ST. TROPEZ

PRODUCT OVERVIEW

2016

SKIN SCIENCE
HOW SELF TAN WORKS

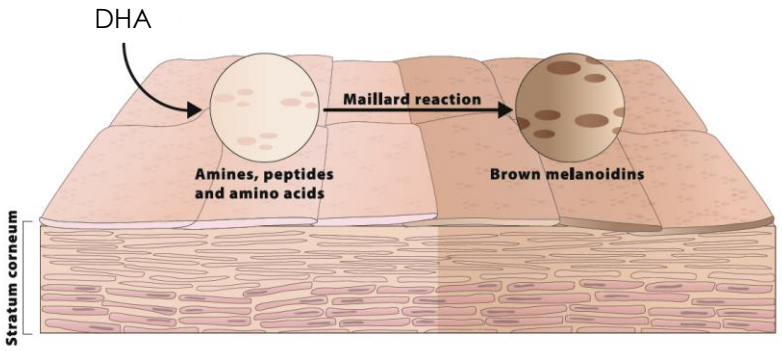
ST.TROPEZ
YOUR ULTIMATE TAN

DIHYDROXYACETONE (DHA) & MAILLARD REACTION

The main active self tanning ingredient used is Dihydroxyacetone (DHA). St.Tropez uses a 100% natural forms of DHA which is derived solely from vegetable sources. Combined with a unique blend of skin conditioning ingredients, for natural looking, long lasting tans.

The skin browning effect happens when DHA reacts chemically with the amino acids, proteins and peptides found in the upper epidermis (top layer) of the skin producing different tones of coloration from yellow to brown known as the Maillard reaction.

Each person has a different level of these amino acids which is why self tan development can be different on each person. The color develops over a period of 4-8 hours and will gradually fade in conjunction with the skins normal exfoliation process.



YOUR ULTIMATE TAN

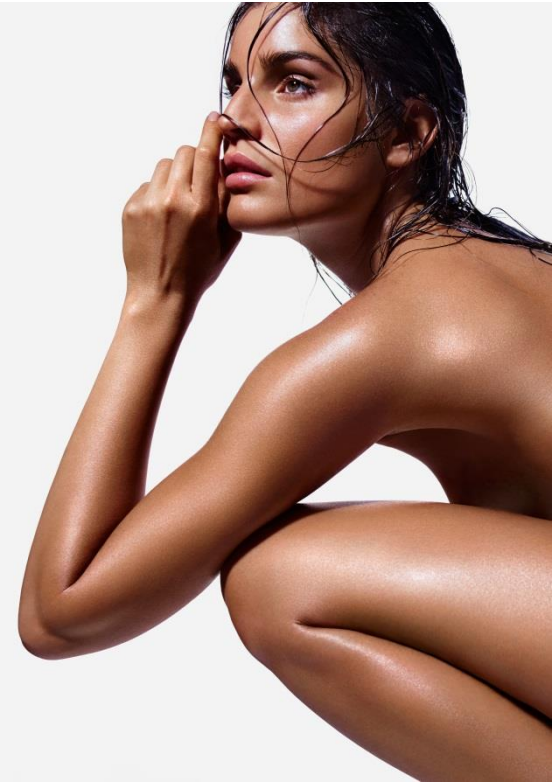
ST.TROPEZ
YOUR ULTIMATE TAN

With one St.Tropez spray tan performed every minute and one product sold every fifteen seconds, St.Tropez is proud to be the leading tanning brand chosen globally by professionals, celebrities and beauty editors alike.

Our wardrobe of choice provides the perfect product for every skin tone, from a light sunkissed glow to our deepest, darkest bronze. So, whether you're looking for a professional tanning treatment or a must-have product to use at home, you can find your ultimate tan with St.Tropez, the award-winning experts you trust to make you look and feel confident, all year round.

- No self tan smell, with our new mood-boosting fragrance
- Streak-free and easy to apply
- Quick-drying and non-sticky, with no transfer
- Ultra-hydrating with even fade

ST.TROPEZ, THE LEADING TANNING BRAND



THE WARDROBE OF CHOICE
OVERVIEW

ST.TROPEZ
YOUR ULTIMATE TAN

NATURAL HEALTHY LOOKING SKIN

SELF TAN	GRADUAL TAN	ONE NIGHT ONLY
A natural healthy looking streak-free tan that lasts for days	A natural healthy sunkissed glow that gradually builds	A no-commitment tan for up to 24 Hours

WHY CHOOSE ST.TROPEZ?

KEY BENEFITS

ST.TROPEZ
YOUR ULTIMATE TAN

Natural-looking glow	Natural healthy looking skin, thanks to the Intelligent Tanning System in Self Tan and the Hydraglow Complex in Gradual Tan
Longest lasting tan	Longer lasting tan in just one application that lasts up to 10 days Hydrates skin for an even, natural fade
Scent	NEW fragrance: clinically tested for NO self tan smell
Easy to apply & streak-free	Mistake-proof application for a streak-free finish More wearable: natural color, without stickiness
No transfer	Quick absorbing, lightweight formulas dry instantly and do not transfer to clothes or sheets
Additional benefits	Clinical hydration, non pore blocking claims

SELF TAN

NATURAL HEALTHY LOOKING SKIN

NEXT GENERATION TECHNOLOGIES
SELF TAN

ST.TROPEZ
YOUR ULTIMATE TAN

Intelligent Tan System
The longest lasting tan in one application:

Lasts for up to **10 DAYS**

Non-transfer, mistake proof, streak-free tan

Hydrates for up to 24 hours

No self tan smell with mood-boosting fragrance

FRAGRANCE DEVELOPMENT
THE ULTIMATE TECHNICAL CHALLENGE

ST.TROPEZ
YOUR ULTIMATE TAN

'I don't like the smell of self tanning products' is one of the key barriers to entry for the self tan category the due to the malodor associated with DHA during development.

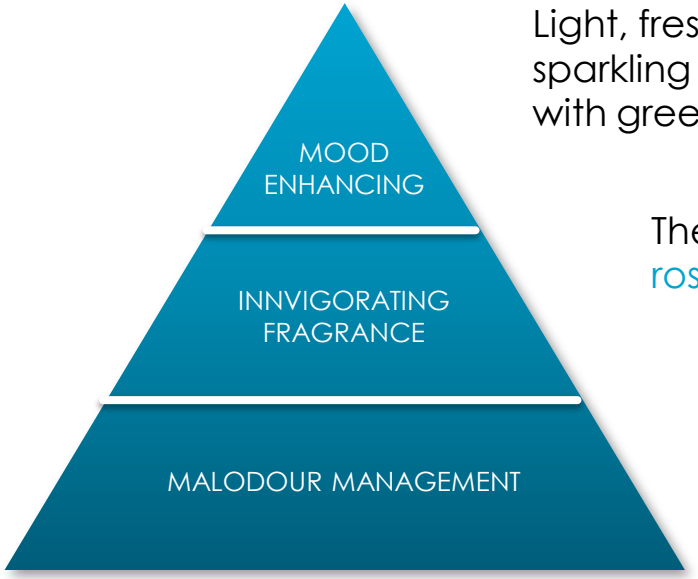
Our NEW fragrance is a breakthrough in Self Tan as it manages malodor from initial application through out wear as well as enhancing the mood.

SHIELDING THE SENSES

MOODBOOSTING MALODOUR MANAGEMENT

ST.TROPEZ
YOUR ULTIMATE TAN

Our fragrance specifically designed to enhance feeling full of energy and contains positive mood enhancing elements.



Light, fresh and brimming with confidence, it opens with sparkling bergamot and clean water fruit notes blended with green apple twists & crisp lavender.

The heart of the fragrance features a contemporary rose mixed with a bouquet of tuberose and jasmine.

In the background is a seductive base of soft powdery musks and refreshing clean woods.

SELF TAN CLASSIC
BRONZING MOUSSE

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE NATURAL HEALTHY LOOKING SKIN WITH OUR EASY TO APPLY, QUICK DRYING, LIGHTWEIGHT MOUSSE WITH NO SELF TAN SMELL.

This easy to apply lightweight tinted mousse blends easily for a soft smooth finish. The Intelligent Tanning System improves longevity, for a streak-free tan that fades evenly and is clinically proven to hydrate for up to 24 Hours.

Our NEW Classic Bronzing Mousse has been reformulated to focus on introducing the added benefit of hydration. As well as focusing on the sensorial attributes; for a soft feel on the skin on application, with an improved spreadibility to ensure an even long lasting tan.

- Formulated with 100% Natural DHA
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 24 hours
- Tan lasts for up to 10 days
- Shower off guide color after 4-8 hours development

Size: 50ml, 120ml, 240ml / 1.69, 4, 8 fl oz US
Approx. no. applications: 1, 3, 6

SELF TAN CLASSIC
BRONZING LOTION

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE NATURAL HEALTHY LOOKING SKIN WITH OUR EASY TO APPLY, NON-GREASY, NOURISHING LOTION WITH NO SELF TAN SMELL.

This easy to apply lightweight tinted lotion blends easily for soft smooth finish. The Intelligent Tanning System is infused with Apricot Oil, for a streak-free tan that fades evenly and is clinically proven to hydrate for up to 24 Hours.

Our NEW Classic Bronzing Lotion is now in tube packaging, for improved ease in use. The lightweight formulations focus on enhancing the skin hydration for the most nourishing format within the Self Tan range.

- Formulated with 100% Natural DHA
- No self tan smell, with our new mood enhancing fragrance
- Contains Apricot Oil
- Clinically proven to hydrate for up to 24 hours
- Lightweight lotions that are absorb quick
- Tan lasts for up to 10 days
- Shower off guide color after 4-8 hours development

Size: 120ml, 240ml / 4, 8 fl oz US
Approx. no. applications: 3, 6

SELF TAN CLASSIC
BRONZING MIST

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE NATURAL HEALTHY LOOKING SKIN WITH OUR 360° MIST, FOR AN EASY TO APPLY, STREAK-FREE FINISH WITH NO SELF TAN SMELL.

Introducing our NEW Bronzing Mists, easy to apply due to our improved 360° spray pattern enabling you to reach all those difficult areas, with no need to blend. Quickly absorbing into skin for a soft smooth whilst the Intelligent Tanning System improves longevity, for a streak-free tan that fades evenly.

Our NEW Classic Bronzing Mists have been reformulated and repackaged to improve performance for that perfect air brushed finish. Formulations focus on the additional hydration and penetration to boost efficacy, whilst the new packaging aids application and easy hold.

- Formulated with 100% Natural DHA
- 360° spray pattern, for hands free application
- No self tan smell, with our new mood enhancing fragrance
- New and improved guide colors
- Tan lasts for up to 10 days
- Shower off guide color after 4-8 hours development

Size: 200ml
Approx. no. applications: 6

SELF TAN CLASSIC
BRONZING FACE LOTION

ST.TROPEZ
YOUR ULTIMATE TAN

FOR AN EVEN STREAK-FREE NATURAL LOOKING TAN THAT HYDRATES FOR UP TO 24 HOURS WITHOUT BLOCKING PORES.

This easy to apply tinted formulation is non-greasy and quick drying with a soft powdery finish that can be used as a make-up base. The natural guide color blends easily to leave skin looking healthier, for a natural looking streak-free tan that fades evenly.

The formulation contains skin conditioners to aid spreadability and focus on hydrating the skin to maintain the water balance in the skin.

- Formulated with 100% Natural DHA
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 24 hours
- Non Comedogenic + Non-Pore blocking – Clinically tested
- Dermatologically tested

Size: 50ml/ 1.6 fl oz US
Approx. no. applications: 18

SELF TAN DARK
BRONZING MOUSSE

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE DEEPER NATURAL HEALTHY LOOKING SKIN WITH OUR EASY TO APPLY, QUICK DRYING, LIGHTWEIGHT MOUSSE WITH NO SELF TAN SMELL.

This easy to apply lightweight tinted mousse blends easily for a natural looking dark guide color and soft smooth finish. The Intelligent Tanning System improves longevity, for a streak-free tan that fades evenly and is clinically proven to hydrate for up to 24 Hours.

Our Self Tan Dark Range, contains a melanin technology that mimics the darker skin pigments for a more natural looking deeper tan. The Dark collection is perfect for those looking for that jetset dark vacation look.

- Formulated with 100% Natural DHA blend
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 24 hours
- Tan lasts for up to 10 days
- Shower off guide color after 4-8 hours development

Size: 200ml / 6.7 fl oz US
Approx. no. applications: 5

SELF TAN DARK
BRONZING LOTION

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE DEEP NATURAL HEALTHY LOOKING SKIN WITH OUR EASY TO APPLY, NON-GREASY, NOURISHING LOTION WITH NO SELF TAN SMELL.

This easy to apply lightweight tinted lotion blends easily for a natural deep looking soft smooth finish. The Intelligent Tanning System is infused with apricot oil, for a streak-free tan that fades evenly and is clinically proven to hydrate for up to 24 Hours.

Our Self Tan Dark Range, contains a melanin technology that mimics the darker skin pigments for a more natural looking deeper tan. The Dark collection is perfect for those looking for that jetset dark vacation look.

- Formulated with 100% Natural DHA blend
- No self tan smell, with our new mood enhancing fragrance
- Contains Apricot Oil
- Clinically proven to hydrate for up to 24 hours
- Tan lasts for up to 10 days
- Shower off guide color after 4-8 hours development

Size: 200ml / 6.7 fl oz US
Approx. no. applications: 5

SELF TAN DARK
BRONZING MIST

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE NATURAL HEALTHY LOOKING SKIN WITH OUR 360° MIST, FOR AN EASY TO APPLY, STREAK-FREE FINISH WITH NO SELF TAN SMELL.

Introducing our NEW Bronzing Mists, easy to apply due to our improved 360° spray pattern enabling you to reach all those difficult areas, with no need to blend. Quickly absorbing into skin for a soft smooth finish whilst the Intelligent Tanning System improves longevity, for a streak-free tan that fades evenly.

Formulations focus on the additional hydration and penetration to boost efficacy, whilst the new packaging aids application and easy hold. The Dark collection is perfect for those looking for that jetset dark vacation look.

- Formulated with 100% Natural DHA
- 360° spray pattern, for hands free application
- No self tan smell, with our new mood enhancing fragrance
- New and improved guide colors
- Tan lasts for up to 10 days
- Shower off guide color after 4-8 hours development

Size: 200ml
Approx. no. applications: 6

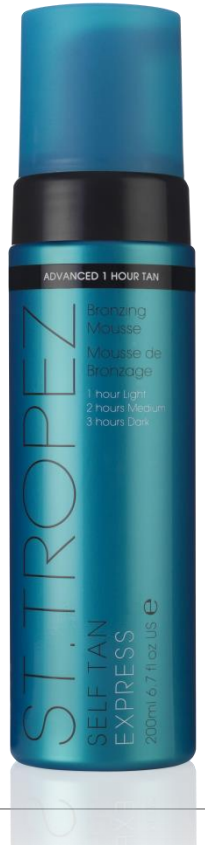
SELF TAN EXPRESS
ADVANCED BRONZING MOUSSE

ST.TROPEZ
YOUR ULTIMATE TAN

ADVANCE ONE HOUR ACTING TAN, WITH INTELLIGENT SHADE COMPLEX FOR A NATURAL STREAK-FREE TAN.

Self Tan Express is our most advanced, no-fuss, fast-acting tan yet; you can tan, shower and go in as little as one hour. This easy to use, quick drying and lightweight mousse is specially formulated to absorb quickly into the skin, allowing you to select your shade of tan by choosing when to wash o the tinted guide color.

After showering, skin will have a light color, the self tan actives will continue to work for up to 8 hours, developing and deepening into your chosen shade.



Size: 200ml / 6.7 fl oz US
Approx. no. applications: 5

SELF TAN LUXE
DRY OIL

ST.TROPEZ
YOUR ULTIMATE TAN

Our most luxurious tan yet, for the ultimate natural looking golden glow that lasts for days. The Brazilian inspired formula allows you to enjoy the skin enhancing benefits of an oil combined with Self Tan.

The quick-drying formula provides intense hydration for up to 7 days, whilst the shimmer particles help guide product application and leave skin looking radiant with a subtle golden glow . Fragranced with an essential oil blend of Grapefruit, Lemon grass and Neroli.

- 100% Natural DHA and Fragrance
- Contains Brazil Nut Oil
- Clinically proven to moisturise for up to 7 days
- Dermatologically and clinically tested

Size: 100ml / 3.38 fl oz US
Approx. no. applications: 10

SELF TAN LUXE
FACIAL OIL

ST.TROPEZ
YOUR ULTIMATE TAN

Our most luxurious facial tan yet, the Brazilian inspired formula allows you to enjoy the skin enhancing benefits of an oil combined with self tan.

Specially formulated for the face, the lightweight, non greasy formula is quickly absorbed into the skin without blocking pores to reveal a subtle golden glow for a natural tan.

- 100% Natural DHA and Fragrance
- Contains Brazil Nut Oil
- Clinically proven to moisturise for up to 7 days
- Non comedogenic (non pore blocking)
- Suitable for sensitive skin
- Dermatologically and clinically tested

Size: 30ml / 1.01 fl oz US
Approx. no. applications: 10

GRADUAL TAN

NATURAL HEALTHY LOOKING GLOW

NEXT GENERATION TECHNOLOGIES
GRADUAL TAN

ST.TROPEZ
YOUR ULTIMATE TAN

Hydraglow Complex
provides continuous hydration for up to 48hrs

Facial formulas enriched with Vitamin E and Hyaluronic Acid

Easy application: build a daily glow

No self tan smell with mood-boosting fragrance

GRADUAL TAN CLASSIC
EVERYDAY BODY LOTION

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE A NATURAL HEALTHY LOOKING GLOW WITH OUR DAILY BODY LOTION FOR AN EVEN STREAK-FREE GLOW THAT HYDRATES FOR UP TO 48 HOURS.

This easy to apply lotions a are comfortable to wear all day and simply glide on to skin leaving it feeling instantly smooth. Our innovative Hydraglow Complex gradually builds a natural looking streak-free, healthy glow suitable for all skin tones and is clinically proven to hydrate for up to 48 hours.

Our NEW Gradual Tan Classic Everyday Body Lotions have been reformulated to focus on introducing the added benefit of skincare, so that they can be used instead of a regular lotion.

- Formulated with 100% Natural DHA
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 48 hours
- Reapply as required to build the depth of color desired

Size: 200ml / 6.7 fl oz US L/M M/D
Approx. no. applications: 6

GRADUAL TAN CLASSIC
EVERYDAY FACE CREAM

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE A NATURAL HEALTHY LOOKING GLOW WITH OUR FACE CREAMS FOR AN EVEN STREAK-FREE NATURAL HEALTHY GLOW THAT HYDRATES FOR UP TO 48 HOURS WITHOUT BLOCKING PORES.

These lightweight, face creams blend easily for an instantly hydrated, powder soft finish. Our Hydraglow Complex gradually builds a natural looking streak-free glow. Enriched with Vitamin E and Hyaluronic Acid to visibly improve and leave skin feeling smoother.

Our NEW Gradual Tan Classic Everyday Face creams have been reformulated to focus on introducing the added benefit of skincare and can be used as a make-up base.

- Formulated with 100% Natural DHA
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 48 hours
- Suitable for sensitive Skin
- Reapply as required to build the depth of color desired

Size: 50ml / 1.6 fl oz US L/M M/D
Approx. no. applications: 15

GRADUAL CLASSIC
EVERYDAY MOUSSE

ST.TROPEZ
YOUR ULTIMATE TAN

GRADUALLY BUILD A NATURAL HEALTHY GLOW, WITH OUR EASY TO APPLY, LIGHTWEIGHT HYDRATING MOUSSE FOR AN EVEN STREAK-FREE GLOW.

Introducing our NEW Gradual Tan Mousse with an air whipped texture that blends effortlessly. Absorbs quickly for a soft smooth finish while our innovative Hydraglow Complex hydrates for up to 48 hours and gradually builds a natural looking streak-free golden glow without a heavy residue.

- Formulated with 100% Natural DHA
- NEW air whipped, fluffy texture
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 48 hours
- Visually perfects skin with a touch of bronze
- Buildable streak-free glow
- Reapply as required to build the desired glow

Size: 200ml / 6.7 fl oz US
Approx. no. applications: 5

GRADUAL TAN TINTED
EVERYDAY BODY LOTION

ST.TROPEZ
YOUR ULTIMATE TAN

ACHIEVE AN INSTANT AND CONTINOUS HEALTHYGLOW WITH OUR FIRST GRADUAL TAN WITH A TOUCH OF BRONZE ANDSHEER SKIN PERFECTING COVERAGE.

This smooth indulgent texture applies easily, visually perfects skin with a touch of bronze to blur imperfections and subtly illuminating the skin tone. Quickly absorbing for a soft powdery finish whilst our innovative Hydraglow Complex gradually builds a natural looking streak-free golden glow and is clinically proven to hydrate for up to 48 hours.

- Formulated with 100% Natural DHA
- No self tan smell, with our new mood enhancing fragrance
- Clinically proven to hydrate for up to 48 hours
- Visually perfects skin with a touch of bronze
- Buildable streak-free glow
- Reapply as required to build the desired glow

Size: 200ml / 6.7 fl oz US
Approx. no. applications: 6

GRADUAL TAN PLUS FIRMING 4 IN 1

TAN, TONE, FIRM AND MOISTURIZE

ST.TROPEZ
YOUR ULTIMATE TAN

A moisturizing, firming, and toning self-tanner that reveals a beach-perfect body all year round.

Gradual Tan Plus Firming 4 in 1 cleverly combines antiaging skin care benefits with a healthy touch of bronze to help moisturize, firm, tone, and provide naturally looking tanned skin. Made exclusively for St. Tropez, Chronodyn™ activates the cells and improves the tone and firmness of even problem areas. The easily absorbed lotion provides 24-hour moisture and a protective anti-oxidant barrier to reinforce skin's natural defenses.

Size: 150ml / 5 fl oz
MSRP: $35

GRADUAL TAN PLUS ANTI AGEING

TAN, ANTI-AGE AND MOISTURIZE

ST.TROPEZ
YOUR ULTIMATE TAN

A multiaction moisturizer that prolongs youthful skin and creates a sun-kissed glow.

Prolong youthful skin and create a luminous, sun-kissed glow with this revolutionary multiaction moisturizer. It works to firm, plump, and visibly diminish the look of fine lines and wrinkles, while hydrating without blocking pores. The innovative Aromaguard™ fragrance technology eliminates the tell-tale self tan aroma by a minimum of 70 percent.

Size: 50ml / 1.6 fl oz
MSRP: $30

GRADUAL TAN IN SHOWER
CATEGORY BREAKTHROUGH TECHNOLOGY

ST.TROPEZ
YOUR ULTIMATE TAN

Specific formulation developed for in shower tanning

100% Natural tanning agent boosted with penetration enhances

Sweet almond oil moisturising complex

Luxurious lather guides application

UNIQUE PATENT PENDING FORMULA

Optimum DHA development

'Quick start activation' technology

Soft cream gel structure

THE ULTIMATE ADDITION TO ANY SHOWER ROUTINE

GRADUAL TAN IN SHOWER
GOLDEN GLOW LIGHT

ST.TROPEZ
YOUR ULTIMATE TAN

The next generation of gradual tan, the ultimate easy to use, no mess, no fuss in shower gradual tan lotion that is revitalising tanning regimes.

Tan, shower, and go in as little as 3 MINUTES

Add a sun kissed golden glow to your daily shower routine

Use daily to gradually build a more intense tan quickly & easily

Includes a 100% natural DHA blend for optimum performance Sweet Almond Oil nourishes the skin leaving it feeling soft, smooth and hydrated for up to 24 hours.

Size: 200ml / 6.7 fl oz
Approx. no. applications: 6
MSRP: $25

GRADUAL TAN IN SHOWER
GOLDEN GLOW MEDIUM

ST.TROPEZ
YOUR ULTIMATE TAN

Gradual Tan In Shower Intense Glow, the next generation Gradual Tan taken to the next level.

Tan, shower, and go in as little as 3 MINUTES

The most convenient way to tan is revitalised for a deep sunkissed glow. With a NEW tanning active blend with melanin technology for a deeper natural tan. Faster development with a NEW Jojoba ester, a penetration enhancer that increases color retention.

The luxurious golden lather continues to guide application and hydrate with Sweet Almond oil for 24 hours for the perfect streak-free finish.

Size: 200ml / 6.7 fl oz
Approx. no. applications: 6
MSRP: $25

INSTANT TAN

LIGHT / MEDIUM CLAIR / MOYEN
WATER & TRANSFER RESISTANT / 24 HOUR WEAR
RÉSISTANT À L'EAU ET SANS TRANSFERT / À PORTER 24 H
ST.TROPEZ ONE NIGHT ONLY
WASH OFF FACE & BODY LOTION
LOTION LAVABLE VISAGE & CORPS
100 ml 3.38 fl oz US e
MEDIUM / DARK MOYEN / FONCE
WATER & TRANSFER RESISTANT / 24 HOUR WEAR
RÉSISTANT À L'EAU ET SANS TRANSFERT / À PORTER 24 H
ST.TROPEZ ONE NIGHT ONLY
WASH OFF FACE & BODY LOTION
LOTION LAVABLE VISAGE & CORPS
100 ml 3.38 fl oz US e

ONE NIGHT ONLY
NO-COMMITMENT TAN

ST.TROPEZ
YOUR ULTIMATE TAN

A no-commitment, easy-to-apply bronzing lotion for a radiant sunkissed glow that easily washes off with soap and water.

Get the signature St. Tropez tan in a flash with One Night Only Wash Off Face & Body Lotion. This innovative and easy-to-use tanning essential delivers a natural-looking, streak-free golden tan that lasts for up to 24 hours—or until you decide to wash it off. Containing RAINMAC technology with silicon coated pigments, it ensures color will not streak or run even when wet. The advanced formula does not transfer onto clothes or sheets, but can be easily removed with just soap and water. Skin is left smooth, hydrated, and perfectly luminous.

A choice of two shades ensures a perfect finish to suit all skintones: light/medium for St. Tropez classic golden glow or medium/dark for the ultimate deep bronze.

Size: 100ml / 3.38 fl oz
MSRP: $18

ST.TROPEZ

YOUR ULTIMATE TAN