

# swedish beauty®

## Forever Fun™ Body Wash

### Sales Fact Sheet

#### Story

Never grow up! Live everyday like it's the weekend and keep your golden glow fabulous with Forever Fun™! Midway Moisture Technology is your exclusive ticket to soft and smooth skin, while hints of lime invigorate your senses as you wash away the dirt and grime. Step right up and take a spin on the Tilt-a-Pearl Swirl that dazzles and delights with playful, pearlescent bubbles. Let the good times roll with this refreshing, creamy body wash as you splash and play and Forever Fun™ way!

#### Inspiration/Rationale

- Product replacement for Aloe There Body Wash
- Focus on Food-Grade ingredient and speak to Farm to Beauty trend

#### Product Features

- **Midway Moisture Technology**
- **Good Clean Complex**
- **Tilt-a-Pearl Swirl**
- **95% Naturally Derived** for health-conscious tanners
- **Vegan Formula**
- **Formulated to combat against ATO**
- **Fragrance: Pineapple Slushie** – Key Lime, Pineapple, Peony, Sandalwood

#### Technology

##### Midway Moisture Technology

Coconut Water and Food-Grade Glycerin moisturize and nourish skin to help extend the life of your tan

##### Good Clean Complex

Delicately cleanses, leaving skin's natural pH and microbiome in balance for good, clean fun

##### Tilt-a-Pearl Swirl

Pearlescent finish creates a dazzling, playful lather

##### 95% Naturally Derived

Formulated with no added, Erythulose, Aloe, Hemp, Gluten, Parabens, or Soy

##### Vegan Formula

Cruelty free and does not contain animal products or animal derivatives

#### Brand and Family

- **Forever Fun™** Collection

#### Size and Suggested MSRP

- 8.5 oz. Tube **MSRP: \$25.00**

