



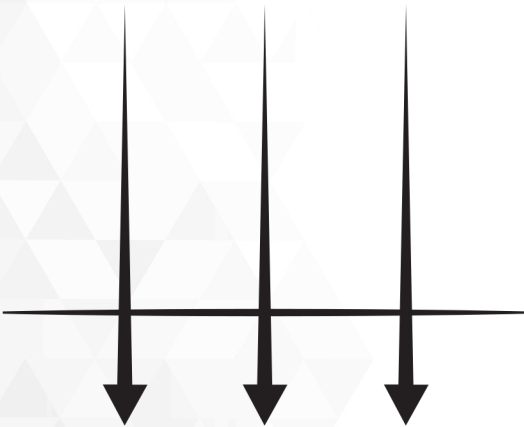
devoted
creations®
SKINCARE
TANOVATIONS™
Ed Hardy®
Tanning

PLAN 1

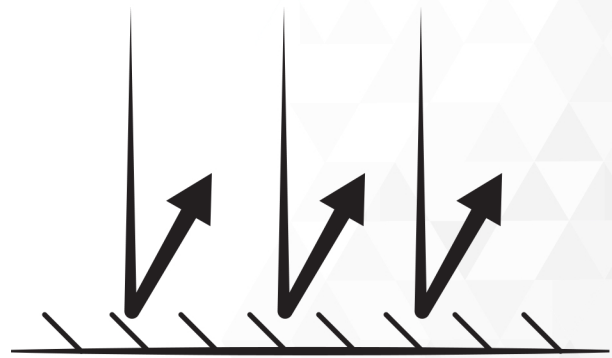
Why do we use a tanning lotion?

Tanning Lotion protects your skin during tanning and provides the best tanning results! Moisturized skin accepts UV light better.

• Skin Reaction to UV Light •



Moisturized Skin



Dry Skin

Bronzer — Have ingredients that provide immediate and/or delayed bronze color

Accelerators — Accelerate your tan without the use of Bronzers to build your natural color

It is recommended to mix up your routine with an accelerator every few weeks to avoid plateauing.



Tanning Goggles



PODZ[®]
E Y E W E A R
"Protecting the Worlds Most Beautiful Eyes"

Quick Facts:

- Failure to wear goggles **Increases risk of eye cancer**
- **UV light goes through eyelids**, which offer no real protection at all, and can cause a variety of things that you do not want (photokeratitis, pterygium formation, cataracts, or macular degeneration)



Think of shining a flashlight though your fingertips. If that light can penetrate your fingers, imagine what the stronger UV light does to your eyelids (which have the thinnest skin of the body)

- **Contact lenses and sunglasses do not cover the entire eye**, so they cannot be used instead of goggles.
Think of being in a pool and wearing swimming goggles. If the goggles are loose, water gets in. Tanning bed goggles are the same way, except it is UV light that is trying to get in
- **Towels are not an acceptable alternative**, as they do not block UV light
- **Just one tanning session without eyewear can damage your eyes, making them a leaky, burning mess. Plus, eyelids do not tan!**

Tips for Buying a Tanning Lotion

Why do you need a tanning lotion?

Hydration and Tyrosine! UV light needs somewhere to pull moisture from. If the UV light is pulling moisture from your dry skin, this will lead to accelerated aging and your color will not last a long time. Tyrosine is the ingredient that stimulates your melanin activity and accelerates your tan by 60%.

Do you prefer Bronzers or Accelerators?

Bronzers contain instant and delayed color, and accelerators are a blend of moisturizer + tyrosine. Do you prefer building your natural color or getting an instant pop of color and extra delayed color?

Do you have any Tattoos?

Try one of our lotions that have Tattoo and Color Fade Protection! This will help keep your tattoo looking fresh and prevent them from fading.

Hate after tan odor?

Try one of our lotions that have after tan odor eliminators so you will smell like the lotion when you finish your tan, and not like tanning!

Do you use Redlight + Tanning?

Try a lotion that is formulated for the tanning bed plus redlight, or you can always go with our "Collagenetics 2 in 1" which is formulated for optimal redlight absorption!

Moonrise™

Color Barrier Breaking Vivid Natural Bronzer
Lunar Light Technology
Perfecting & Blurring + Color Creating Dark Tan Activators

devoted
creations®
TANNING SKINCARE

FEATURES:

- Immense Levels of Natural & Instant Cosmetic Bronzers
- pH Balancers & Formulated for all light hues
- GlowPlex™ Evens skins tone & Supports Luminosity
- Complexion Perfecting Golden C
- Glowing Light Enhancer X50 PhotoGlow™
- Light Activated Photosomes
- Euphoric Violet Flower
- Super Slimming Technology
- Highly Concentrated Cellulite Smoothers
- Collagen Perfecting & Plumping
- Cashmere Blend 24 Hour Hydration System
- Tattoo & Color Fade Protecting Technology
- Beaming Starburst Fragrance

BENEFITS:

- Plateau Breaking Natural & Cosmetic bronzers for immediate deep, long lasting bronzed results without the use of self-tanning agents.
- pH Balancing & Formulated for use in all light units - Maximize your session in red light, blue light or UV light with pH balancing agents that allow for optimal light absorption.
- Light Activated Photosomes – Used with any light therapy and helps protect the skins immune system.
- GlowPlex™ - A multi-functional skincare active containing Niacinamide and anti aging peptides to promote glowing skin, blur imperfections and helping to minimize the appearance of dark spots.
- X50 PhotoGlow™ - Glowing skin enhancer that turns light into cellular energy for increased luminosity and elasticity.
- Golden C – Contains Vitamin C with micro gold particles that allow the Vitamin C to penetrate deeper into the skin for enhanced complexion perfecting effects while also targeting the appearance of fine lines and pigmentation.
- Violet Flower – Contains natural anti-inflammatory agents to calm irritated skin as well as comedolytic and bacteriostatic properties that soothe skin imperfections while helping to prevent acne and excess oil on all skin types.
- Cashmere Extracts – Bathe the skin in continuous hydration leaving it silky, soft and smooth.
- Caffeine Extracts – Firms, hydrates and tightens the skin for anti-aging and wrinkle soothing properties
- Rose Water – Antioxidant rich to help ward off free radical damage while also targeting skin sagging and dullness.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- SunXtend™ – Helps prevent color fading and prolongs the life of your tan.
- Body Fit™ Technology – Reduces the appearance of cellulite and restores firmness.
- FreshTek™ – A proprietary blend of deodorizing and skin freshening ingredients.



KEY SELLING STATEMENT:

This ultra-vivid natural bronzer allows plant based dark dimension bronzers to provide streak-free/stain-free unrivaled results! Utilizing euphoric X50 PhotoGlow™ and Lunar light spheres, Moonrise™ is formulated for universal light hues. Added glowing Golden C combines Vitamin c and stardust gold particles to provide an immense realm of celestial skin perfectors while targeting the appearance of skins imperfections. Send your color in to orbit with the dreamy destiny of dark results that is only achievable when you shoot for the moon.

PRODUCT ACTIONS:

Tan Enhancer/ DHA Free Bronze
Bottle Size: 13.5oz Packet Size .5oz

Cactus Cabana™

Golden Hour Indoor/Outdoor
Bronzing Fusion
Spiked with Electrolyte
Rich Cactus Water
Youth Boosting Agave and a Mirage
of Miracle Mega Moisturize Agents

devoted creations.® SKINCARE

FEATURES:

- Indoor/Outdoor DHA Bronzer
- Color Correcting BB Crème Formula
- Electrolyte Rich Cactus Water
- Skin Hydrating Ceramides
- Targeted Anti-Aging & Firming
- Color Balancing Mel[o]stem™
- Glowing Antioxidant Vitamin C Blend
- Marine Bio Retinol
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Kiwi & Cactus Water Fragrance

BENEFITS:

- Indoor/Outdoor Bronzing Blend – Low levels of DHA combined with high levels of natural bronzers allow the skin to develop natural, long lasting bronzed results in the salon or in the sun.
- BB Crème Formula – Will hydrate the skin and mask imperfections while leaving an airbrushed, flawless result.
- Marine Bio Retinol – Suitable for sensitive skin, this blend contains a retinol alternative to deliver outstanding targeted delivery into the skin to help fight hyperpigmentation and soften wrinkles.
- Cactus Water – High in nutrients, vitamins and electrolytes, Cactus Water helps to regulate moisture levels in the skin while assisting with repairing and protecting the skin from environmental aggressors keeping it firm, radiant & healthy.
- Ceramide Complex – Essential fatty acids that help to replenish the skin's lipid levels by protecting against moisture loss and restoring a healthy natural skin barrier.
- Superox C™ – A specialty derived blend of Kakadu Plum known as one of the world's richest sources of Vitamin C, Superox C is a potent antioxidant and contains micronutrient benefits that help to protect against environmental damage.
- Tiger Grass™ – Color correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Mel[O]stem™ – The first new plant derived active ingredient that has been clinically found to improve the skin's complexion and signs of aging by targeting sun spots of the skin for a better color balance.
- Agave Extracts – Helps to tighten sagging skin and soothing any inflammation while keeping the skin moisturized.
- Tattoo & Color Fade Protectors – Protects the color and luster of your tattoos and tanning results.
- FreshTek™ – Proprietary blend of deodorizing and skin freshening ingredients.

KEY SELLING STATEMENT:

Kick back, relax and retreat to the desert dunes of color with Cactus Cabana™! This bronzing bungalow is loaded with streak-free/stain-free, indoor and outdoor bronzers for fast results anywhere you are scoring some sunshine. An oasis of skin perfecting additives, lush complexion boosters, and a mirage of mega moisturizers allow Cactus Cabana™ to guide you on the path to perfectly scenic skin from sunrise to sundown. If you wanderlust golden bronze color, reserve your results with Cactus Cabana™!

PRODUCT ACTIONS:

Tanning Lotion, Indoor/Outdoor DHA Bronzer
Bottle Size: 12.25oz Packet Size: .5oz



JUICY Details™

Transfer Resistant Dark Bronzing Nectar
Blended with a Juicy Fusion of Skin Quenching
Watermelon, Cherry & Orange Extracts for a
splash of antioxidant rich nutrients
Garnish your Glow with Vital Vitamin C for
Lusciously Juicy, Golden Bronzed Results!

devoted creations.®

SKINCARE

FEATURES:

- Transfer Resistant DHA Bronzer
- Color Correcting CC Cream & Blue Tansy
- Collagen Boosting Agents
- Powerful Superox C™
- Complexion Perfecting Golden C
- Hydrating Watermelon Extract
- Moisture Retaining Cherry Extract
- Cellulite Fighters
- Targeted Anti-Aging & Firming
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Sparkling Sangria Fragrance

BENEFITS:

- Transfer Resistant White Bronzer – Utilizing moderate levels of DHA and Natural bronzers to provide you with sunkissed color without transferring on to your clothes.
- CC Cream Formula – Provides matte airbrush results while color correcting imperfections and uneven skin tone.
- pH Balancers – Helps the skin to achieve optimal pH levels for darker results.
- Plant Based Silicone – Silicone alternative that creates a silky soft finish, while improving moisture levels, softness and smoothness of the skin while being spray tan friendly.
- Marine Bio Retinol – Suitable for sensitive skin, this blend contains a retinol alternative to deliver outstanding targeted delivery into the skin to help fight hyperpigmentation and soften wrinkles.
- Watermelon Extract – Provides 24-hour hydration while improving the skin's tone and redness while targeting the appearance of fine lines, wrinkles and dry spots of the skin.
- Cherry Extract – Potent antioxidant to help combat skin dullness and hyperpigmentation while working to seal in moisture to maintain skin's essential barrier function.
- Centella CAST™ - Helps to restore skin's elasticity and firmness while boosting collagen production, as well as helps to reduce the appearance of stretch marks and sagging skin.
- Superox C™ – A specialty derived blend of Kakadu Plum known as one of the world's richest sources of Vitamin C, Superox C is a potent antioxidant and contains micronutrient benefits that help to protect against environmental damage.
- Golden C – Contains Vitamin C with micro gold particles that allow the Vitamin C to penetrate deeper into the skin for enhanced complexion perfecting effects while also targeting the appearance of fine lines and hyperpigmentation.
- Blue Tansy™ – Provides anti-orange agents so the skin develops the most natural, dark bronzed result.
- Freshtek – Proprietary blend of deodorizing and skin freshening ingredients.
- Tattoo & Color Fade Protectors – Protects the color and luster of your tattoos and tanning results.

KEY SELLING STATEMENT:

Take a sip of sunshine with Devoted Creations New Juicy Details™! This color concoction is fresh squeezed with juicy amounts of golden glow bronzers to quench your craving for color, without transferring to your clothes! This luscious lotion is dripping with Watermelon, Cherry and Orange extracts to furnish a fusion of refreshing antioxidants and essential skin loving nutrients! Garnished with glowing Golden C and Superox C allow this blended elixir to produce a more luminous, plump and hydrated finish to the skin. For a drink of dark color, we have the recipe for results...and its juicy!

PRODUCT ACTIONS:

Tanning Lotion, Transfer Resistant DHA Bronzer
Bottle Size: 12.25oz Packet Size: .5oz



INFATUATED™

pH Stabilizing Dark Tan Amplifier
Luminosity Enhancing Glow Booster
Micro Infused Copper Peptides, Plant Based Retinol and
Essential Natural Nutrients for Maximum Results in all Light Spectrums

devoted
creations®
SKINCARE

FEATURES:

- Light Friendly Dark Tan Amplifier
- Oil Absorbing Ingredients
- Glowing Light Enhancer X50 Photoglow™
- Skin Perfecting Centella CAST™
- Targeted Anti-Aging & Firming
- Color Balancing Mel[o]stem™
- Hydration boosting Hyaluronic Acid
- Marine Bio Retinol
- pH Balancing Blend
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Pure Bliss Fragrance

BENEFITS:

- Red Light and UV Dark Tanning Amplifier allows this product to be used under UV Light & Red LED Light for deep bronzed and long-lasting results without the use of added bronzers.
- pH Balancing Blend makes this formula optimal for use before or after all tanning & spa services.
- Apple Cider Vinegar & Tea Tree Oil – Helps to absorb excess oils, detoxify and unclog blocked pores and soothe inflamed skin.
- Marine Bio Retinol – Suitable for sensitive skin, this blend contains a retinol alternative to deliver outstanding targeted delivery into the skin to help fight hyperpigmentation and soften wrinkles.
- Centella CAST™ - Helps to restore skin's elasticity and firmness while boosting collagen production, as well as helps to reduce the appearance of stretch marks and sagging skin.
- Fision GlowPlex™ - A multi-functional skincare active containing Niacinamide and anti-aging peptides to promote glowing skin, blur imperfections and helping to minimize the appearance of dark spots.
- X50 Photoglow™ - Glowing skin enhancer that turns light into cellular energy for increased luminosity and elasticity.
- Copper Peptide™ – A skin restoring peptide that works as an antioxidant, promotes collagen & elastin repair, helps with acne formations by regulating oil production and an anti inflammatory that speeds up wound healing in scars and stretch marks.
- Mel[O]stem™ - The first new plant derived active ingredient that has been clinically found to improve the skin's complexion and signs of aging by targeting sun spots of the skin for a better color balance.
- Ginger Root – Reduces irritation and inflammation in the skin.
- Hyaluronic Acid – Boosts hydration, radiance and firmness of skin by aiding in increased elasticity and redness.
- Tattoo & Color Fade Protectors – Protects the color and luster of your tattoos and tanning results.
- FreshTek™ – Proprietary blend of deodorizing and skin freshening ingredients.

KEY SELLING STATEMENT:

For captivating color, intensify your results with Infatuated™! This skin loving formula is infused with pH neutralizers, enamoring elasticity strengtheners and glow enhancing ginger root extracts to leave your skin with obsess worthy color. This fascinating formula will help to improve the appearance of skins imperfections while allowing you to develop flawless results from all light units. Adored with treasured tan enhancers and an irresistibly intoxicating fragrance, be ready to be admired as you are about to be consumed with results worth being Infatuated™ over!

PRODUCT ACTIONS:

Tanning Lotion

Bottle Size: 12.25oz Packet Size: .5oz



H.I.M.TM

SURF

Indoor/Outdoor Dark Tanning Intensifier
Electrolyte Infused – Antioxidant Rich
Weightless, Non-Greasy
Color Extending All Day Hydration
* Tattoo Fade Protection –
Sensitive Skin Formula*

devoted

creations[®]

SKINCARE

FEATURES:

- Indoor/Outdoor Dark Tan Optimizer
- Plateau Breaking
- Fast Absorbing Lightweight Formula
- Electrolyte Rich Sea Buckthorn Berry & Coconut Water
- Hydrating Mango Butter
- Mel[o]stemTM Color Balancing
- Pore Refining Blend
- Anti-Reddening & Complexion Perfecting
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Salty Lime Fragrance

BENEFITS:

- Plateau Breaking Indoor/Outdoor Optimizer – Waves of intensifying accelerators give the skin the most natural looking, sunkissed color without the use of bronzing additives.
- Coconut Water – An electrolyte that provides the skin with much needed moisture for dehydrated skin and a boost in complexion.
- Mango Butter – Rich in antioxidants that help reduce the appearance of fine lines and wrinkles while providing a glowing complexion.
- Sea Buckthorn Berry – Noted for high levels of Vitamin C and Omega Fatty Acids, Sea Buckthorn Berry helps with improving the skin's tone and texture, protects against moisture loss and strengthens the natural barrier to protect against dehydrating environmental elements.
- Mel[O]stemTM - The first new plant derived active ingredient that has been clinically found to improve the skin's complexion and signs of aging by targeting sun spots of the skin for a better color balance.
- Pore Refining Blend – A blend of Baobab, Witch Hazel & Apple Cider Vinegar combats oily skin and acne formations, fights signs of aging and hyperpigmentation all while promoting a healthy skin barrier with a minimized appearance of enlarged pores.
- Ginger Root – Reduces irritation and inflammation in the skin.
- Tiger GrassTM – Color correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Matrixyl Synthe 6TM – Powerful anti-aging peptide that reduces the appearance of fine lines & wrinkles for a more youthful and smoother appearance to the skin.
- Freshtek – Proprietary blend of deodorizing and skin freshening ingredients.
- Vitamins E & C – Protect the skin from environmental damage and promote a more youthful looking appearance.
- Tattoo & Color Fade Protectors – Protects the color and luster of your tattoos and tanning results.



KEY SELLING STATEMENT:

Ride the wave of color with HIM SurfTM! This amped up, dark tanning intensifier maxes out your results without the use of self-tanning agents! Allow a surge of coconut water and a rush of sea buckthorn berry to drench your skin in essential electrolytes and color craving antioxidants formulated to refuel your skin with vital nutrients! Color correctors and ginger root extracts will leave your skin soft, smooth and shoreline ready! Take the plunge to endless summer, rad results with HIM SurfTM!

PRODUCT ACTIONS:

Tanning Lotion

Bottle Size: 8.5oz, Packet Size: .5oz

H.I.M.TM

ENERGY

Ultra-Light Fast Absorbing • Energizing Dark Natural Bronzer
Potent Powerful Skin Hydration
* Tattoo Fade Protection – Sensitive Skin Approved*

devoted
creations®
TANNING SKINCARE

FEATURES:

- Dark DHA Free Natural Bronzer
- Fast Absorbing Lightweight formula
- Rich Anti-Inflammatory & Antioxidant Blend
- Anti-Reddening & Complexion Clearing
- Skin Softening & Energizing
- Anti-Aging, Tightening & Firming
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Sensitive Skin Approved Formula
- Energizing Waves Fragrance

BENEFITS:

- All Skin Tone Natural Bronzing Formula - Utilizing Natural and Cosmetic Bronzers this formula will give you extremely dark immediate color as well as super dark long lasting color.
- Tamanu Oil - A powerful skin regenerator; aiding in wrinkle reducing, blemish-fighting and moisturizing dry skin. Helps to hide the appearance of scars and stretch marks.
- Caffeine, Guarana & Ginseng - Naturally energizing and skin tightening extracts that work together to firm and reduce the appearance of imperfections in the skin.
- Ginger Root - Reduces irritation and inflammation in the skin.
- Green Tea Extracts - Anti-aging, soothing and antioxidant rich properties.
- Turmeric Root Extract – Known for its antioxidant and anti-reddening properties, Turmeric helps to improve the look of the surface of your skin to create a more blemish free, even appearance.
- Matrixyl Synthe 6TM – Targets and fills in fine lines and wrinkles.
- Shea Butter - Helps to soothe dry skin and improves the skin's elasticity.
- Avocado Extract – Helps counteract reddening in the skin caused by irritation.
- Vitamins C & E - Protect the skin from environmental damage, promote a more youthful looking appearance.
- FreshTekTM – Body deodorizing blend to leave the skin with no after tan odor.
- SunXTendTM – Extends the life of your tanning results and helps to prevent color fading.

KEY SELLING STATEMENT:

HIM EnergyTM is powerfully formulated for the man on the move! This high intensity indoor/outdoor fast absorbing formula utilizes peak performance natural bronzers for streak-free, stain-free, anti-orange results, rapidly! Potent skin revitalizing and energizing agents; Ginseng, Caffeine and Guarana work overtime to rejuvenate, regenerate, restore and renew skins natural hydration levels. Tattoo and color fade protectors allow HIM EnergyTM to provide the essential endurance of color evolution!

PRODUCT ACTIONS:

Tanning Lotion, DHA Free Bronzer
Bottle Size 8.5oz Packet Size .5oz



H.I.M.™

Billionaire

Ultra-Exclusive Rich Bronzing Formula Opulent Color Extenders
& Correctors For only the most affluent Men's Skin

devoted
creations®
TANNING SKINCARE

FEATURES:

- Ultra-Dark Rich Bronzing Blend
- Color Correcting Formula
- Rich Anti-Inflammatory & Antioxidant Blend
- Anti-Reddening & Complexion Clearing
- Skin Softening
- Anti-Aging & Firming
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Rich Mahogany Fragrance

BENEFITS:

- Rich Black Bronzing Formula - Utilizing DHA, Natural and Cosmetic Bronzers this formula will give you extremely dark immediate color as well as super dark long lasting color.
- Tiger Grass – Color correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Turmeric Root Extract – Known for its antioxidant and anti-reddening properties, Turmeric helps to improve the look of the surface of your skin to create a more blemish free, even appearance.
- Matrixyl Synthe 6™ – Targets and fills in fine lines and wrinkles.
- Shea Butter - Helps to soothe dry skin and improves the skin's elasticity.
- Avocado Extract – Helps counteract reddening in the skin caused by irritation.
- Vitamins C & E - Protect the skin from environmental damage, promote a more youthful looking appearance.
- FreshTek™ – Body deodorizing blend to leave the skin with no after tan odor.
- SunXTend™ – Extends the life of your tanning results and helps to prevent color fading.



KEY SELLING STATEMENT:

HIM Billionaire™ is formulated exclusively for the Man who demands excellence! This generously loaded bronzing blend utilizes opulent amounts of Natural and DHA bronzers to allow for superior dark results at an accelerated speed. This exquisite blend is overflowing with complexion perfecting, toning, wrinkle reducing and color correcting agents so you are left with the sought after, envy worthy skin only some can dream of. If what you seek is prosperous results that are rich and rare, then look no further than HIM Billionaire!™

PRODUCT ACTIONS:

Tanning Lotion, DHA Bronzer
Bottle Size 8.5oz Packet Size .5oz

H.I.M.TM ATLANTIC

Blue Hued Anti-Orange Color Correcting Bronzer
Oil Absorbing + Tattoo Protecting + Ultra-Dark Tanning Formula

devoted
creations[®]
TANNING SKINCARE

FEATURES:

- Anti-Orange Bronzing Blend
- Color Correcting Formula
- Rich Anti-inflammatory & Antioxidant Blend
- Oil Absorbing
- Skin Softening
- Tattoo & Color Fade Protecting
- After Tan Odor Eliminators
- Blue Waters Fragrance

BENEFITS:

- Blue Hued Bronzing Blend – Allows your skin to develop natural, dark brown just from the beach color
- Tiger Grass- Color-correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Turmeric Root Extract– known for its antioxidant and anti-reddening properties Turmeric helps to improve the look for the surface of your skin and create a more blemish free, even appearance
- Blue TansyTM – Provides anti-orange agents so the skin develops the most natural, dark bronzed result
- Matrixyl Synthe 6TM – Targets and fills in fine lines and wrinkles.
- Tamanu Oil- A powerful skin regenerator; aiding in wrinkle reducing, blemish-fighting, and moisturize dry skin. Also, helps to hide the appearance of scars and stretch marks.
- Shea Butter- Helps to soothe dry skin and improves the skin's elasticity.
- Avocado Extract – Helps counter act reddening in the skin caused by irritation.
- Vitamins C & E - Protect the skin from environmental damage, promote a more youthful looking appearance.
- FreshTekTM – Body deodorizing blend to leave the skin with no after tan odor.
- SunXTendTM – Extends the life of your tanning results and helps to prevent color fading.



KEY SELLING STATEMENT:

A blue hued dark tanning bronzer formulated specifically for the man who demands darkness! Anti-orange technologies and revolutionary color correctors make HIM AtlanticTM your ultimate wing-man to the ideal tan! Detoxify pores, reduce excess oil and hydrate while utilizing anti-inflammatory and anti-reddening properties to improve the overall appearance and feel of your skin. For the man who wants to make waves with soft, sexy, bronzed and touchably smooth skin... You will be amazed by Atlantic!

PRODUCT ACTIONS:

Tanning Lotion, Bronzer
Bottle Size: 8.5oz Packet Size: .5oz

GOING OFF TROPIC™

Indoor/Outdoor Tropical
Dark Tanning Lotion
Infused with Skin Quenching
Watermelon & Blueberry Extracts
Plus Electrolyte
Enhanced Coconut Water

devoted
creations®
SKINCARE

FEATURES:

- Island Ready Intensifier
- Mega Moisturizers
- Electrolyte Rich Coconut Water
- Antioxidant Rich Tropical Smoothie Blend
- Anti-Aging Copper Peptide
- Bronze Boost Complex
- Tattoo & Color Fade Protection
- Sparkling Sunrise Fragrance

BENEFITS:

- Island Infused Intensifier – Tropically infused accelerator blend darkens the skin for a natural golden glow without the use of bronzing ingredients.
- MossCellTec™ - Potent anti-aging and moisture level preserving ingredient helps to protect the skin from stressful environmental changes.
- Coconut Water – An electrolyte that provides the skin with much needed moisture for dehydrated skin and a boost in complexion.
- Tropical Smoothie Blend – A blend of Raspberry, Blueberry and Watermelon Extracts helps to target skin dullness & dryness, signs of aging and hyperpigmentation while helping to preserve moisture levels in the skin for a more even toned, hydrated finish.
- Copper Peptide™ – A skin restoring peptide that works as an antioxidant, promotes collagen & elastin repair that helps to reduce the appearance of scars and stretch marks.
- Bronze Boost Complex – A combination of Carrot, Argan & Walnut Oils to stimulate melanin activity for enhanced pigmentation. Penetrates through dry layers of skin for softer results and helps to fill in fine lines & wrinkles while protecting against premature aging of the skin.
- Almond Oil – Helps to maintain a healthy and radiant glow to the skin by keeping the skin naturally soft and hydrated and protecting against water loss.
- Tattoo & Color Fade Protection – Protects the color and the luster of your tan and your tattoos.



KEY SELLING STATEMENT:

If what you crave is a tan of the tropics, some coastal color or to just be bronze in a blast... then look no further than Going Off Tropic™! Whether you're spending time at the beach or in the bed, or going from the salon to the shore, this island infused dark tanning cocktail will help you quickly become the CEO of Glow! Skin quenching Watermelon, Blueberry and Raspberry extracts will power pack the skin with antioxidant rich nutrients, while electrolyte enhanced Coconut Water will ensure the ultimate glow up by leaving your skin beautifully bronzed with sunkissed softness! If darkness is your destination, then take the plunge into the pool of color with Going Off Tropic™!

PRODUCT ACTIONS:

Tanning Lotion

Bottle Size: 8.5oz, Packet Size: .5oz

RIDE or TIDE™

Beach Ready Bronzing Cocktail
Skin Quenching Sunkissed Starfruit & Vitamin C Vibes
Infused with Electrolyte Enhanced Coconut Water

devoted
creations®
TANNING SKINCARE

FEATURES:

- Instant Color Bronzing Blend
- Hydrating Mango Butter
- Detoxifying Starfruit
- Electrolyte Rich Coconut Water
- Super Charged Superox C™
- Moisture Level Maintaining
- Tattoo & Color Fade Protection
- Moonfruit Tidal Wave Fragrance

BENEFITS:

- Beach Ready Bronzing Blend – Dark levels of DHA combined with high levels of natural bronzers allow the skin to develop natural, long lasting beach bronzed results.
- Mango Butter – Rich in antioxidants that help reduce the appearance of fine lines and wrinkles while providing a glowing complexion.
- Starfruit Extracts – Provides pore tightening and acne combating nutrients for an anti-reddening and skin perfected effect.
- Superox C™ – A specialty derived blend of Kakadu Plum known as one of the world's richest sources of Vitamin C, Superox C is a potent antioxidant and contains micronutrient benefits that help to protect against environmental damage.
- Coconut Water – Electrolyte rich to increase skin's hydration and elasticity and adds a glowing effect to the skin.
- MossCellTec™ – Potent anti-aging and moisture level preserving ingredients help to protect the skin from stressful environmental changes.
- MelanoBronze™ – Stimulates melanin activity to allow for longer lasting, darker tanning results.
- Tattoo & Color Fade Protection – Protects the color and the luster of your tan and your tattoos.



KEY SELLING STATEMENT:

If you lust for a coastal cocktail, poolside paradise, or just sunshine on the shore... then look no further than Ride or Tide™! Whether you're spending time at the beach or the boardwalk, or going from the salon to the shore, this island infused bronzer is formulated for use anywhere you are scoring some sunshine! Skin quenching sunkissed starfruit and mango extracts will power pack the skin with antioxidant rich nutrients, while electrolyte enhanced coconut water will ensure your skin is left beach ready bronzed! Vitamin C vibes and waves of skin happy hydrators allow for vacation ready results! If what you desire is a sea of darkness, Ride or Tide™ is your key to color!

PRODUCT ACTIONS:

Tanning lotion, DHA Bronzer
Bottle Size: 8.5oz Packet Size: .5oz

VACAY VIBES™

Indoor/Outdoor Tropical Bronzing Cocktail
Infused with Skin Quenching Watermelon
& Guava Extracts
Plus Electrolyte Enhanced Coconut Water

devoted
creations®
TANNING SKINCARE

FEATURES:

- Indoor/Outdoor Bronzing Blend
- Hydrating Guava
- Anti-Aging Watermelon
- Electrolyte Rich Coconut Water
- Melanin Stimulators
- Tattoo & Color Fade Protection
- Island Escape Fragrance

BENEFITS:

- Indoor/Outdoor Bronzing Blend – Low levels of DHA combined with high levels of Natural bronzers allow the skin to develop natural, long lasting bronzed results.
- Guava Extracts – Rich in antioxidants that help reduce the appearance of fine lines and wrinkles while providing a glowing complexion.
- Watermelon Extracts – Provides 24-hour hydration while improving the skins tone and deeply improving the appearance of fine lines, wrinkles and dry spots of the skin.
- MelanoBronze™ – Stimulates melanin activity to allow for longer lasting, darker tanning results.
- Tattoo & Color Fade Protection – Protects the color and the luster of your tan and your tattoos.



KEY SELLING STATEMENT:

If you are in need of a beach break, a tropical timeout, or to just pass time in paradise... then look no further than Vacay Vibes™! It doesn't matter if you're spending time at beach or the bed, or going from the salon to the shore, this island infused dark tanning bronzer is formulated for use anywhere you are catchin' rays! Skin quenching Watermelon and Guava extracts will power pack the skin with antioxidant rich nutrients while electrolyte enhanced coconut water will ensure your skin is left beautifully bronzed, and touchably hydrated. No need to wanderlust about beach ready results, get the color you crave with your new passport to paradise, Vacay Vibes™!

PRODUCT ACTIONS:

Tanning Lotion, Indoor/Outdoor DHA Bronzer

Bottle Size: 8.5oz Packet Size: .5oz



COASTAL

Nautically Infused Aquatic Coastal Color Creator
Sea Buckthorn Berry + Detoxifying Algae
for Seaside Shore Ready Results
Go 3 Shades Darker... Rapidly!

devoted
creations®
TANNING SKINCARE

FEATURES:

- Blue Hued Dark Tan Enhancer
- Electrolyte Rich Sea Buckthorn Berry
- Color Correcting Agents
- Skin Detoxifying
- Anti-Orange Technology
- Skin Softening
- Anti-Aging and Firming
- After Tan Odor Eliminators
- Aquamarine Coastal Cool Fragrance

BENEFITS:

- Blue Hued Dark Tanning Optimizer – Deeply intensifies tanning results for superior dark color without the use of added bronzers.
- Maracujá Oil – Helps to address damaged or weakened skin, while helping to support the healing process.
- Coconut Oils & Extracts – Deeply softens and nourish the skin for long lasting hydration.
- Sea Buckthorn Berry – Noted for high levels of Vitamin C, Omega 3, 6, 7, and 9 to protect skin against free radical damage.
- Sea-Toxifying Algae Complex – Helps to detoxify the skin while also helping to improve skins elasticity.
- Tiger Grass – Color-correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Blue Tansy™ – Provides anti-orange agents so the skin develops the most natural, dark bronzed result.
- ALA Technology – Prolongs the life of healthy skin cells for a more youthful appearance to the skin.



KEY SELLING STATEMENT:

Make waves with Devoted Creations new White 2 Bronze Coastal™! This blue hued coastal color creator utilizes nautical oils and extracts to infuse the skin with deep dark results without the use of bronzing agents. Added color correctors plus healing and calming properties ensure this seaside standout leaves you with soft, smooth skin. Isn't it time you anchor your color? With White 2 Bronze Coastal™ your skin will be beachside boardwalk ready, rapidly!

PRODUCT ACTIONS:

Tanning Lotion
Bottle Size: 8.5oz Packet Size: .5oz



COCONUT

Coconut Infused Dark Bronzing Color Crème
Coconut Water + Coconut Oil Allow for Vacation Worth Results!
Go 3 Shades Darker... Today!

devoted
creations®
TANNING SKINCARE

FEATURES:

- Color Enhancing Dark Bronzer
- Electrolyte Rich Cactus Water
- Antioxidant Rich Acai Berry
- Anti-Orange technology
- Skin Softening
- Anti-aging and firming
- After Tan Odor Eliminators
- Waikiki Coconut Fragrance

BENEFITS:

- Blend of DHA, Natural and Cosmetic Bronzers allow for dark immediate and delayed bronzing results.
- Cactus Water – High in antioxidants, vitamins and electrolytes to keep skin hydrated.
- Coconut Oils & Extracts – Deeply softens and nourishes the skin for long lasting hydration.
- Blue Tansy™ – Provides anti-orange agents so the skin develops the most natural, dark bronzed result.
- ALA Technology™ – Prolongs the life of healthy skin cells for a more youthful appearance to the skin.



KEY SELLING STATEMENT:

If you are craving a taste of the tropics then your skin needs White 2 Bronze Coconut™, the vacation in a bottle! This intoxicating bronzing crème will drench the skin in just from the beach dark color, while added Coconut Water, Coconut Oils & Extracts smooth, soften, hydrate and quench even the driest skin. If what you desire is darkness, then no vacation needed... White 2 Bronze Coconut™ will be your passport to paradise!

PRODUCT ACTIONS:

Tan Enhancer, DHA Bronzer
Bottle Size: 8.5oz Packet Size .5oz



Tropical Electrolyte Infused
Sunshine or Sunbed Natural Bronzing Butter
Coconut Oil + Superox Vitamin C
Allow for Vacay Ready Results
Go 3 Shades Darker... by Sunset!

devoted
creations®
TANNING SKINCARE

FEATURES:

- Color Enhancing Natural Bronzer
- Electrolyte Rich Cactus Water
- Antioxidant Loaded Acai Berry
- Powerful Superox C
- Anti-Aging & Moisture Level Protecting
- Skin Softening Cupuaçu Butter
- Hydrating Coconut Oil
- White Birch
- After Tan Odor Eliminators
- Beach Berry Fragrance

BENEFITS:

- Natural & Cosmetic Bronzers – A blend of Natural and Cosmetic Bronzers allow for dark, immediate and delayed bronzing results without streaking or staining.
- Cactus Water – High in antioxidants, vitamins and electrolytes to keep skin hydrated.
- Coconut Oil – Deeply softens and nourishes the skin for long lasting hydration.
- Superox C™ – A specialty derived blend of Kakadu Plum known as one of the world's richest sources of Vitamin C, Superox C is a potent antioxidant and contains micronutrient benefits that help to protect against environmental damage.
- MossCellTec™ – Potent anti-aging and moisture level preserving ingredients help to protect the skin from stressful environmental changes.
- Cupuaçu Butter – Helps to lock in moisture and restore skins elasticity.
- Acai Berry Extracts – Rich in antioxidants, Acai berry helps to protect the skin from free radical damage.
- White Birch – Contains anti-aging and skin firming benefits.
- Formulated for use indoors & outdoors



KEY SELLING STATEMENT:

Indulge your skin in Devoted Creation's newest tropical treat, White 2 Bronze Summer™! This indoor/outdoor streak-free/stain-free natural bronzing lotion will allow you to develop beach ready bronze results without the use of self-tanning agents! This vacation in a bottle utilizes waves of coconut oil and Cupuaçu butter so your skin is left seashore soft and smooth. Cactus water electrolytes and paradise potent vitamin C provide the skin with the essential nutrients and hydration for a sea of sunny suppleness. If what you lust is a tide of tan and bronze in a breeze, then take the plunge into the pool of color with White 2 Bronze Summer™!

PRODUCT ACTIONS:

Tanning Lotion, DHA Free Bronzer
Bottle Size: 8.5oz Packet Size: .5oz

Saltwater Sundays™

Ultra-Nourishing After Sun Daily Moisturizer
Infused with Sea Salt, Coconut and a shot of Vitamin Sea

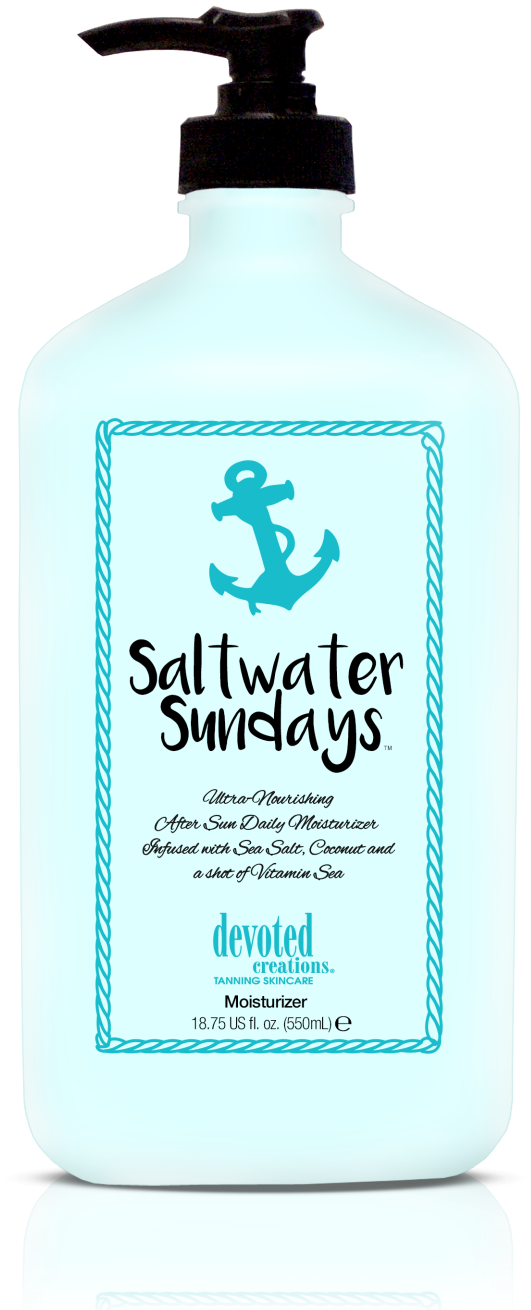
devoted
creations®
TANNING SKINCARE

FEATURES:

- Daily Body Moisturizer
- After Sun Care
- Skin Softening and Hydrating
- Soothing Peppermint & Green Tea
- Sea Salt & Coconut
- Aloe Vera Crème Gel
- Hypoallergenic/ Nut Free/ Wheat Free/ Vegan Formula
- Sea Salt Breeze Fragrance

BENEFITS:

- Daily body moisturizer that doubles as an after sun skin hydrator
- Peppermint Extract – Provide skin soothing and healing properties while fighting skin inflammation and red tones
- Lotus Flower – Age Defying, Hydrating and Radiance boosting
- Aloe Vera Crème Gel – Skin protector that contains minerals and nutrients to reduce inflammation and keep skin hydrated
- Vitamin C - Repair skin, fight free radical damage & boost collagen production
- Sea Salt & Coconut – For pore tightening and extra hydration
- Cotton & Rice Extract – Soothe and soften the skin without irritation
- Cucumber Extracts – Helps to naturally nourish, hydrate, comfort, soothe, calm, and de-puff the appearance of skin
- Hypoallergenic Nut free, Vitamin E free, Wheat free, Vegan formula



KEY SELLING STATEMENT:

This replenishing formula is ideal after sun exposure or anytime you need extra hydration. Saltwater Sundays utilizes the deeply nourishing natural ingredients Sea Salt, Coconut Oil, and Cucumber in an Aloe Vera based crème designed for results you can see and feel. Relax and replenish? a little Saltwater Sundays is good for the body & SOL!

PRODUCT ACTIONS:

Moisturizer, After Sun Care
Bottle Size: 18.75oz / 2oz

COCONUT Krem™

Coconut Infused Silicone Mega Moisturizer
Silk Proteins & Cactus Water for Ultra Rich 24 Hour Hydration

devoted
creations®
TANNING SKINCARE

FEATURES:

- Ultra-Hydrating Daily Moisturizer
- Silicone Moisture Lock Technology
- Collagen Boosting Silk Proteins
- Antioxidant Rich Coffeeberry
- Skin Softening Coconut Oil
- Electrolyte Rich Cactus Water
- Tattoo & Color Prolonging Technology
- Creamy Coconut Fragrance

BENEFITS:

- Silicone Blend- Visibly reduce the look of pores and of imperfections while offering non-greasy hydration.
- Silk Proteins- Acts as a protective shield of hydration, holding in essential moisture and strengthening the skin's barrier function without weighing it down or clogging pores.
- Coconut Oil - Deeply softens and nourishes
- Matrixyl Synthe 6™ - Targets and fills in fine lines and wrinkles.
- Coffeeberry- Rich antioxidant that helps to neutralize free radical damage and help to prevent cellular damage in the skin
- Cactus Water - High in antioxidants, vitamins and electrolytes to keep skin hydrated



KEY SELLING STATEMENT:

Super soft skin is always in! Take the plunge into mega moisture with Devoted Creations new full body hydrator, Coconut Krem™! Velvety silicone blend helps to lock in moisture for 24 hours so skin stays touchably smooth. Added Silk proteins and Cactus water work to boost collagen levels, deeply hydrate for up to 24 hours and give you the ultra-quenching electrolytes your skin demands. Coffeeberry fights free radical damage for a smooth, picture perfect finish. It doesn't matter what the question is... Coconut Krem™ is always the answer!

PRODUCT ACTIONS:

Tan Extender

Bottle Size: 18.25oz Packet Size N/A

COLLAGENETICS™

2 IN 1 Red Light Therapy Lotion Tanning Maximiser Increase the Appearance of Young Healthy Looking Skin

devoted
creations®
TANNING SKINCARE

FEATURES:

- Red Light Therapy Prep Lotion AND Tanning Accelerator
- pH Stabilizers
- Skin-firming and anti-aging benefits
- Moisturizes and Revitalizes the skin
- Iced Cranberry Fragrance

BENEFITS:

- Prepares the skin for Red Light Therapy
- Blended with multiple accelerators that work to speed up the tanning process for fast, dark tanning results
- Renovage- firms, hydrates and plumps the skin, increases levels of collagen
- Matrixyl- targets and fills in fine lines and wrinkles
- pH Stabilizers help the skin to achieve optimal pH levels
- Acai, Pomegranate, Goji and Lychee Fruit Extracts – natural extracts that work to boost moisture and revitalize the skin for a fresh, rejuvenated appearance, help to erase the signs of aging for a more youthful complexion
- Helps the skin to retain its natural moisture



KEY SELLING STATEMENT:

Collagenetics™ is a miracle break-through, total face and body skin care system. COLLAGENETICS 2-IN-1 LOTION™ is the newest product to this innovative regime. The 2-in-1 has been formulated for those tanners who have chosen to utilize both the red light therapy and tanning in the same day. With one product you can do it all. Apply the lotion to your entire body following exfoliation and prior to Red Light Therapy and then go straight into the tanning bed! Your skin will be prepped for your red light session and then ready to get fast, dark tanning results without the need to apply a separate product. All of these formulas have been scientifically designed to work in conjunction with each other to help erase the appearance of aging and take your skin back to its youthful look. Ideal to use as the foundation of your daily skin care regime, they have also been formulated to work with Red Light Therapy for optimum results to reduce the appearance of fine lines, wrinkles, and signs of aging.

PRODUCT ACTIONS:

Tan Enhancer, Red Light Prep
Bottle Size 8.5oz Packet Size N/A

Coconut Covergirl™

Skin Softening Sunkissed Golden Glow Tanning Lotion
Coconut Milk & Coconut Oil for Sleek & Smooth Hydration
Tattoo & Color Fade Protection Formula

Ed Hardy®
Tanning

TANOVATIONS™

FEATURES:

- DHA Free Streak-free/Stain-free Bronzer
- Melanin Stimulating
- Quad Tyrosine Blend
- Skin Softening Cupuaçu Butter
- Collagen Boosters
- Skin Firming
- Antioxidant Rich Coffeeberry
- Tattoo & Color Protecting
- Ultra Hydrating Coconut Juice, Coconut Oil & Coconut Milk
- Can be used indoors and outdoors
- Pink Coconut Fragrance

BENEFITS:

- DHA Free Bronzing Blend - Powerful tanning intensifiers coupled with deep natural bronzers allow for a streak-free/ stain-free bronzed result without the use of DHA.
- Quad Tyrosine Blend + MelanoBronze™ - Stimulate and increase melanin formation to accelerate the tanning process.
- Melactiva™ - Melanin synthesizer for darker, longer lasting results.
- Coffeeberry - Rich antioxidant that helps to neutralize free radical damage and help to prevent cellular damage in the skin.
- Cupuaçu Butter - Helps to lock in moisture and restore skins elasticity.
- Centella CAST - Helps to restore skins elasticity and firmness while boosting collagen production, as well as helps to reduce the appearance of stretch marks and sagging skin.
- Coconut Juice, Coconut Oil & Coconut Water - Helps to penetrate through dry layers of skin for the deepest level of hydration.
- Cocoa Butter - Hydrating butter that adds superior moisture to even the driest skin.
- Tattoo & Color Fade Protector - Prolongs the life and radiance of your tattoos and tanning results.

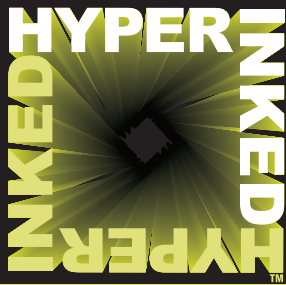


KEY SELLING STATEMENT:

Sit back, relax and let your skin gain a gorgeous glow with Coconut Covergirl™! This tropical infused tanning cocktail will transform the skin to sultry and sleek softness with the use of Coconut Oil, Coconut Milk and Cupuaçu butter. It doesn't matter if you are bronzing by the beach, or sunning in the salon, if your soul craves color, let Coconut Covergirl™ leave you with summer sunkissed skin!

PRODUCT ACTIONS:

Tanning Lotion, DHA Free Bronzer
Bottle Size 13.5oz Packet Size .5oz



High Intensity Black Bronzer
Color Correcting
Formulated with Essential Antioxidants
Dark Tanning Nutrients
& Anti-Orange Technology



FEATURES:

- Energetic Triple Bronzing Formula
- Color Correcting Blend
- Skin Hydrating Avocado Butter
- Collagen Boosters
- Skin Firming
- Oil Absorbing Black Tea Extracts
- Tattoo & Color Protecting
- Anti-Aging White Truffle Oil
- Black Citron Fragrance

BENEFITS:

- Energetic Black Bronzing Formula - Powerful tanning intensifiers coupled with dark DHA and natural bronzers provide the skin with a deep, dark & long-lasting bronzed result.
- Quad Tyrosine Blend - Stimulate and increase melanin formation to accelerate the tanning process.
- Advanced Matrixyl Synthe 6™ - Powerful anti-aging peptide that reduces the appearance of fine lines & wrinkles for a more youthful and smoother appearance to the skin.
- Blue Tansy™ - Provides anti-orange agents so the skin develops the most natural, dark bronzed result.
- Chicory Extract - An antioxidant that provides an immediate tanned appearance to the skin while fighting and improving signs of aging.
- Centella CAST™ - Helps to restore skins elasticity and firmness while boosting collagen production, as well as helps to reduce the appearance of stretch marks and sagging skin.
- Tiger Grass™ - Color correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Avocado Butter - Known to help slow signs of premature aging and wrinkles, rehydrate the skin which long-term helps with promoting an even skin tone.
- Lavender Oil - Helps to moisturize the skin while working to soothe inflammation and irritation.
- Black Tea Extract - Helps to reduce puffiness, enlarged pores and blemishes in the skin while absorbing excess oil and defending the skin from environmental pollutants.
- White Truffle Oil - An effective anti-aging agent, White Truffle Oil penetrates deep into the skin to effectively hydrate, and with a high Vitamin C content, it also helps to fight hyperpigmentation, moisture loss, dull & dry skin for a more natural looking glowing complexion.
- After Tan Odor Eliminator - Proprietary blend of deodorizing and skin freshening ingredients.
- Tattoo & Color Fade Protectors - Protects the color and luster of your tattoos and tanning results.



KEY SELLING STATEMENT:

Ed Hardy's Hyper Inked™ is ready to push your color full throttle on the race to bronze! This high intensity rapid release black bronzer utilizes anti-orange ingredients and color correcting agents that allows you to navigate the quickest route to super dark results! Moisture magnets, and skin tightening and toning agents will leave your skin bronzed, soft and supple! Deepen your darkness and boost your bronze while conserving your hard earned color. See what the hype is about with Ed Hardy's Hyper Inked™!

PRODUCT ACTIONS:

Tanning Lotion, DHA Bronzer
Bottle Size 13.5oz Packet Size .5oz

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