



Intense by G Gentlemen®
 Limited Edition
 Lightweight Dominant Dark Intensifier
 with Radiant Confidence Complex

SALES FACT SHEET

Story

Take your color to the next level with this Lightweight Dominant Dark Intensifier that flawlessly delivers a quick-absorbing formula for maximum darkening potential. Radiant Confidence Complex combines luxurious skin care ingredients that nourish and moisturize that tough exterior while Coconut Water refreshes and softens for exceptionally smooth skin. **ColorGuard™ Tattoo Technology** hydrates deeply giving tattoos vibrancy and helps to prevent those works of art from fading. Be daring and fierce with vivid color from **Intense by G Gentlemen®!**

Inspiration/Rationale

- Fulfills need for an intensifier within **G Gentlemen®** Collection
- Expands on popularity of male specific products within the tanning industry
- New updated look inspired by trends in men's skincare market

Product Type

- Limited Edition Lightweight Dominant Dark Intensifier
- Radiant Confidence Complex
- **Fragrance: Rugged:** top notes of Orange and Italian Bergamot, mid notes of Geranium and Leafy Green Accord; dry notes of Cedarwood, Haitian Vetiver, Patchouli and Moss

Technology

Lightweight Dominant Dark Intensifier	Unique blend of specialty silicone and intensifying ingredients for decadent dark results and smooth touchable skin
Radiant Confidence Complex	Superior skin care, including a blend of Caviars, help to protect and repair for a tanning canvas every guy will be proud to show off
Hydrating Coconut Water	Generous amount of Coconut Fruit Juice revitalizes and softens for resilient, dark color
ColorGuard™ Tattoo Technology	Tiger Grass, creates a moisture-seal blend that helps prevent tattoos from fading



Brand and Family

- **Australian Gold® G Gentlemen®** Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$49.00**
- 0.5 oz. Sample **MSRP: \$7.50**

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