



949 Cali™ Intensifier Step 1

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, long-lasting hydration
- Nourish skin with vital vitamins and minerals found in **Sea Salt**
- Accelerate and build the ultimate golden color with **Vitatan®**

Inspiration/Rationale

- Formula inspired by the previously esteemed Butter Collection
- Features a highly sought-after coconut 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

Inhibits the enzyme that breaks down Hyaluronic Acid, causing an increase in the overall amount of Hyaluronic Acid in the body

Aloe Vera

Delivers soothing and moisturizing effects to the skin

Shea Butter

A skin conditioning ingredient that is well known for its skin smoothing properties

Sea Salt

Contains vital vitamins and minerals such as calcium, magnesium, potassium and iron to help nourish the skin

Vitatan®

Promotes and builds the ultimate golden color

Product Type

Step 1 Intensifier
Fragrance: Salted Coconut

Size and Suggested MSRP

5 oz Tube MSRP: \$27.00

Brand and Family

California Tan® Cali Collection™

Contact

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