfully Black™

Extreme Dominance 15x
Deviously Dark Bronzing Lotion

SALES FACT SHEET

Story

Being envied never looked and felt so good until now. Sinfully Black™ lotion will leave a color so dark and temptuous those with pale skin will be clamoring for the dark side. Leave behind your inhibitions and experience this guilty pleasure.

It's ok to be greedy with this 15x bronzing brew that combines Caramel, Monoi de Tahiti, Walnut Shell Extract and other bronzers to get you the deepest darkest color. Slather your skin with guilt free Hemp Seed Oil that provides intense moisturization for silky, smooth and soft skin.

Rationale

- Responds to need in market for powerful bronzing lotion at lower price point
- Provides an "affordable luxury" product given the current economy and consumer spending habits

Product Type

- 15x Deviously Dark Bronzer
- Sinful Skin softeners
- Fragrance: Temptuous Berry

Technology

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| 15x Deep Dark Bronzing Power | Caramel, Monoi de Tahiti, Walnut Shell Extract, and other bronzers work together to get you the deepest darkest color |
| Hemp Seed Oil | One of nature's best natural moisturizers |
| Sinful Skin Softeners | Combination of vitamins, sunflower oil, and Kukui Nut Oil soften and smooth skin |

Brand and Family

- Australian Gold® Classic Collection



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