



**Run Wild™**  
Uninhibited Dark Bronzing Blend  
with Brilliant Desert Complex

**SALES FACT SHEET**

**Story**

Dark color is finally on the loose! Uninhibited Dark Bronzing Blend flawlessly combines DHA with skin nourishing Tropical Oils for undeniable bronze perfection and radiant, glowing complexion. Calm frantic skin with Brilliant Desert Complex that unleashes the power of the Australian desert for a soft and smooth tanning canvas. Give tattoos a decadent gulp of hydration with **ColorGuard™ Plus Tattoo Technology** to provide vibrancy to all your beautiful works of art! Top it all off with Purrfection Finish Primer to leave skin free of imperfections for an overall alluring appearance. Let your color be free and **Run Wild™!**

**Inspiration/Rationale**

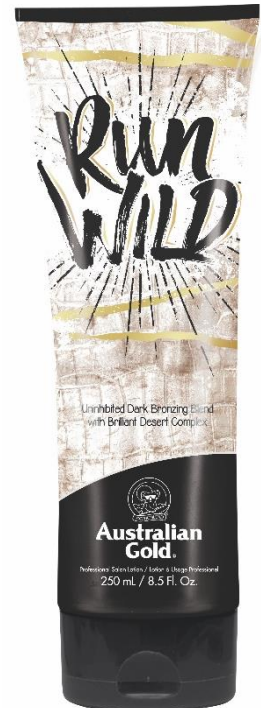
- Addition to the popular Outback Collection
- Expands under \$50 price point within AG brand
- Incorporates popular trend of crocodile pattern in fashion

**Product Type**

- Uninhibited Dark Bronzing Blend
- Brilliant Desert Complex
- **Fragrance: Fruit Frenzy:** top notes of Mango, Green Melon, Grapefruit, Pineapple & Lime; mid notes of Lychee, Rose Bud, Jasmin, Violet Leaf & Muguet; dry notes of Musk, Malt Sugar & Vanilla

**Technology**

Uninhibited Dark Bronzing Blend	Uniquely formulated with DHA and a trio of Tropical Oils that enhances dark color and gives skin a decadent luminosity
Brilliant Desert Complex	Native Australian ingredients combine to help soothe and nourish for soft, touchable skin
<b>ColorGuard™ Plus Tattoo Technology</b>	Luxurious blend of Tiger Grass and Cocoa Butter work to hydrate and protect for more vivacious ink
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: \$48.00**
- 0.5 oz. Sample               **MSRP: \$7.00**

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