



Shore Nights™
After Hours Deluxe Dark Bronzer

SALES FACT SHEET

Story

Effortless seaside color is just one session away! This After Hours Deluxe Dark Bronzer will give you beach ready instant color and darker, developed bronzed goodness that works even after the club closes. Confident Skin Complex tones and hydrates for glowing, luminous results allowing you to step out fearlessly on that dance floor. Silicone Softening Technology ensures quick-absorption and a luxurious after-feel, while the hydrating Intense Moisture Blend provides a silky soft tanning canvas and ensures dark color lasts all night long! The **Shore Nights™** may eventually end, but your color won't!

Inspiration/Rationale

- Expand JWOWW price point and capitalize on popularity of **Shore Love™**
- *"Finally, my color will last from sunrise to sundown, so I can enjoy every moment of those Shore Nights! Xoxo" JWOWW - Jenni Farley*

Product Type

- DHA and Cosmetic Bronzer
- Formulated to combat against ATO
- **Fragrance: Sparkling Kiwi:** top notes of Mandarin, Pear & Kiwi Blossom; mid notes of Jasmine, Water Lilly & Frangipani; and dry notes of Tahitian Vanilla Musk, Amber & Sandalwood

Technology

After Hours Deluxe Dark Bronzer	Caramel and DHA are infused with hydration for instant color results and delayed luminous bronzing perfection
Confident Skin Complex	Luxurious Collagen helps hydrate and boost skin tonicity for toned, touchable skin
Silicone Softening Technology	Provides even coverage, conditions and leaves skin with a velvety after-feel
Intense Moisture Blend	Powerful combination of hydration ingredients seal in moisture for longer-lasting gorgeous color

Brand and Family

Australian Gold® JWOWW by Jenni Farley

Size and Suggested MSRP

- 13.5 oz. Bottle **MSRP: \$89.00**
- 0.5 oz. Sample **MSRP: \$12.50**

