



**SPF 50+ Tattoo Stick**  
Ultimate Fade Protection

**SALES FACT SHEET**

**Story**

Tattoos require a great deal of protection to ensure that color does not fade. Ultimate Fade Protection blends the perfect sunscreen ingredients that give full coverage for every tattoo. Shea Butter provides a decadent gulp of hydration to ensure even more vibrant colors. The compact size allows for effortless application for works of art, large or small, to ensure total protection from top to bottom. This unique formula can be used indoor or outdoor, and on the face and lips.

**Inspiration/Rationale**

- Fulfills needs for tattoo protection options containing sunscreen
- Expands **Australian Gold®** add-on options
- Compact design for easy application and travel

**Product Type**

- SPF 50+ Tattoo Stick
- Ultimate Fade Protection
- **Fragrance: CocoaDreams:** top notes of Orange, Citrus & Banana; mid notes of Medley of Floral Rose & Fruity Coconut; dry notes of Sweet Vanilla

**Technology**

Ultimate Fade Protection	Blend of sunscreen ingredients, including Zinc Oxide, that help to protect tattoos and preventing color from fading
Hydration	Decadent gulp of Shea Butter that helps to deeply moisturize for more vibrant works of art
Ease-of-Use	Compact size allows for effortless application on tattoos of all sizes to ensure total protections
Multi-Use	Broad Spectrum protection from UVA/UVB rays making it also useable on face/lips and indoor or outdoor use



**Brand and Family**

- **Australian Gold®** Body & Face Collection

**Size and Suggested MSRP**

- .49 oz. Container      **MSRP: \$11.00**