



CALIFORNIA TAN®

415 Cali™ Tan Extender Step 3

SALES FACT SHEET

Line Story

Transport your mind, body and soul to the California Coast. Get lost in the sea breeze, salty surf and endless summers. Soak up the sun and make waves. Why? Because, life is better with a tan.

Product Story

- The Cali Collection® Blend contains a unique combination of ingredients that help keep skin looking young
- Soak skin in Aloe Vera and Shea Butter for intense hydration and a long-lasting beautiful glow while Sea Salt nourishes skin
- CT-Protect™ helps preserve skin's youthful appearance with nutrients that help prevent damage
- Provides skin with the vital nutrients and energy to develop deeper color results with Vitatan®

Inspiration/Rationale

- Fulfills demand for lower priced tan extender to replace Total Immersion
- Formula inspired by the previously esteemed Butter Collection
- Packaging design pays tribute to the brand's "California heritage" and the cities that make it great

Technology

Cali Collection™ Blend

Promotes the inhibition of the enzyme that breaks down Hyaluronic Acid

Tan Extending Blend

Moisturizes and helps prevent dark skin cells from sloughing off

Aloe Vera, Shea Butter and Sea Salt

Deliver soothing, moisturizing and smoothing effects to the skin

Vitatan®

Promotes and builds the ultimate golden color

CT-Protect™

Protects skin's youthful appearance with nutrients

Product Type

Step 3 Tan Extender
Fragrance: Bay Breeze

Size and Suggested MSRP

16 oz Bottle MSRP: \$25.00

Brand and Family

California Tan® Cali Collection®

Contact

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