



Pretty Fierce™
 Exotic **AussieDark™** Bronzing Blend
 with **ColorGuard™ Plus** Tattoo Technology

SALES FACT SHEET

Story

Explore your darkest potential with an Exotic **AussieDark™** Bronzing Blend that pushes your color to the edge. Give your tattoos a decadent gulp of hydration with **ColorGuard™ Plus** Tattoo Technology that provides moisturization and vibrancy for beautiful works of art. Desert Harvest Blend unleashes the power of Australian ingredients that deeply nourish and protect while the Purrfection Finish Primer leaves skin silky soft for an overall alluring appearance. So, upgrade your color and don't be afraid to be **Pretty Fierce™** every day!

Inspiration/Rationale

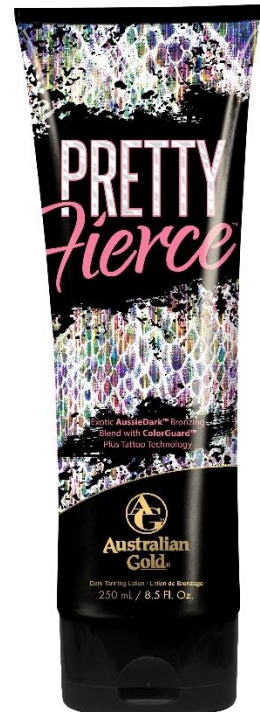
- Builds on the popular Outback Collection
- Fills salon demand for tattoo technology in a feminine product
- Continues to build on animal print trend in fashion

Product Type

- Exotic **AussieDark™** Bronzing Blend
- **ColorGuard™ Plus** Tattoo Technology
- **Fragrance: Ferociously Fruity**, top notes of Italian Bergamot, Kiwi and Day Lily; mid notes of Strawberry, Tea Rose and Japanese Peony; and dry notes of Pink Sugar, Peach and Vanilla

Technology

Exotic AussieDark™ Bronzing Blend	Powerful natural extracts are blended flawlessly with DHA and Pro-Vitamin B5 for dark flirtatious color
ColorGuard™ Plus Tattoo Technology	Luxurious blend of Tiger Grass and Cocoa Butter that deeply hydrate and protect for more vibrant tattoos
Desert Harvest Blend	Decadent combination of exotic Australian ingredients that deeply nourish and help protect for long-lasting dark color
Purrfection Finish Primer	Fills in imperfections and evens skin tone for a purrfect bronzed hue



Brand and Family

- **Australian Gold®** Outback Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$47.00**
- 0.5 oz. Sample **MSRP: \$7.00**

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