

# DESIGNER SKIN<sup>®</sup>

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## DS Faux Natural™ Sunless

### Sunless CC Primer

Color Balancing Sunless Maximizer with Pure Solar Peptides™

Energizing Caffeine and Coffee Seed

### Sales Fact Sheet

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#### ➤ Sunless CC Primer

**Story:** For trendsetters who demand show stopping perfection. High fashion has met its bronzing match in the DS Faux Natural™ Sunless Collection. Layer our CC Primer under your favorite Designer Skin Sunless or UV tanning lotion to help maximize your dark color potential. You'll be basking in golden pandemonium, while everyone else tries to unravel your bronzing secret. Go ahead, let them stare. Sometimes it's okay to fake it.

#### Rationale

- Offers a new look and innovative formula to the DS Faux Natural™ Sunless Collection
- Provides opportunity for add-on sales among sunless and UV tanners

#### Product Type

- Color Correcting Primer
- Color Balancing Sunless Maximizer with Pure Solar Peptides™
- Energizing Caffeine and Coffee Seed
- Fragrance: Passion Fruit Mango

#### Technology

- The pink hue of the Color Correcting "CC" Primer compliments instant and delayed bronzers for perfectly balanced color
- Features Pure Solar Peptides™ to help produce faster and darker color, while providing superior anti-aging
- Caffeine and Coffee Seed work to bring vitality to dull and lifeless skin
- Odor inhibiting technology works with a flirty Passion Fruit Mango fragrance to leave skin smelling fresh

#### Additional Information

- Not tested on animals

**Brand Family:** Designer Skin® DS Faux Natural™ Sunless

#### Size and MSRP

- 8 oz. Tube                    \$46.00
- 0.5 oz. Packette            \$6.50



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