

swedish beauty®

Wild Waters™ DHA Bronzer Grapefruit & Thyme

Sales Fact Sheet

Story

Bottoms up! You're one cool drink of water who deserves the glow you've been thirsting for, so splash yourself with daring color from Wild Waters™. Dive in the deep end of bronze brilliance with Glistening Bronzer Glaze and experience a burst of moisture with Water Cream Boost for super-soaked hydration. Jump on in, the water's fine! Glow with the flow and count on Smooth Glide Serum for seriously silky skin. It's time to wade in the wild side and let your skin drink it in!

Inspiration/Rationale

- Focus on popularity of water-based products trending in beauty and skin care industry
- Inspired by fruits & herbs grown in the wild and their natural skincare properties

Product Features

- **DHA and Natural Bronzers**
- **Smooth Glide Serum**
- **Water Cream Boost**
- **Fresh Fusion Blend**
- **95% Naturally Derived** for health-conscious tanners
- **Vegan Formula**
- **Formulated to combat against ATO**
- **Fragrance: Coral Splash** – Bergamot, Grapefruit, Apple Blossom, Sweet Pea

Technology

Glistening Bronzer Glaze	Intense combo of DHA and Essential Minerals work to bronze skin for a glistening glow
Smooth Glide Serum	Effortlessly glides to help blur imperfections and leaves skin feeling silky smooth
Water Cream Boost	Delivers extreme hydration and provides a refreshing boost for softer and more supple skin
Fresh Fusion Blend	Vitamins and nutrients from Grapefruit and Thyme help to neutralize free radicals for happy, healthy skin
95% Naturally Derived	Formulated with <u>no added</u> , Erythrulose, Aloe, Hemp, Gluten, Parabens, or Soy
Vegan Formula	Cruelty free and does not contain animal products or animal derivatives

Brand and Family

- **Wild Waters™** Collection

Size and Suggested MSRP

- 10 oz. Bottle **MSRP: \$64.00**
- .5 oz. Packette **MSRP: \$9.00**

