



**Trouble Maker™**  
25X Radically Dark Bronzing Lotion

**SALES FACT SHEET**

**Story**

You're sure to instigate dark color with **Trouble Maker™**! This 25X Radically Dark Bronzer blends DHA with Coconut Oil for seamless, delayed superb bronze results. Purple Power Combo delivers powerful antioxidants that help improve skin tone for a more youthful complexion. Lavish your color with Hemp Seed Oil and Selfish Skin Softener to leave your skin irresistibly smooth, with a velvety after-feel that is sure to captivate. It's ok to be the talk of the town when you look that good!

**Inspiration/Rationale**

- Builds on popularity of colorful products like Color Binge & Eye Candy
- Continues to expand AG value-priced products (under \$30)
- Follows bright/graffiti color trend allowing for bold shelf presence

**Product Type**

- 25X Radically Dark Bronzing Lotion
- Purple Power Combo
- Formulated to combat against ATO
- **Fragrance: Bodacious Berry:** top notes of Hyacinth, Strawberry & Cantaloupe; mid notes of Papaya, Blackberry & Peach Blossom; dry notes of Jasmin, Raspberry & Vanilla

**Technology**

25X Radically Dark Bronzer	Combination of DHA and Coconut Oil that are perfectly blended for seamless even coverage and gradually developed dark color
Purple Power Combo	Fig and Acai Berry Extracts combine to combat free radicals and provide skin with a dazzling, youthful appearance
Selfish Skin Softener	Silicone hydrates and softens the skin for a velvety, silky feel
Enticing Hemp Seed Oil	Conditions and moisturizes for a radiant, youthful glow

**Brand and Family**

- **Australian Gold®** Iconic Collection

**Size and Suggested MSRP**

- 8.5 oz. Bottle      **MSRP: \$27.99**
- 0.5 oz. Sample    **MSRP: \$4.25**

