

swedish beauty®

Pink Party®

P25 Social Scene Bronzer

Sales Fact Sheet

Story

Balloons. Cake. Confetti! You're the bright and bubbly life of the party who loves to shout "Cheers!". So, round up your squad and RSVP to the hottest bronzing bash in town! Find your tanning sweet spot with a delectable blend of Bronzers, then put the cherry on top of your color with Coconut Sugar that smooths and softens. Sing, dance, and sparkle with this Social Scene Bronzer that's full of memories in the making. Life is a Pink Party®, so tan like it!

Inspiration/Rationale

- Build on success of Shades of Pink Collection with addition of a new bronzer
- Refresh \$30 - \$40 MSRP with addition of a new bronzer
- Focus on popularity of glamorous, upscale party girl lifestyle in packaging design and product story

Product Type

- **P25 Social Scene Bronzers**
- **Coconut Sugar**
- **Toning and Rejuvenating Blend**
- **Flawless Finish Moisture**
- **Formulated to combat against ATO**
- **Fragrance: Champagne Wishes-** Ocean Waves, Apple, Violet, Sandalwood

Technology

P25 Social Scene Bronzers DHA delivers gradual golden color while Sweet Fig and Caramel complement your gorgeous glow

Coconut Sugar Coconut Oil pairs with Cane Sugar to condition skin, leaving you smooth and soft

Toning and Rejuvenating Blend Caffeine and Allantoin help to tone and rejuvenate skin for a balanced, radiant complexion

Flawless Finish Moisture Super moisturizers promote a glowing bronze, for perfect skin any party planner would adore

Brand and Family

- **Swedish Beauty® Shades of Pink** Collection

Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$39.00**
- .5 oz. Packette **MSRP: \$5.50**

