

CALIFORNIA TAN®

California Tan® Lifestyle

The Sexy Side of Science inspired by the carefree, sun-kissed lifestyle of the golden state, California Tan® tanning lotions let you live reminiscent of the beaches and playgrounds of the rich, chic and famous.

3-Step Tanning System

Infused with superior tanning and skin care ingredients, California Tan®'s scientifically proven, ultra hydrating formulas are available in a professional 3-step system. This system is designed to support continuous dark color development, ensuring optimal results.

Step 1: Produce

Scientifically formulated to produce melanin in the skin resulting in a rich, golden-brown base tan. California Tan® Step 1 ingredient Vitatan® provides skin with the vital nutrients and energy it needs to produce the maximum amount of melanin.

Step 2: Oxidize

California Tan® Step 2 products offer your skin a combination of two technologies: CuO2™ and TRF™. These technologies are rich in copper peptides and oxygen to promote oxygen intake while oxidizing the melanin you have built to optimize darker color results.

Step 3: Extend

Specially formulated to extend the life of your tan. Infuse your skin with intense hydrating ingredients including CT-Protect™ and Vitatan®, to drench your color in nutrients that extend, enhance and complete your look.



California Tan® Lotion Categories

Intensifiers:

Intensifiers naturally promote dark, bronze color through hydration and skin conditioning properties that enhance the skin's natural color potential.

Who they're for:

Tanners of all levels and tanning experience looking to unlock their skin's true deep, dark color potential...in short, everyone.

Rapid Rouge™

Rapid Rouge™/Beach Blush/Blushing Products

In 2010, the California Tan® & Emerald Bay® brands introduced to the industry an innovation in BLUSHING tanning technology: Rapid Rouge™/Beach Blush, utilize a proprietary blend of ingredients that ensure rapid results to provide immediate, tingle-free instant color. The ingredient technology used in the Rapid Rouge™/Beach Blush formulas allow the skin to develop a slight blush color and increases oxygen levels in the skin during the tanning process, causing faster color development without the skin irritant side effects associated with traditional "tingle" or "hot action" products. This non-irritating blend produces products that are perfect for any tanner at any stage of color development and are acceptable for application on the face.

Who they're for: Rapid Rouge™/Beach Blush is ideal for all tanners regardless of their tanning level who want the results of a traditional tingle product without the skin inflammation and irritation.

What they do: Rapid Rouge™/Beach Blush blends ensure rapid results that provide immediate tingle-free instant color. The ingredients in each complex react synergistically for an immediate photo-reactive blushed glow devoid of warming the skin.

How they should be used: Apply evenly using circular motions immediately prior to tanning. Suitable for all skin types. For external use only. Avoid contact with eyes. Wash or wipe hands after application.

Hot Action and H.E.A.T.™ Technologies

What is H.E.A.T.™?

H.E.A.T.™- Haute Enhanced Action Technology: Advanced sensory technology that gives intense hot action with Benzyl Nicotinate and two secret ingredients including a powerful botanical ingredient. H.E.A.T.™ increases the bioavailability of the minerals and trace elements within the lotion and provides a burst of essential tanning energy with enhanced oxygenation of the skin.

WHO they're for: Hot Action products are for advanced tanners who like to experience a warming sensation during tanning and see a reddening effect on their skin after tanning. These products are not recommended for sensitive skin tanners. Hot Action products are available in a range of intensity -- first time users should start with lower intensity products and slowly work their way up to a level they are comfortable using.

WHAT they do: Products with Hot Action stimulate and increase micro-circulation of the skin for greater, more intense tanning results.

HOW they should be used: Hot Action products should be applied to the skin immediately prior to tanning. A spot test is recommended prior to use.

California Tan Bronzing Technology

Bronzer Types: promote dark, advanced color via "Immediate Bronzers", "natural bronzing agents" and/or "sunless tanning agents" called Delayed Bronzers, such as DHA and Erythrulose. Designed to optimize skin's natural color potential while hydrating the skin.

Natural Bronzer Lotions: Enhance the tanning process by imparting additional color to the skin via immediate bronzers. Designed to encourage the tanning process and establish a base tan. Great for tanners looking to build a natural tan without the use of DHA or Erythrulose.

Dual, Triple & Quadruple etc. Bronzer Lotions: Enhance the tanning process by imparting additional color to the skin via immediate bronzers and delayed "self tanning" bronzers (DHA / Erythrulose).

Bronzing Potency: Designed to enhance the bronzing process, imparting additional color via immediate bronzers, delayed bronzers and melanin activating ingredients. The numbers shown on each lotion represent their bronzing potency. Each POTENCY is derived from particular melanin ingredients and bronzers as well as the amounts of each, combined to deliverintense color. Formulated to maximize color potential and "break through" the color plateau for the most advanced color. Bronzing potencies are reflected in a numbered system as Duo (2) to Venti Sex (26).

Melaboost™ (Melanin Enhancing Bronzer): Melanin Enhancing Bronzers are the newest technology in color enhancement. These bronzers break tradition with all of the color benefits of a true sunless self tanner, based on stimulation of melanin biosynthesis. They are streak-free, stain-free and do not wash off, because the color of the skin's tan is natural, yet at the darkest tone possible. When Melanin Enhancing Bronzers are used alone or with natural bronzers, they take longer but produce a darker more natural color.

Ingredient System

We have simplified our way of showing you the ingredients each product has. The colors below indicate the lotion type as well as the fragrance.

Blue = Fragrance

Magenta = Hot Action (Tingle Effect)

Brown = Bronzer





C ph r® is a true breakthrough in tanning technology, maximizing the skin's tanning potential by unlocking the code that triggers melanin production. C ph r® features the D-Cypher Complex™, the first tanning technology able to mimic the skin's natural functions during tanning to significantly increase melanin production. Unlock the code to dark color and beautiful bronze skin.



Cypher® Platinum Black Optimizer Bronzer Step 2

Cypher® Platimun Bronzer Step 1

Cypher®
Platinum Bronzer
Step 2





CuO2® & TRF 2010®
D-Cypher™ Complex

Quinquagesimus [50] Bronzers

Platinum [78] Complex™

Tamanu Oil

200ml Bottle / 15ml Packette

Zesty Lime Verbena

Vitatan®
D-Cypher™ Complex

Venti Quinque [25] Bronzers

Platinum [78] Complex™

Tamanu Oil

200ml Bottle / 15ml Packette

Zesty Lime Verbena

CuO2® & TRF 2010®

D-Cypher™ Complex

Quadringta [40] Bronzers

Platinum [78] Complex™

Tamanu Oil

200ml Bottle / 15ml Packette

Zesty Lime Verbena



Cypher® Optimizer Step 2

Cypher® Face Hi-Lite+™ Bronzer

Cypher® Face ™ Instant Bronze Concentrate™



CuO2® & TRF 2010®

D-Cypher™ Complex

In2Cell™ Technology

Venti Sex (26) Bronzers

200ml Bottle / 15ml Packette

Zesty Lime Verbena



Hi-Lite+™ Bronzers
In2Cell™ Technology
Cell Speak Complex™
30ml Bottle / 2ml Packette
Fragrance Free



Cell Speak ComplexTM
Non-Comedogenic
Lightweight, Quick Drying Formula
Delayed Bronzers
30ml Bottle / 2ml Packette
Fragrance Free



Infiniti™ Collection

Discover endless color in a body perfecting blend that goes beyond bronze. Specially formulated to compliment your unique skin tone; while adding a gorgeous highlighted finish for an allover perfect appearance both in and out of the tanning bed. Experience how forever feels!

Infiniti[™] Intensifier Step 1

Infiniti[™] Bronzer Step 2



Color Match™ Blend
4everlast™ Technology
Lightweight Formula
280ml Bottle / 15ml Packette

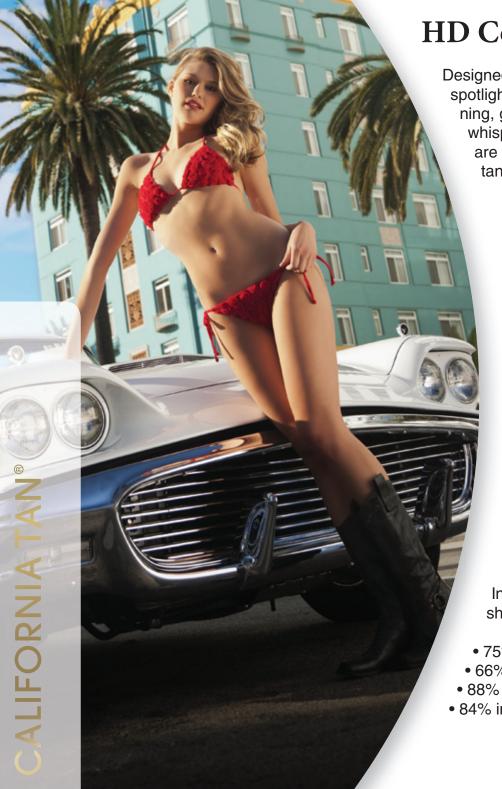
Berries & Cream



CuO2® & TRF 2010®
Color Match™ Blend
4everlast™ Technology
Lightweight Formula
Immediate & Delayed Bronzers

280ml Bottle / 15ml Packette

Berries & Cream



HD Collection

Designed exclusively for tanners that want to spotlight their luxuriously sexy, award winning, golden color! When you hear people whisper "I love what she's wearing" they are probably talking about your great tan!

Clinical tests HD Famous Face

The Extra Low Molecular Weight Hyaluronic Acid blend combines lush hydrating properties with exclusive antioxidant and antiaging ingredients. This is the same ingredient used in Restylane®, a medical-grade injectable used to add volume & fullness to the skin to correct facial lines and wrinkles.

Independent clinical tests have shown:

- 75% improvement in skin firmness
- 66% improvement in skin texture
- 88% improvement in skin moisturization
- 84% improvement in skin dryness

HD Famous Face

Facial Intensifier

HD Marilyn

Optimizer Bronzer Step 2

HD Mann

Intensifier Step 1 **HD Millionaire**

Tan Extender Step 3









Clinically tested

Vitatan®

LMW Hyaluronic Acid Blend High Definition MelaPixel™ 30ml Bottle / 2ml Packette

Fresh Ocean Breeze

CuO2 & TRF 2010™

Energen™ Complex
High Definition MelaPixel™

Cocoa Butter

Venti Duo (22) Bronzers

205ml Bottle / 15ml Packette

Sparkling Dew

Vitatan®

Energen™ Complex
High Definition MelaPixel™

Quick Dry Formula

Tyrosine

205ml Bottle / 15ml Packette

Wanted

CT-Protect™

High Definition MelaPixel™

Double Humectants

DHA

Caramel

235ml Bottle / 15ml Packette

Sass & Spice



HD Ava Step 1



Vitatan®

Exclusive Hydro2 Cashmere Extract

High Definition MelaPixel™

205ml Bottle / 15ml Packette

Posh Pink

HD Fab Step 1

HD Moxie Step 2

Step 2





Vitatan® Melaboost™ HD High Definition MelaPixel™ Septimus Decimus [17] Bronzers 205ml Bottle / 15ml Packette Sass & Spice



CuO2® & TRF 2010™ H.E.A.T.™ + Level 15 Hot Action Color Blast Infusion™ **Undevicies 19 Bronzers** High Definition MelaPixel™ 205ml Bottle / 15ml Packette Passion for Fashion



CuO2 & TRF 2010™ Energen™ Complex High Definition MelaPixel™ Quartus Decimus (14) Bronzers 205ml Bottle / 15ml Packette Wanted



CT-Protect™ Energen™ Complex High Definition MelaPixel™ Menthol 235ml Bottle Wanted



Bare Science Collection

Created on the philosophy that choosing great skincare should be as easy as choosing great color, Bare Science™ offers a line of hypoallergenic products that promise to leave you looking as sexy as they do! No tricks…just glamorous, simple science. Simply Sexy. Perfectly Bare!



Bare Science™ Vital

Enliving Tingle Bronzer

Bare Science™ Hot Skinny Legs

Warming Leg Bronzer

Bare Science[™] Smooth

Moisturizing Tan Extender



CuO2® & TRF 2010™

BareBlush™ Blend

Hypoallergenic Formula R.I.P.T.

Tingle Bronzer

H.E.A.T™ Technology

235ml Bottle / 15ml Packette

Raspberry Lace



CuO2® & TRF 2010™
SkinniDip™ Technology
Hypoallergenic Formula R.I.P.T.
Warming Leg Bronzer
BareBlush™ Blend
235ml Bottle / 15ml Packette

Hibiscus Pear



CT Protect™

Apple Fruit Extract

Hypoallergenic Formula R.I.P.T.

Avocado Oil

Coconut Water

470ml Bottle / 15ml Packette

Jasmine Rain



ALIFORNIA TAN®

Bare Science Collection

Created on the philosophy that choosing great skincare should be as easy as choosing great color, Bare Science™ offers a line of hypoallergenic products that promise to leave you looking as sexy as they do! No tricks…just glamorous, simple science. Simply Sexy. Perfectly Bare!

Bare Science[™] Glow

Illuminating Natural Bronzer

Bare Science™ Firm

Refreshing & Tightening Bronzer

Bare Science[™] Skinny

Body Sculpting Intensifier



Vitatan 2010™
GLOmance™ Technology
Hypoallergenic Formula R.I.P.T.
Immediate Bronzers
Double Humectants
235ml Bottle / 15ml Packette

Sunset Temptations



CuO2® & TRF 2010™
Under-Age™ Technology
Hypoallergenic Formula R.I.P.T.
Immediate & Delayed Bronzers
Cooling Mint
235ml Bottle / 15ml Packette
Mandarin Mint



CuO2® & TRF 2010™
SkinniDip™ Technology
Hypoallergenic Formula R.I.P.T.
Calmino Effect
Double Humectants
235ml Bottle / 15ml Packette
Underwater Garden



Epicurious Collection

Expect the unexpected... find delectable color from crazy combinations of natural food ingredients, "real foods" that scream "eat me" for my extraordinary anti-oxidant powers, and optimal nutritional value ..., "use me" for my unbelievable skin care and natural bronzing prowess! Food fantasy becomes bronzing reality with these trendy tanning curiosities!



Epicurious[™]
The PoweR of
Rose Hips +
Rose Oil[™]
Step 1

Epicurious[™]
The PoweR of
Black Tea +
Shiitake[™]
Step 2

Epicurious™
The PoweR of
Chai Tea +
Cinnamon™
Step 2

Epicurious™
The PoweR of
Dark Chocolate +
Truffle Oil™
Step 2









Vitatan™ 2010

Plant Stem Science™

Rapid Rouge™ Complex

Rose Hips + Rose Oil

205ml Bottle / 15ml Packette

Sugar in Bloom

CuO2® & TRF 2010™
Plant Stem Science™
Black Tea and Shiitake Mushroom
Natural Immediate Bronzers
205ml Bottle / 15ml Packette
Citrus Craving

CuO2® & TRF 2010™

Plant Stem Science™

Chai Tea + Cinnamon

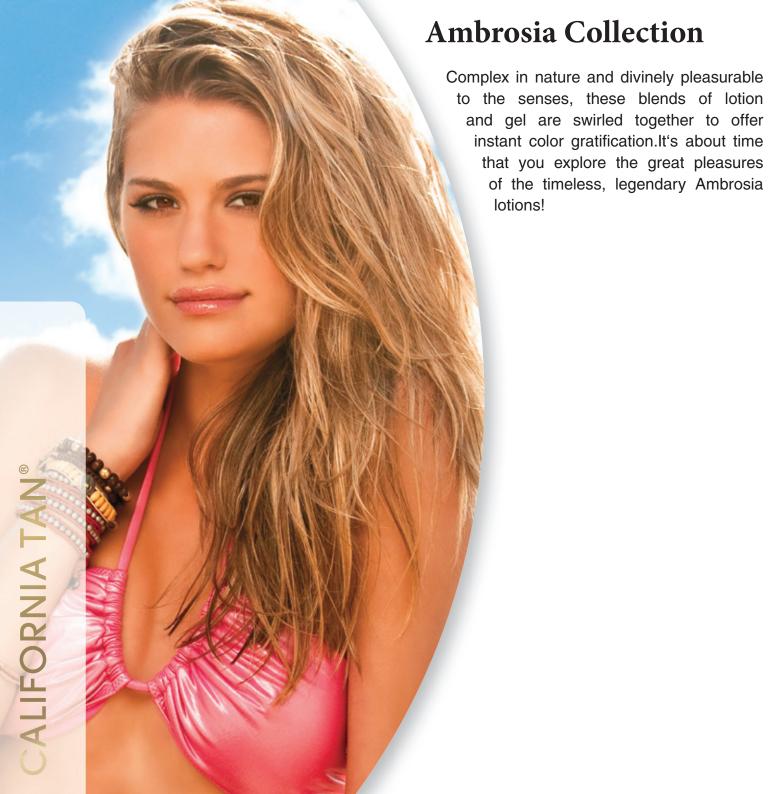
H.E.A.T.™ + Level 15 Hot Action

Immediate Bronzers

205ml Bottle / 15ml Packette

Cinnamon Spice

CuO2® & TRF 2010™
Plant Stem Science™
Dark Chocolate + Truffle Oil
Septimus [7] Bronzers
Marshmallow Extract
205ml Bottle / 15ml Packette
Semi-Sweet Dreams



Ambrosia 360 Step 1

Ambrosia 360 Complete Bronzer Step 2



Vitatan™ 2010

Vita C&E Renewal Factor™

Orange Blossom

Meadowsweet Extract

200ml Bottle / 15ml Packette

Banana Coconut



CuO2® & TRF 2010™
Rapid Rouge™ Complex
Vita C&E Renewal Factor™
Duodecimus (12) Bronzers
Caffeine Lifter
Hemp Seed Extract
200ml Bottle / 15ml Packette
Banana Coconut



Expose Collection

Flaunt your bold, bronze, bare-it-all side and bask in the rich, skin nourishing hydration of Expos ™ Luxe Body Collection.

Dare to be beautifully bare and gorgeously bronze. Time stands still as you embrace your inner peace and outer beauty!

Exposé
Au Naturel
Lips
Step 3



CT Protect™

Beeswax & Cocoa Butter

Sheer Color (natural sheen)

14ml Lip-Gloss

Pomegranate Lemonade

Exposé Luxe Body Lotion Step 3

Exposé Luxe Body Wash Step 3

Exposé Au Naturel Bronzer Step 1

Exposé Luxe Bronzer Step 2









Renovage® Age Reversing
CT Protect™
Shea & Pumpkin Butter
Coconut Water
Green Tea
Paraben & Sulfate Free
470ml / 60ml Bottle

Pomegranate Fizz

Sulfate Free & Paraben Free
Renovage® Age Reversing
Shea & Pumpkin Butter
Coconut Water
Sulfate Free
235ml Bottle
Pomegranate Fizz

Vitatan™ 2000
Renovage® Age Reversing
CT Protect™
Immediate Bronzers
DHA-free

235ml Bottle / 15ml Packette
Sexy Pomegranate

CuO2® and TRF2010™
Renovage® Age Reversing
CT Protect™

Immediate & Delayed Bronzers
235ml Bottle / 15ml Packette
Pomegranate Fizz



Butter Collection

Throughout time, Butter has had a divine and mystical quality. It has symbolized the sacred, the powerful, the healthy and pure. Quite simply, it epitomizes richness and luxury. The California Tan Butter™ Collection maintains this tradition through its luxurious cr me lotions that provide intense, long-lasting hydration and rich, dark color.

Whipped Butter Step 1



Vitatan® 2000
Shea & Mango Butter
Coconut Oil
Tahitian Flower Extract
Monoi Oil
Milk Lipids
150ml Bottle / 15ml Packette
Banana Daiquiri



Karma Collection

Deep Karma is a sensitive skin friendly, tan approved hypoallergenic hemp blend that surrenders skin to golden harmony. Especially for tanners who demand performance, yet have delicate skin that needs extra care. Hemp Elixir provides powerful moisturizing benefits while Green Tea helps defend against aging factors. Energizing Ginseng helps skin perform more efficiently and promotes more even distribution of ingredients throughout the skin.

Deep Karma Step 2



CuO2® & TRF 2000™

Hypo-allergenic Delayed Bronzer

Hemp Elixir™

Ginseng

295ml Bottle / 15ml Packette

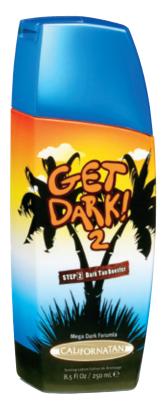
White Tea



Get a tanning kick-start out of these fantastic lotions. A tropical tanning experience, this inspired collection of classic and bronzing lotions simply gets straight to the point... a fast, dark tan that looks healthy and natural.



Get Dark Step 2



CuO2® & TRF 2000™

Tropi-Sun Serum

Shea Butter

Biosaccharide Complex

250ml Bottle / 15ml Packette

Tangerine Creamsicle

Get Bronze Step 2



CuO2® & TRF 2000TM

Dark Double Bronzer

Tea3 Complex

Biosaccharide Complex

250ml Bottle / 15ml Packette

Tangerine Creamsicle



@Dark
Intensifier
Step 1



Vitatan 2010[™]
Rapidry[™] Technology
Shea Butter
Aloe Vera
250ml Bottle / 15ml Packette
Pink Sugar

CALIFORNIA TAN®

250mL/8.5 Fl Oz

Pure+
Intensifier & Firming
Step 2



CuO2® & TRF 2010™
FlashFirm™ Blend
Shea Butter
Avocado Oil
White Birch Extract
250ml Bottle / 15ml Packette
Apricot Vanilla

#Bronze
Natural Bronzer
Step 2



CuO2® & TRF 2010™
InterAge™ Complex
Coffee Bean Extract
Natural Bronzer
250ml Bottle / 15ml Packette
Sea Mist



Total Collection

Extend, enhance and protect your beautiful tan with intense hydration and tan-boosting technology. The ideal skin care for everyday-use.

Total Immersion
Step 3
Body Lotion



Vitatan® 2000
Crimson Sea Copper™
Deep Sea Blend™
470ml Bottle
Water Lily

Total Submersion

Step 3 Body Wash



Vitatan® 2000 Hydratan™ Fusion 355ml Bottle Marine Blossom

Total Insurance

Step 3 Burn Relief



Skin RX™
Cucumber Extract
Aloe Vera
175ml Bottle
Water Lily







DEFINITELY BLACK

Agave Nectar®

Boosting Bronzers

Safflower Oil

Vitamin E

Aloe Vera

250ml Bottle / 15ml Packette

Pineapple Smoothy



MANGO TANGO

Agave Nectar®

Creamy Mango Extract

Sweet Almond Oil

Shea & Cocoa Butter

Tyrosine

Aloe Butter

250ml Bottle / 15ml Packette

Polynesian Mango





SHORE THING

Agave Nectar®

Sunflower & Olive Fruit Oil

Shea Butter

Aloe Leaf Juice

Natural Bronzer

250ml Bottle / 15ml Packette

Fruity Bliss





Agave Nectar®
Shea Butter
Sunflower & Olive Oil
Banana Fruit Extract
Tyrosine

Triple Bronzer

250ml Bottle / 15ml Packette

Yum Berry



CHOCO-LATTA-LOVE

Agave Nectar® Extract

Shea Butter

Caffeine & Coffee Butter

Double Bronzer

Aloe Leaf Juice

250ml Bottle / 15ml Packette

Mocha Cr me



DARK 'N DAZED

Agave Nectar®
Hemp Seed Oil

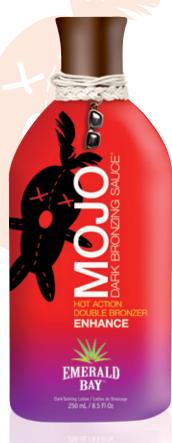
Coconut Oil

Aloe Butter

Caffeine & Coffee Butter

250ml Bottle / 15ml Packette

Pi a Colada



MOJO

Agave Nectar®
Turmeric

Tarriorio

Tropical Heat™ – Level 7

Sandalwood Extract

Double Bronzer

Aloe Vera Leaf Juice

250ml Bottle / 15ml Packette

Wicked Strawberry



DEFINITELY DARK

Agave Nectar®

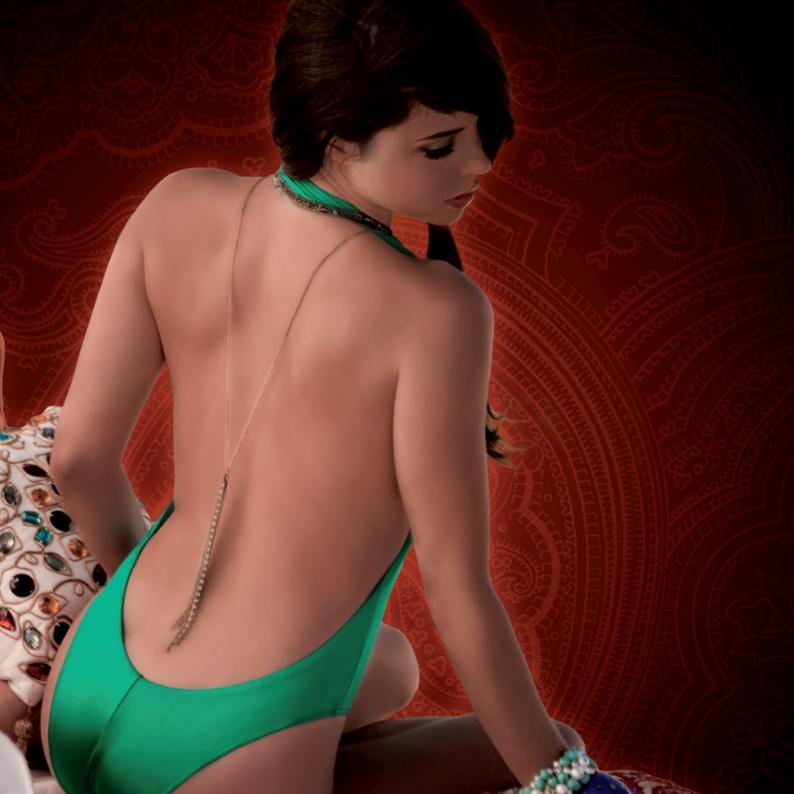
Sunflower & Olive Oil

Shea Butter

Aloe Vera Leaf Juice

250ml Bottle / 15ml Packette

Pineapple Smoothie





MATAHARI

Spice Collection

Persian Spice Step 1 Moroccan Spice Step 2





Vitatan® 2010

Melaboost™ Bronzer

Yarrow Extract & White Tea
Hemp Seed Oil & Cocoa Seed Butter
235ml Bottle / 15ml Packette

Into the Mystic

CuO2® and TRF2010™

Turmeric & Saffron

Hemp Seed Oil & Cocoa Seed Butter

Delayed Bronzer

235ml Bottle / 15ml Packette

Honey & Ancient Pepper



MATAHARI

Sexy Collection

Black Sexy Tan
Step 1

Sexy Sexy Tan Step 2





Vitatan®

Javanese Coffee ST Plus Jasmine, Neroli & Patchouli Oils

Delayed Bronzer

Black Pepper Seed extract & Ginger 235ml Bottle / 15ml Packette

Sexy Little Cupcake

CuO2® and TRF2010™

Javanese Coffee ST Plus

Jasmine, Neroli & Patchouli Oils

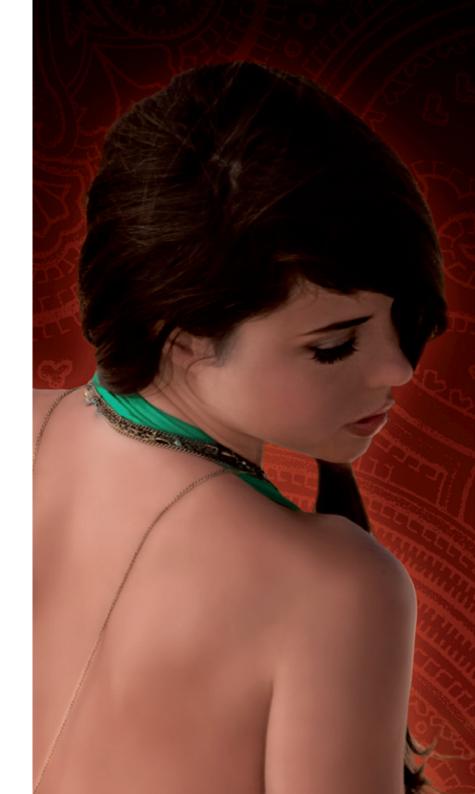
Delayed Bronzer

235ml Bottle / 15ml Packette Sexy Little Cupcake

Luminous Step 3



Gold of Pleasure Oil
Virgin Hemp Seed Oil
Phospholipids
470ml Bottle
Fresh Sunflower



California Tan Sun Protection

Take care of your skin while achieving a deep, golden glow. California Tan's exclusive sun care collection is brilliantly formulated with a distinct blend of antioxidants, skin conditioners, melanin enhancers and sun protectors to preserve your youthful, radiant appearance.

















Broad Spectrum SPF 4/8/15/30/45

Water Resistant (80 minutes)

CleanTouch™

Oil Free

Goji Berry Extract

Vitatan®

130ml Bottle

Powder Fresh

