



**Naturally Hot!®**  
 Captivating Natural Bronzer  
 with Sincere Skincare Blend

**SALES FACT SHEET**

**Story**

Get consistent and genuine, natural color with just one session! This decadent formula utilizes our unique Aloe-Base that deeply conditions and moisturizes for touchable, soft skin and prolonged color. Captivating Natural Bronzers provide instant streak-free bronze gratification, while Sincere Skincare Blend provides necessary nutrients to ensure a strong tanning canvas. **Upgraded Biosine Complex®** softens and soothes for silky, smooth radiant skin, while **FadeDefy™ Technology** ensures those hard earned results last days longer. No matter what anyone tells you, you are **Naturally Hot!®**.

**Inspiration/Rationale**

- Fulfills the need for a natural bronzer within collection
- Satisfies salon requests for a more unisex design within this popular collection
- Capitalizes on the popularity of the **Hot!®** name and formula

**Product Type**

- Aloe-Based Captivating Natural Bronzer
- Sincere Skincare Blend
- **Fragrance: Classic CocoaDreams:** with top notes of Orange, Citrus & Banana, mid notes of Coconut & Rose and dry note of Sweet Vanilla

**Technology**

Aloe-Base	High level of concentrated Aloe Vera Gel heals, soothes and moisturizes for healthy, smooth skin
Captivating Natural Bronzer	Exceptional blend of Natural Bronzers are combined with Coconut Oil provide intense immediate results for gorgeous dark color
Sincere Skincare Blend	Straight-forward mixture of natural ingredients, including Arugula and Mangosteen, enhance dark color while nourishing for a picture-perfect complexion
<b>Upgraded Biosine Complex®</b>	Advanced combination of ingredients soothe, soften and moisturize for maximum tanning results
<b>FadeDefy™ Technology</b>	Kakadu Plum, the richest source of Vitamin C, combines with Shea Butter to moisturize, protect and repair skin for longer-lasting dark color



**Brand and Family**

- **Australian Gold®** Aloe Collection

**Size and Suggested MSRP**

- 8.5 oz. Tube **MSRP: \$66.00**
- 0.5 oz. Sample **MSRP: \$9.50**

