



707 Cali™ Leg Bronzer Step 2

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

- **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, long-lasting hydration while **Sea Salt** nourishes skin
- Boost dark color development with a unique blend of **Caffeine** and **Bronzers** that help energize and support flawless looking legs
- **CuO₂®** and **TRF™** combine rich ingredients to optimize dark color results

Inspiration/Rationale

- Formula inspired by the previously esteemed Butter Collection
- Features a beachy, unisex inspired fragrance at an affordable price
- Packaging design pays tribute to the brand's "California heritage" and the cities that make it great

Technology

Cali Collection® Blend	Contributes to healthy skin by promoting anti-inflammatory action to help skin look young
Aloe Vera and Shea Butter	Delivers soothing, moisturizing and smoothing effects to the skin
Sea Salt	Contains vital vitamins and minerals such as Calcium, Magnesium, Potassium and Iron to help nourish the skin
Caffeine	Triple source blend to help energize and tone legs
Bronzers	Blend of DHA and cosmetic bronzers for fabulous, dark legs
CuO ₂ ® and TRF™	Help to further advance bronze color to a dark state

Product Type

Step 2 Leg Bronzer
Fragrance: Valley in Bloom

Size and Suggested MSRP

3 oz Bottle MSRP: \$20.00

Brand and Family

California Tan® Cali Collection®

Contact

Contact your distributor for additional information

