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Your Next Best-Seller!

Devoted Creations' "99 Shades of Bronze"

By John P. Ribner

Finally, a guilt-free way for tanners to feed their addiction to dark, sultry, seductive skin – "99 Shades of Bronze" from Devoted Creations!

More than a bronzing lotion, 99 Shades of Bronze is bound to become a new obsession. This exotic, dark-tanning potion contains a superior bronzing blend, a host of premium skincare ingredients and many other exciting features. The result is a product that develops immediate and long-lasting color while helping skin look and feel firm, hydrated and youthful. With everything 99 Shades of Bronze has to offer, it's easy to see why tanners will become captivated by this truly amazing, upscale lotion ... and why the DC team is so excited to have created it.

Devoted's newest lotion is not only a dark-bronzing product, it's the company's darkest bronzing product ever! "The formula includes a superior blend that includes a high level of DHA, plus natural and cosmetic bronzers to promote both immediate and long-lasting results," said Lisa Parsons, Devoted Creations Director of Sales & Education. "The lotion also contains SunXtend to extend the life of the bronzing effects even further, and the Cashmere Extracts make the product silky smooth and easy to apply – it practically glides onto the skin and quickly absorbs." Because of its easy application, Lisa says tanners don't need to use as much of the product, thus providing additional value.

To be considered "upscale", tanning lotions must contain effective skincare ingredients, and 99 Shades of Bronze utilizes cutting-edge skincare technology. "Among its many proven anti-aging and firming ingredients are PhytoCelltec and

Renovage," Lisa said. "PhytoCelltec is a Swiss apple seed extract that protects the skin and helps preserve a youthful look, while Renovage helps to firm, hydrate and plump the skin by promoting moisture retention." To add an extra level of tanning performance and sophistication, Devoted Creations also added its FreshTek Technology, which helps eliminate after-tan odor. "It's a perfect lotion for the lunchtime tanner!" Lisa exclaimed.

When Devoted Creations developed 99 Shades of Bronze, the company had a specific type of tanner in mind – the upscale client who wants the best of everything. It comes in a 13.5-ounce bottle that practically screams "shelf appeal" – the shiny, golden, chrome-look container comes with a stylish necklace featuring the lotion's emblem. The lotion, which is part of the Color Rush collection, also has a cologne-like fragrance that appeals to men and women. "It's perfect for customers who use higher-end equipment and might tan once a week, but still want long-lasting results and skin that looks and feels young and beautiful," said Lisa. "We're very proud of 99 Shades of Bronze, and we know that salon owners and tanners will love it!"

Created to indulge a tanner's cravings for dark, sultry, seductive skin, 99 Shades of Bronze is a dynamic product that's sure to satisfy! The lotion, and the rest of the DC Color Rush collection – "Flawless Reflection" and "Pink is the New Black" – is available through the company's vast distribution network. For more info, call 800.488.5524, or visit DevotedCreations.com. 

Key Ingredients

- Firming PhytoCelltec & Renovage
- Cashmere Extracts for silky texture
- SunXtend prolongs bronzing
- FreshTek Technology stops after-tan odor

