

858 Cali™ Optimizer 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
- Develop beach worthy color with **Bronzing Optimizers** while **Sea Salt** nourishes skin and cleanses pores with vital vitamins and minerals
- **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

Promotes the inhibition of the enzyme that breaks down Hyaluronic Acid

Optimizers

Utilizes a unique blend of delayed and instant bronzers to optimize tanning potential in and out of the tanning bed

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

CuO₂® and TRF™

Help to further advance bronze color to a dark state

Product Type

Step 2 Optimizer
Fragrance: Solana Sand

Size and Suggested MSRP

5 oz Tube MSRP: \$35.00

Brand and Family

California Tan® Cali Collection™

Contact

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