



**Reality Check™**  
Natural Bronzer  
with Ink-Drink™ Complex

**SALES FACT SHEET**

**Story**

Leave out all the fake stuff, and get a real glow! It's hard to believe color this good can come from a natural bronzer, but you better believe it. The infamous **Ink-Drink™ Complex** will keep your tats looking like high-def, while a dose of Caffeine makes sure you are TV ready. Forget the drama and live in color!

**Inspiration/Rationale**

- Create a new entry price point for the JWOWW line
- Fill demand for unisex packaging with **Ink-Drink™ Complex**
- *"It's my job to be real, and now I'm giving my fans the realest color! Xoxo" JWOWW - Jenni Farley*

**Product Type**

- Natural Bronzer
- **Ink-Drink™ Complex**
- **Fragrance: Sugared Coconut**  
Top Notes: Citrus Blend, Raspberry & Freesia  
Mid Notes: Plum & Coconut  
Bottom Notes: Sandalwood, Sugar & Musk

**Technology**

Daring Natural Bronzers	Special blend of Caramel and Melanin provide instant, natural-looking color
<b>Ink-Drink™ Complex</b>	Shea Butter, rich in Vitamin A and E, combine with Beeswax and Raspberry to give tattoos a generous gulp of rejuvenation and restoration
Hemp Seed Oil	Rich in Essential Fatty Acids, this oil conditions skin to ensure perfectly hydrated color
Caffeine	Helps provide toned, even skin for a more youthful, airbrushed appearance

**Brand and Family**

**Australian Gold® JWOWW by Jenni Farley**

**Size and Suggested MSRP**

- 10.0 oz. Bottle      **MSRP: \$46.00**
- 0.5 oz. Sample      **MSRP: \$6.25**

