

*Q*  
privada

**SKINFIT**  
COLOR COLLECTION

2022

*Glo*  
sun spa



Privada is the industry's first completely customizable tanning and skin care regimen. Built on the belief that not all clients have the same tanning and skin care needs, Privada empowers your clients to create and blend a formula that is all their own! Enjoy being able to tailor your lotion for your specific needs without having to commit to an entire bottle of a single formulation. Privada formulas are created by a team of in-house chemists, designers, and award-winning product developers. Products are manufactured in one of the largest and most recognized tanning lotion facilities in the United States. In addition to using premium ingredients, all formulas are created sulfate and paraben free, as well as being non-comedogenic. With “My Custom Privada”, clients have the power of choice with thousands of different possible formulations.

With Privada, we understand your skin is unique. So, your custom formula should be to!







# PRIVADA BASES

Our Privada Bases were developed so that everyone can enjoy them! They are aloe based, gluten free, nut free, hypoallergenic, non comedogenic, and fragrance free. Each formula provides maximum hydration and ease of mixing.



# ENHANCE

<sup>TM</sup>  
privada

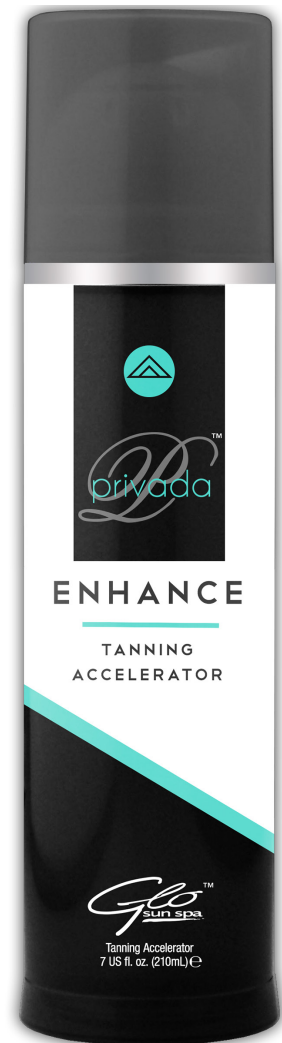
<sup>TM</sup>  
Glo  
sun spa

## FEATURES:

- Dark tanning intensifier
- Hypoallergenic, Paraben Free, Gluten Free, Nut Free
- Ultra-Hydrating Aloe Vera Gel
- Skin Toning & Tightening Agents
- Sensitive Skin Approved Formula
- Completely Customizable Formula
- Fragrance Free

## BENEFITS:

- Super Soft Tanning accelerators work to target melanin production and achieve fast, dark, bronzer free tanning results.
- Hypoallergenic, Paraben Free, Gluten Free, Nut Free formula making Enhance the perfect product for every skin type.
- Aloe Vera Gel – Hydrates and nourishes the driest skin.
- Tan Extending Formula – Allows your tanning results to last much longer.
- Caffeine Extracts – Tightens, tones, and restores firmness to the skin.
- After Tan Odor Eliminators – blend of deodorizing and skin freshening ingredients.
- Can be used alone or can be fully customized with our line of Privada Boosters, Aromas & Color Additives.



## KEY SELLING STATEMENT:

This luxurious fast absorbing tanning formula utilizes dark tan activators, and extreme hydration to keep your skin soft, supple and bronze. This fully customizable lotion allows you to add any Privada aromas, boosters, or color agents to create a one of a kind tanning experience. Isn't it time you *take control of your color*?

Hypoallergenic - Paraben Free – Gluten Free – Nut Free  
Sensitive Skin Approved Formula

Proudly Made in the USA

## PRODUCT ACTIONS:

**Tan Enhancer**

Bottle Size: 7oz

# HYDRATE



## FEATURES:

- Super Soft Tan Extending Moisturizer
- Hypoallergenic, Paraben Free, Gluten Free, Nut Free
- Ultra-Hydrating Aloe Vera Gel
- Color Prolonging & Anti Fade Technologies
- Skin Toning & Tightening Agent
- Sensitive Skin Approved Formula
- Completely Customizable Formula
- Fragrance Free

## BENEFITS:

- Superior hydrating moisturizer that can be used after tanning, any spa services or after showering for skin quenching hydration.
- Hypoallergenic, Paraben Free, Gluten Free, Nut Free formula making Privada Hydrate the perfect product for every skin type.
- Aloe Vera Gel – Hydrates and Nourishes even the driest skin.
- Tan Extending Formula – Allows your tanning results to last much longer.
- Caffeine Extracts – Tightens, tones and restores firmness to the skin.
- Can be used alone or can be fully customized with our line of Privada Boosters, Aromas & Color Additives.



## KEY SELLING STATEMENT:

This super soft 24-hour moisturizing formula utilizes extreme hydration to keep your skin soft, supple and extend the life of your results. This fully customizable lotion allows you to add any Privada aromas, boosters, or color agents to create a one of a kind hydration experience. Isn't it time you *take control of your color?*

Hypoallergenic - Paraben Free – Gluten Free – Nut Free  
Sensitive Skin Approved Formula

Proudly Made in the USA

## PRODUCT ACTIONS:

**Tan Extending Moisturizer**

Bottle Size: 18.75oz

# FACIAL

**privada**<sup>TM</sup>

**Glo**<sup>TM</sup>  
sun spa

## FEATURES:

- Facial Tan Enhancing Formula
- Hypoallergenic, Paraben Free, Gluten Free, Nut Free
- Ultra-Hydrating Aloe Vera Gel
- Color Prolonging & Anti Fade Technologies
- Skin Toning & Tightening Agents
- Sensitive Skin & Non Comedogenic Formula
- Completely Customizable Formula
- Fragrance Free

## BENEFITS:

- Hydrating Lightweight Tanning accelerators work to target melanin production and achieve fast, dark, bronzer free facial tanning results.
- Hypoallergenic, Paraben Free, Gluten Free, Nut Free formula making Privada Facial the perfect product for every skin type.
- Non Comedogenic/ Sensitive skin approved. Specially formulated to not clog pores.
- Aloe Vera Gel – Hydrates and Nourishes even the driest skin.
- Tan Extending Formula – Allows your facial tanning results to last much longer.
- Caffeine Extracts – Tightens, tones and restores firmness to the skin.
- After Tan Odor Eliminators – blend of deodorizing and skin freshening ingredients.
- Can be used alone or can be fully customized with our line of Privada Boosters, Aromas & Color Additives.



## KEY SELLING STATEMENT:

This facial tan enhancing serum is formulated to help achieve perfect results on your delicate facial skin. This fully customizable facial serum allows you to add any Privada aromas, boosters, or color agents to create a one of a kind facial tanning experience. Isn't it time you *take control of your color*?

Hypoallergenic - Paraben Free – Gluten Free – Nut Free – Oil Free  
Sensitive Skin Approved Formula

Proudly Made in the USA

## PRODUCT ACTIONS:

**Facial Tan Enhancer**

Bottle Size: 1.7oz



# AROMA COLLECTION

Fragrance plays a large role when purchasing any skincare product. Simply put, if we don't like the fragrance, we don't like the product. With Privada's Aroma Collection, clients can not only choose a fragrance that best fits them, but they can directly control how light or strong the fragrance becomes. With our convenient spill proof droppers, clients can add a little or a lot to create their perfect aroma. Mixing and matching various aromas and strengths gives your client full control to create a truly unique scent.





**CITRAMINT**



**GREEN TEA + GINGER**



**BOURBON + OAK**



**SUMMER TIME**





PINK CHAMPAGNE

privada

# COLOR COLLECTION

Each new day can bring a different set of skincare goals for your client. Your products should be able to be flexible enough to meet these goals on a day to day basis. With Privada's Color Collection, clients can fine tune the color they wish to achieve using these additives as color enhancers and correctors. Your client can make their My Custom Privada as dark or as light as they want. They could even go colorless if they choose. Further possibilities using the Color Collection include pairing the Instant Bronze additive with any Privada Base to make a quick instant wash-off bronzer. Or, use the Violet additive to get the perfect hue to your tan. The Color Collection was designed for those seeking deeper, darker, and longer lasting results who want full control over their color. The shades of glow are limitless when using the Privada Color Collection.





**BRONZE** - Our Bronze Color additive is of DHA, the component used in self tanner products. This additive develops color in 4 – 8 hours and can last anywhere between 2 – 7 days, depending on the client's skin maintenance routine. Our Bronze additive is ideal for the tanner who wants to maintain their color in-between sessions or get a jump start to their tan and want to see results fast.



**INSTANT BRONZE** - Our Instant Bronze Color additive is designed for those who want color, now! This additive can be used alone to give your skin instant color, which will wash off at the end of the day. Alternatively, it can be used in conjunction with one of our other color additives to give the skin instant and noticeable bronzing results.



**VIOLET** - Our Violet Color additive is formulated for the tanners who tend to tan more on the red side, or the orange side and desire a more natural bronzed result. The Violet Color additive uses violet color agents as well as Blue Tansy extracts to counteract any reddening or orange tones in the skin, producing sunkissed results.

# BOOST COLLECTION

No premium lotion is complete without fulfilling the needs of the client's skin. Each of Privada's boosters in the Booster Collection uses trademarked and thoroughly tested, high quality skincare additives that can be found in the most globally renowned beauty brands. Developed to be potent and go beyond the average tanning product, the Boost Collection uses targeted formulas to protect, strengthen, correct, and improve the overall health, as well as appearance, of your client's skin.





**QUENCH** - Formulated to add extra hydration and luster to dry, under nourished skin. Blends of Coconut Oils, Cocoa Butters, Shea Butters and Dead Sea minerals hydrate the skin to help keep it supple and healthy, prolonging results. Added silicone alternative C5 Technology works to lock in skin moisture for a deeper, more hydrated feel.

**VITAMINS** - The Vitamin blend is an essential part of your skincare routine. Free radical damage occurs when the skin comes in contact with environmental stressors, such as pollution. This stress dulls the skin, making this Booster vital to providing your skin with the nutrients it needs. Our Vitamin Blend uses super fruit antioxidants from Acai Berry, Pomegranate and Dragon fruit to fight off free radical damage. Added Vitamins C & E (both antioxidant vitamins) helps reduce the appearance of scars and stretch marks. This Booster may also aid in the reduction and repair of damaged skin cells.





**CORRECT** - The Correct Booster contains 3 ultra-potent agents. The Advanced Matrixyl Synthe 6™ is a powerful peptide that boosts skin rebuilding properties. This antiwrinkle complex helps reverse the signs of ageing while helping to smooth wrinkles. Niacinimide™ is high in Vitamin B3 and works to visibly improve large pores, uneven skin tones, fine lines, wrinkles and dullness. Finally, Kollaren™ focuses on the rebuilding of collagen and elastin in the skin while also increasing overall firmness.



**INTENSIFY** - The Intensify blend is your tanning super charger! This formula blends MelaTime™ and MelanoBronze™ to stimulate melanin production for faster, darker tanning results. While added Nouritan™ and an extra dose of Tyrosine will help stimulate tyrosine activity in the skin to promote faster and more even tanning results.



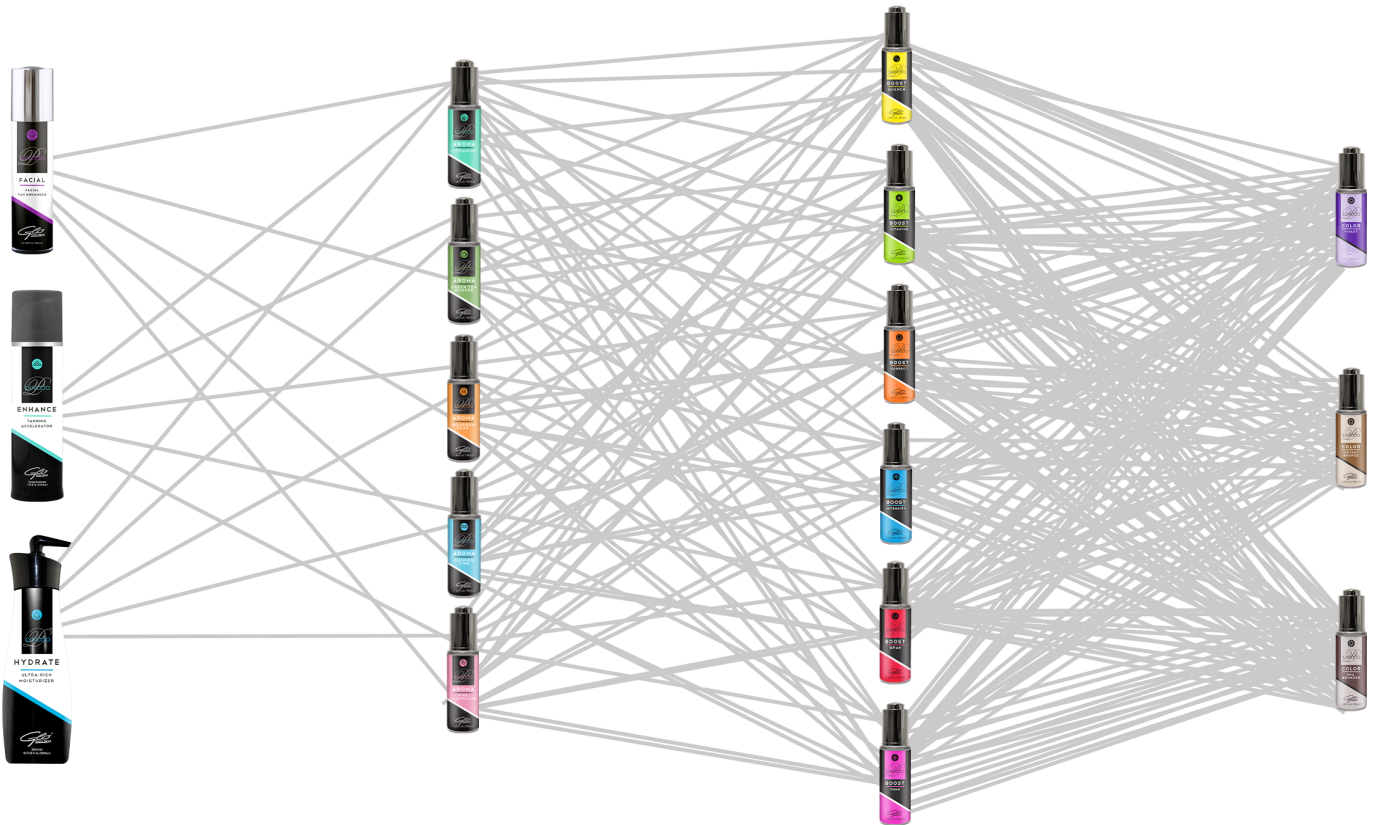


**SPA+** - Turn your Privada Base into a Sunless Prep lotion or a Light Therapy Prep lotion. Spa contains high levels of pH Balancers to help neutralize pH levels for optimal light and sunless absorption, resulting in an ultra-even result after every session.

**TONE** - The Privada Tone booster is your solution for all things tightening and toning. Our tone booster contains a blend of BodyFit™ to reduce the appearance of cellulite and restores firmness. Renovage™ (nicknamed ‘The Fountain of Youth’) reduces the appearance and loss of collagen and elastin in the skin by increasing the life span of the collagen and elastin producing cells. It’s also known to reduce hyperpigmentation, age spots and skin sagging. Reservitol™ works on a cellular level to fight the signs of ageing and is known to reduce inflammation and redness in the skin. Finally, added Black Charcoal helps detoxify and draw toxins from the skin to leave you with a flawless, glowing complexion.



# THOUSANDS OF COMBINATIONS



Only limited by their imagination,  
Privada offers your clients the  
chance to discover thousands  
of possibilities for their  
skincare regimen.

privada

# MY CUSTOM PRIVADA

*Create a lotion as unique as you!*



*privada*

# WHAT'S YOUR CUSTOM PRIVADA?

## 1 CHOOSE BASE



Enhance



Hydrate



Facial

## 2 CHOOSE AROMA



Citramint



Green Tea +  
Ginger



Bourbon +  
Oak



Summer  
Time



Pink  
Champagne

## 3 CHOOSE BOOST



Quench



Vitamins



Correct



Intensify



Spa+



Tone

## 4 CHOOSE COLOR



DHA  
Bronzer



Instant  
Bronze



Violet

# MY CUSTOM PRIVADA

*Point of Sale*



privada

# P<sup>o</sup>2 PRIVADA<sup>TM</sup> TAN ENHANCER



## FEATURES:

- Dark tan enhancer
- Gluten Free/ Paraben Free/ Nut Free
- Skin Perfecting Agents
- Tightening & Toning Formula
- Cotton & Rice Extracts
- Sensitive Skin Approved
- Exotic Berry Fragrance

## BENEFITS:

- Super Soft tan enhancers work to target melanin production for optimal, fast acting, results without the use of added bronzers
- Black Cumin Extract - Reduces oily skin and clogged pores. Moisturizes, and reduces the appearance of dark spots.
- White Pine Bark - Contains proteins that play a role in improving skin barrier functions and keeping skin hydrated.
- Melanin Stimulators - Stimulates melanin activity to allow for longer lasting, darker tanning results.
- Caffeine and Green Tea Extracts – Energizes, firms and tightens the skin.
- Cotton & Rice Extract – Soothes and softens the skin without irritation.



## KEY SELLING STATEMENT:

Energize – Hydrate – Tan

### Indoor/Outdoor Tan Enhancer

- Melanin Boosting
- Skin Energizing
- Ultra-Softening
- Gluten Free/ Paraben Free/ Nut Free/ Sensitive Skin Approved Formula

## PRODUCT ACTIONS:

### Tan Enhancer

Bottle Size: 13.5oz Packet Size: .5oz

# P°3 PRIVADA™ DHA FREE BRONZER



## FEATURES:

- DHA Free, Natural, and Cosmetic Bronzers
- Gluten Free/Paraben/ Oil Free
- Melanin Stimulators
- Skin Tightening and Toning
- Cotton & Rice Extract
- Agave Melon Fragrance

## BENEFITS:

- DHA free natural bronzer and cosmetic bronzers leave you with streak-free and stain-free
- Melanin Stimulators – Stimulates melanin activity to allow for longer lasting, darker tanning results
- Caffeine and Green Tea Extracts – Energize, firm and tighten the skin
- Cotton & Rice Extract – Soothe and soften the skin without irritation
- Formulated for sensitive skin tanners



## KEY SELLING STATEMENT:

Hydrating – Softening – Color Enhancing

### Indoor/Outdoor DHA Free Bronzer

- Streak Free Natural Bronzers
  - Antioxidant Blend
  - Skin Energizers
- Formulated Paraben Free/ Gluten Free/ Oil Free/ Sensitive Skin Approved Formula

## PRODUCT ACTIONS:

**Tan Enhancer, DHA Free Bronzer**

Bottle Size: 13.5oz Packet Size: .5oz



# P°4 PRIVADA™ ACCELERATOR



## FEATURES:

- Dark tanning intensifier
- Japanese Rose™ collagen boosters
- Tiger Grass™ blemish fighters
- White Charcoal reduces excess oil
- Advanced Matrixyl Synthe 6™ and BodyFit™ skin firmers
- C5 Technology™
- Fresh Nectar Fragrance

## BENEFITS:

- Super Soft Tanning accelerators work to target melanin production and achieve fast, dark, bronzer free tanning results.
- Japanese Rose™ – Helps to refine pore size while boosting collagen production and reducing excess oil.
- Tiger Grass™ – Color-correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- White Charcoal Extracts – Powerfully reduces skin's impurities such as excess oil, clogged breakouts.
- C5 Technology™ – Silicone feel, without the silicone. Lightweight, silky-smooth skin conditioner that helps lock in skin's moisture and tanning results.
- Advanced Matrixyl Synthe 6™ – Powerful anti-aging peptide that reduces the appearance of fine lines and wrinkles for long lasting results.
- Body Fit™ Technology – Reduces the appearance of cellulite and restores firmness.
- Melanin Stimulator™ – Boosts Melanin production for faster, darker results.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- After Tan Odor Eliminators – blend of deodorizing and skin freshening ingredients.



## KEY SELLING STATEMENT:

Hydrate – Enhance – Soften

### Dark Tanning Accelerator

- Collagen Boosting -
- Blemish Fighting -
- Oil Reducing -
- Skin Firming -

## PRODUCT ACTIONS:

### Tan Enhancer

Bottle Size: 13.5oz Packet Size: .5oz



**P°5**  
**PRIVADA™**  
**NATURAL**  
**BRONZER**

**privada™**

**Glo™**  
**sun spa**

## FEATURES:

- DHA-Free Bronzers provide streak free/stain free dark results
- Antioxidants protect skin from free radical damage
- Coconut & Walnut Oils provide skin softening and hydration properties
- Enriched with BB Cream to prime, mattify and perfect skin
- Can be used indoor/outdoor
- After Tan Odor Eliminators
- Island Tropics Fragrance

## BENEFITS:

- Powerful natural bronzing agents allow for a streak-free/ stained-free bronzed result without the use of DHA
- Advanced Matrixyl Synthe 6™ – Powerful anti-aging peptide that reduces the appearance of fine lines and wrinkles for long lasting results.
- Sea Buckthorn Berry – Utilizes high levels of Vitamin C, Omega 3, 6, 7, and 9 to help protect skin against free radical damage.
- Coconut & Walnut Oils – Intense skin softeners and hydrators help to keep your tanning results lasting longer, while improving the overall appearance of your skin.
- Black Tea Extracts– Strong antioxidant with astringent properties that helps to reduce blemishes.
- Body Fit™ Technology – Reduces the appearance of cellulite and restores firmness.
- Melanin Stimulators – Boost Melanin production for faster, darker results.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- After Tan Odor Eliminator – Blend of deodorizing and skin freshening ingredients.



## KEY SELLING STATEMENT:

Soften – Darken – Glow

**Streak-Free/ Stain-Free Natural Bronzer**

- BB Cream Formula -
- Antioxidant Rich -
- Extreme Hydration -
- After Tan Odor Eliminators -

## PRODUCT ACTIONS:

**Tan Enhancer, DHA Free Bronzer**

Bottle Size: 13.5oz Packet Size: .5oz

**P°6  
PRIVADA™  
BRONZER**

**privada™**

**Glo™  
sun spa**

## FEATURES:

- Dark levels of DHA, Natural & Cosmetic Bronzers
- Black Charcoal Extract Detoxifiers
- Blue Tansy™ Anti-Orange Technology
- Tiger Grass™ & Japanese Rose™ Skin Perfectors
- Melanin Stimulators will create darker, longer lasting tanning results
- Black Amber Plum Fragrance

## BENEFITS:

- Plateau breaking DHA, Natural & Cosmetic Bronzers deliver a deep, dark, delayed, and immediate bronzed result.
- Blue Tansy™ – Flower extract that contains calming and healing properties while using blue hues to counteract orange tones in the skin to provide the most natural color possible.
- Tiger Grass™ – Color-correcting ingredient that reduces redness and helps protect skin from environmental stress and blemishes.
- Japanese Rose™ – Refines pore size while boosting collagen production and reducing excess oil.
- Charcoal Extract – Absorbs excess oil, detoxifies, and reduces inflammation while aiding in improving acne prone skin.
- Advanced Matrixyl Synthe 6™ – Powerful anti-aging peptide that reduces the appearance of fine lines and wrinkles for long lasting results.
- Body Fit™ – Reduces the appearance of cellulite and restores firmness.
- Melanin Stimulators – Stimulates melanin activity for enhanced pigmentation.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- After Tan Odor Eliminators – Blend of deodorizing and skin freshening ingredients.
- Blended with multiple accelerators that work to target melanin production and achieve fast, dark tanning results.



## KEY SELLING STATEMENT:

Instant Results – Anti Orange – Tattoo & Color Fade Protecting

### Dark Bronzing Formula

- Collagen Boosting -
- Melanin Stimulating -
- Instant and Delayed Bronzed Results -
- Anti-aging & Firming -

## PRODUCT ACTIONS:

**Tan Enhancer, DHA Bronzer**

Bottle Size: 13.5oz Packet Size: .5oz

# P°7 PRIVADA™ INTENSIFIER

privada™

Glo™  
sun spa

## FEATURES:

- High-End Skin Perfecting Tanning Accelerator
- Electric Daisy contours and combats signs of aging
- Niacinamide™ evens out skin imperfections
- Liquid Glass Technology™
- Skin Softening Blend with Shea Butter, Tapioca Starch & Cashmere Blend
- Repairs cell damage and increases collagen production for firmer, younger looking skin
- Tan Extender with Tattoo & Color Fade Extending Formula
- Cellulite fighting and toning formula
- Champagne Summer Fragrance

## BENEFITS:

- Superior tanning accelerators work to target melanin production and achieve fast, glow worthy, dark tanning results
- Electric Daisy – Flower derived to promote skin firmness, perfect skin contour, shrink pore size, and combat the signs of aging.
- Niacinamide™ – Contains high levels of B3 to improve skin elasticity, fight breakouts, even out skin tones and enhance skin's natural barrier to lock in moisture.
- Liquid Glass™ Technology – A “Breakthrough” ingredient found in many high-end face lifting and tightening skin creams. This potent anti-aging, wrinkle reducer also helps to shrink and minimize the appearance of pores.
- Kollaren™ – Potent skin repairing and collagen producing peptides
- Cashmere Extracts – Bathe the skin in continuous hydration leaving it silky, soft, and smooth.
- Intenslim™ – Helps to breakdown skin's stored fat accumulation.
- Renovage™ – Firms, hydrates, and pumps the skin.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- PhyToCelltec™ – Protects the longevity of skin while combating signs of chronological aging & preserving the youthful look of skin.
- Tan Extending – Helps prevent color fading and prolongs the life of your tan.
- Body Fit™ Technology – Reduces the appearance of cellulite and restores firmness.
- After Tan Odor Eliminators - A blend of deodorizing and skin freshening ingredients.



## KEY SELLING STATEMENT:

24 Hour Hydration – Skin Perfecting – Dark Tanning

### Ultra-Rich Dark Tanning Intensifier

Increases Collagen Productions and helps to repair cell damage  
Evens out skin's tones  
Cellulite fighting & toning  
Anti-aging & Tan extending formula

## PRODUCT ACTIONS:

### Tan Enhancer

Bottle Size: 13.5oz Packet Size: .5oz

**P°8  
PRIVADA™  
BLACK  
BRONZER**

**privada™**

**Glo™  
sun spa**

## FEATURES:

- Superior Black Levels of High DHA, Natural & Instant Cosmetic Bronzers
- Pentapeptide 34
- Light Activated Photosomes
- pH balancing for optimal light absorption
- Spray Tan Friendly Silicones
- Resveratrol Anti-Aging system
- Blue Tansy™ Counteracts orange tones in skin to provide deepest bronzed results
- 24 Hour Hydration system
- Cellulite fighting and toning formula
- Tattoo & Color Fade Protecting Technology
- White Sand Beaches Fragrance

## BENEFITS:

- Super High levels of DHA, Natural & Cosmetic bronzers for immediate bronzed results.
- Photosomes – Light activated photosomes will work to improve skin's elasticity and tone while boosting suppleness and promoting a more youthful appearance.
- Pentapeptide 34 – A powerful antioxidant that neutralizes free radicals and supports the production of collagen and elastin.
- Gold of Pleasure Oil – helps to restore the skin's elasticity and is packed with antioxidants
- C5 Technology™– Silicone feel, without the silicone. Lightweight, silky-smooth skin conditioner that helps lock in skin's moisture and tanning results.
- Resveratrol – Potent antioxidant that fights free radical damage caused by environmental stressors while increasing collagen production and smoothing out fine lines.
- Charcoal Extract – Absorbs excess oil while detoxifying the skin, tightening pores, reducing inflammation, and aiding in acne prone skin, helping to provide a clearer looking complexion.
- Blue Tansy™ – Flower extract that contain calming and healing properties while using blue hues to counteract orange tones in the skin to provide most natural color possible.
- 24 Hour Moisturizers – Bathe the skin in continuous hydration leaving it silky, soft and smooth.
- Renovage™ – Firms, hydrates, and plumps the skin.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- pH Stabilizers help the skin to achieve optimal pH levels
- Tan Extenders – Helps prevent color fading and prolongs the life of your tan.
- Body Fit™ Technology – Reduces the appearance of cellulite and restores firmness.
- After Tan Odor Eliminator - A proprietary blend of deodorizing and skin freshening ingredients.



## KEY SELLING STATEMENT:

Extreme Dark Results – Light Enhancing– pH Balancing

### Super Dark Bronzing Formula

- Dark instant & delayed bronzing results -
- Anti-ageing, toning and collagen producing formula -
- pH Balancing and Light enhancing for use in all levels of equipment -
- 24-hour hydration + Tattoo & color fade protection -

## PRODUCT ACTIONS:

### Tan Enhancer, DHA Bronzer

Bottle Size: 13.5oz Packet Size: .5oz

# P°8+ PRIVADA™ TANNING & SPA INTENSIFIER

privada™

Glo™  
sun spa

## FEATURES:

- Light Therapy Prep Lotion and Tanning Accelerator
- PH Stabilizers for optimal absorption
- Boosts collagen production and helps reduce stress caused cell damage with Bioactive Tetra Peptides™ and Advanced Matrixyl Synthe 6™
- Trylagen™ and Renovage™ provide maximum anti-aging and skin firming benefits
- Moisturizes and Revitalizes the skin
- Fresh Cotton Fragrance

## BENEFITS:

- Prepares the skin for Light Therapy and/or UV tanning session
- Blended with multiple accelerators that work to speed up the tanning process for fast, dark tanning results
- Bioactive Tetra Peptides™ – Activates Collagen production and decreases appearance of fine lines, wrinkles, and skins overall roughness.
- Trylagen™ - helps boost the appearance of collagen and helps protect collagen from degenerating. Skin appears firmer, smoother and wrinkles appear to 'fill out' becoming less and less visible
- Kollaren™ – Potent skin repairing and collagen producing peptides
- Renovage- firms, hydrates, and plumps the skin.
- Advanced Matrixyl Synthe 6™ – Powerful anti-aging peptide that reduces the appearance of fine lines and wrinkles for long-lasting results.
- pH Stabilizers help the skin to achieve optimal pH levels
- 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:

Spa Intensifier – Maximum Anti-aging & Firming – Collagen Producing

**Dark Tanning Intensifier + Light Therapy Enhancing Lotion**

pH Balancing and Light enhancing for use in all levels of equipment and optimal absorption

Super Fruit Antioxidant rich

Collagen producing peptides

Deep wrinkle fighting & skin protecting

## PRODUCT ACTIONS:

**Tan Enhancer, Light Therapy Prep**

Bottle Size: 13.5oz Packet Size: .5oz

# P°12 PRIVADA™

ANTI-AGING &  
COLLAGEN PRODUCING  
BLACK BRONZER



## FEATURES:

- High Levels of DHA, Natural & Cosmetic Bronzers
- Silky Soft Hydration & Blend
- Electrolyte Rich
- Vegan Collagen
- Anti-Orange Technologies
- Tattoo & Color Fade Protection
- Midnight Mandarin Fragrance

## BENEFITS:

- Silky Soft Hydration Blend - allows for deeper hydration and longer lasting tanning results as well as better penetration of the high end skin care ingredients, while also working to blur imperfections and allow for a crystal clear complexion
- 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
- Electrolyte Rich Formula – Utilizes Magnesium, Coconut Water, Sodium PCA, Orange, Almond and Banana extracts to improve skins moisture barrier and strength, calm redness, protect against environmental dehydration, and work as a vital component in maintaining hydration levels in the skin
- Sugarcane Derived Squalane™ - Helps to provide weightless hydration, balance excess oil, soothe, and promote a plump, firm appearance
- Vegan Collagen – helps to strengthen and condition the skin to visibly improve texture and suppleness while also helping to restore skin's natural bounce and resilience, diminishing the look of fine lines and wrinkles
- Anti-Orange Technology – Provides anti-orange agents so the skin develops the most natural, dark bronzed result
- Charcoal Extracts – Helps to detoxify and pull impurities from the skin
- Skin Toning Technologies – Reduces the appearance of cellulite and restores firmness to the skin as well as provides powerful anti-aging peptide that reduces the appearance of fine lines and wrinkles for long lasting results.



## KEY SELLING STATEMENT:

Rich Flawless Dark Results – Color Correcting Formula – Multiple Anti-aging & Skin Perfecting Agents

### Superior Anti-aging Collagen infused Color Correcting Black Bronzer

- Color Correcting instant & delayed bronzing results
- Vegan Collagen Enhancing and Cellulite fighting Blend
  - Super fruit Electrolyte cocktail infused
- Anti-aging, firming, fine line and wrinkle reducing, highly concentrated formula

## PRODUCT ACTIONS:

### Tan Enhancer, Bronzer

Bottle Size: 13.5oz Packet Size: .5oz



**IMPERIAL**  
BRONZER

**privada**<sup>TM</sup>

**Glo**<sup>TM</sup>  
sun spa

## FEATURES:

- Superior Levels of High DHA, Natural & Instant Cosmetic Bronzers
- Plant Based Stem Cells
- Pentapeptide 34
- Resveratrol Anti-Aging system
- Color Correctors Counteracts orange tones in skin to provide deepest bronzed results
- 24 Hour Hydration system
- Color Extending Formula
- Cellulite fighting and toning formula
- Tattoo & Color Fade Protecting Technology
- Seashore Fragrance

## BENEFITS:

- Extreme High levels of DHA, Natural & Cosmetic bronzers for immediate bronzed results.
- Plant Based Stem Cells – Helps to promote cell turnover and increase collagen production for a more youthful appearance.
- Pentapeptide 34 – A powerful antioxidant that neutralizes free radicals and supports the production of collagen and elastin.
- Organic Grape Water – A power packed prebiotic that can help to improve the skin's microbiome to reveal fresh, healthy looking skin.
- Resveratrol – Potent antioxidant that fights free radical damage caused by environmental stressors while increasing collagen production and smoothing out fine lines.
- Charcoal Extract – Absorbs excess oil while detoxifying the skin, tightening pores, reducing inflammation and aiding in acne prone skin, helping to provide a clearer looking complexion.
- Color Correctors- extract that contain calming and healing properties while using blue hues to counteract orange tones in the skin to provide most natural color possible.
- 24 Hour Hydrator Bathes the skin in continuous hydration leaving it silky, soft and smooth.
- Renovage – Firms, hydrates and plumps the skin.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- Tan extenders – Helps prevent color fading and prolongs the life of your tan.
- Body Fit<sup>TM</sup> Technology – Reduces the appearance of cellulite and restores firmness.
- After tan odor eliminator– A proprietary blend of deodorizing and skin freshening ingredients.



## KEY SELLING STATEMENT:

Revolutionary Ultra-rich Black Bronzer  
Enriched with Advanced Anti-Aging and Color Correcting Properties  
Plant Stem Cell Infused – Collagen Plumping – Imperfection Blurring

**Flawless Ultra Dark Bronzing Formula – Deep Hydration & Skin Nutrient Rich – Anti-aging and Toning Formula**

## PRODUCT ACTIONS:

**Tan Enhancer, DHA Bronzer**

Bottle Price: \$174 Packet Price: \$19

Bottle Size: 13.5oz Packet Size: .5oz

**IMPERIAL**  
OPTIMIZER

**privada**<sup>TM</sup>

**Glo**<sup>TM</sup>  
sun spa

## FEATURES:

- Bronzer Free Light Defusing Optimizer
- Plant Based Stem Cells
- Electrolyte Blend
- Matrixyl Anti-Aging system
- Detoxifying and purifying Green Clay
- 24 Hour Hydration system
- Color Extending Formula
- Cellulite fighting and toning formula
- Tattoo & Color Fade Protecting Technology
- Seashore Fragrance

## BENEFITS:

- Bronzer Free Optimizer - allows for deeper hydration and longer lasting tanning results as well as better penetration of the high end skin care ingredients, while also working to blur imperfections and allow for a crystal clear complexion
- Plant Based Stem Cells – Helps to promote cell turnover and increase collagen production for a more youthful appearance.
- Electrolyte Blend - Utilizes Coconut Water, Sodium PCA, Orange, Almond and Banana extracts to improve skins moisture barrier and strength, calm redness, protect against environmental dehydration, and work as a vital component in maintaining hydration levels in the skin
- Organic Grape Water – A power packed prebiotic that can help to improve the skin's microbiome to reveal fresh, healthy looking skin.
- Green Clay – Works overtime to restore balance by absorbing excess oils that clog pores and lead to acne and imperfections. This revolutionary clay also balances pH levels, making it optimal for use in multiple types of salon equipment
- Willow Bark & Witch Hazel – Target and shirk the appearance of large pores and sagging skin for a tightened and more youthful appearance
- 24 Hour Hydrator Bathes the skin in continuous hydration leaving it silky, soft and smooth.
- Advanced Matrixyl Synthe 6 – Powerful anti-aging peptide that reduces the appearance of fine lines and wrinkles for long lasting results.
- Tattoo & Color Fade Protection – Protects the color and luster of tattoos and tanning results.
- Tan extenders – Helps prevent color fading and prolongs the life of your tan.
- After tan odor eliminator– A proprietary blend of deodorizing and skin freshening ingredients.



## KEY SELLING STATEMENT:

Plateau Breaking Optimizer  
Enriched With Anti-aging properties And An Electrolyte Cocktail  
Plant Stem Cell Infused – Collagen Plumping – Imperfection Blurring

**Plateau Breaking Dark Tanning Optimizer – Deep Hydration & Skin Nutrient Rich – Anti-aging and Toning Formula**

## PRODUCT ACTIONS:

**Tan Enhancer**

Bottle Price: \$169 Packet Price: \$18

Bottle Size: 13.5oz Packet Size: .5oz



# REVIVE

## MOISTURIZER

Ultra-Hydrating Moisturizer infused with  
Soothing Aloe, Detoxifying Seaweed,  
Calming Cucumber Extracts  
And Nourishing Super Fruit Antioxidants



### FEATURES:

- Deeply Nourishing Moisturizer
- Aloe Vera Based
- Helps to calm inflammation
- Pore Minimizing
- Antioxidant Rich
- Detoxifying
- Vitamins & Nutrients
- Soothing Peppermint Fragrance

### BENEFITS:

- **Aloe Vera Gel** – Deeply healing, hydrating, and nourishing
- **Ultra-Hydrating** – Replenishes moisture and nutrients in the skin lost during UV exposure.
- **Silk Proteins** – A deeply hydrating skin moisturizer that prevents moisture from escaping your skin and adding a silky-soft feel.
- **Calming Cucumber Extract** – Works as a nourishing anti-inflammatory to help calm sensitive skin.
- **Detoxifying Seaweed** – Helps to detoxify and pull impurities from the skin, while being gentle enough for all skin types.
- **Green Tea Extracts** – A potent anti-aging ingredient that combats signs of aging and contains anti-inflammatory properties that reduce redness and skin irritations.
- **Calendula** – Stimulates collagen production while also being an essential source of antioxidants
- **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
- **Proudly Made in the USA**



### KEY SELLING STATEMENT:

Privada's Revive Moisturizer is formulated to revive and replenish moisture and nutrients back to the skin that are lost during UV exposure. This ultra-hydrating Aloe Vera based formula infused with Tea Tree, Calendula, Eucalyptus and Peppermint Oils will revitalize and reduce inflammation while calming irritation. Super fruit antioxidants and detoxifying Seaweed extracts help to pull impurities and toxins from the skin while also helping to fight against free radical damage and promote a healthy, overall appearance. Make protecting your skin a priority, for dry, sun damaged and, undernourished skin... it's time to Revive!

### PRODUCT ACTIONS:

**Moisturizer**

Bottle Size: 18.25oz

# PRIVADA REVIVE

## SUN RELIEF GEL

### Ultra Hydrating & Soothing

#### Aloe Vera Based

Replenish moisture and nutrients in the skin lost during UV exposure.

Infused with Green Tea, Calendula, Eucalyptus and Peppermint Oils, reducing inflammation while calming irritation.

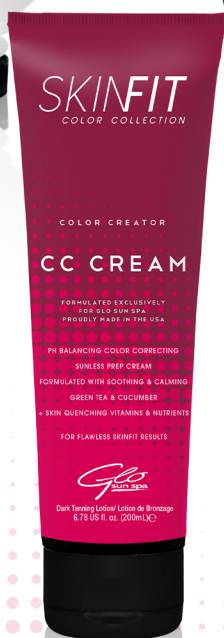
Super Fruit antioxidants and detoxifying Seaweed extracts help pull impurities and toxins from skin. Fights free radical damage.





# *SKINFIT*

*COLOR COLLECTION*





# COLOR CREATOR BRONZE SKINFIT COLOR COLLECTION



## FEATURES:

- Bronze Sunless Solution
- Extreme Hydration
- Color Correcting
- Vegan Collagen
- Electrolyte Formula
- Willow Bark Extract
- Awapuhi Extract
- Vitamin Rich
- Green Tea Tonic Fragrance

## BENEFITS:

- **Organic DHA + Instant Bronze Color** - Allows for deep, bronzed, even color that lasts days longer than the competition. While also providing immediate color to the skin for instant satisfaction.
- **Aloe Vera Gel Formula** – Provides deep long-lasting hydration to promote glowing skin as well as prolong and maintain flawless Skinfit results
- **Ginger Extract** – Helps to improve circulation and promote cell renewal while also increasing collagen production
- **Willow Bark Extract** – Helps to reduce blemishes and excess oil, while working to soothe irritated skin.
- **Ginseng Extracts** – Works to energize the skin by making skin look brighter and promoting a more youthful appearance while also helping to balance oil products and reduce fine lines and wrinkles.
- **Walnut Extract** – A natural Bronzing agent that offers up healthy Omega-3 fatty acids that strengthen the membranes of your skin cells, while locking in moisture and nutrients that keeps the skin plump and glowing.
- **Awapuhi** – Provides deeper, darker, longer lasting color with intensive hydration
- **Vegan Collagen** - Helps to create a filter-like effect that works to smooth out fine lines and wrinkles, while helping to bind moisture to the skin, leaving you with a youthful, skin perfected appearance
- **Melactiva** - A Melanin Stimulator that allows you to develop natural, dark, bronze results.
- **Green Tea Extract** - A potent anti-aging ingredient that combats signs of aging and contains anti-inflammatory properties that reduces redness and skin irritation
- **Coconut Water** - A natural skin balancer that cleanses and hydrates the skin without adding excess oil.
- **Plum Extract** – Helps to reduce fine lines and wrinkles, plump the skin, and improve skins elasticity.
- **Watermelon Extracts** – Provides 24 hour hydration, while improving the skins tone and deeply improving the appearance of fine lines, wrinkles and dry spots on the skin.
- **Fast Drying** - Absorbs rapidly into the skin so you are not left with any excess residue and can get dressed quicker
- **Proudly Made in the USA**



## KEY SELLING STATEMENT:

Award Winning Formulation  
Professional Ultra Dark Self-Tanning Solution  
Color Correcting – Collagen Infused – Electrolyte Rich Formula

## PRODUCT ACTIONS:

Sunless Bronzer  
Bottle Size: 1 Gallon



COLOR CREATOR  
**CLEAR**

**SKINFIT**  
COLOR COLLECTION

**Glo**™  
sun spa

## FEATURES:

- Clear Sunless Solution
- Extreme Hydration
- Color Correcting
- Vegan Collagen
- Electrolyte Formula
- Willow Bark Extract
- Awapuhi Extract
- Vitamin Rich
- Green Tea Tonic Fragrance

## BENEFITS:

- **Organic DHA** - Allows for deep, bronzed, even color that lasts days longer than the competition.
- **Aloe Vera Gel Formula** - Provides deep long-lasting hydration to promote glowing skin as well as prolong and maintain flawless Skinfit results
- **Ginger Extract** - Helps to improve circulation and promote cell renewal while also increasing collagen production
- **Willow Bark Extract** - Helps to reduce blemishes and excess oil, while working to soothe irritated skin.
- **Ginseng Extracts** - Works to energize the skin by making skin look brighter and promoting a more youthful appearance while also helping to balance oil products and reduce fine lines and wrinkles.
- **Walnut Extract** - A natural Bronzing agent that offers up healthy Omega-3 fatty acids that strengthen the membranes of your skin cells, while locking in moisture and nutrients that keeps the skin plump and glowing.
- **Awapuhi** - Provides deeper, darker, longer lasting color with intensive hydration
- **Vegan Collagen** - Helps to create a filter-like effect that works to smooth out fine lines and wrinkles, while helping to bind moisture to the skin, leaving you with a youthful, skin perfected appearance
- **Melactiva** - A Melanin Stimulator that allows you to develop natural, dark, bronze results.
- **Green Tea Extract** - A potent anti-aging ingredient that combats signs of aging and contains anti-inflammatory properties that reduces redness and skin irritation
- **Coconut Water** - A natural skin balancer that cleanses and hydrates the skin without adding excess oil.
- **Plum Extract** - Helps to reduce fine lines and wrinkles, plump the skin, and improve skins elasticity.
- **Watermelon Extracts** - Provides 24 hour hydration, while improving the skins tone and deeply improving the appearance of fine lines, wrinkles and dry spots on the skin.
- **Fast Drying** - Absorbs rapidly into the skin so you are not left with any excess residue and can get dressed quicker
- **Proudly Made in the USA**



## KEY SELLING STATEMENT:

Award Winning Formula  
Professional Ultra Dark Clear Self-Tanning Solution  
Color Correcting - Collagen Infused - Electrolyte Rich Formula

## PRODUCT ACTIONS:

Sunless Clear Bronzer  
Bottle Size: 1 Gallon

# COLOR CREATOR PREPARE SKINFIT COLOR COLLECTION

Glo<sup>TM</sup>  
sun spa

## FEATURES:

- Sunless Priming Solution
- Extreme Hydration
- pH Balancing
- Vegan Collagen
- Electrolyte Formula
- Willow Bark Extract
- Awapuhi Extract
- Vitamin Rich
- Green Tea Tonic Fragrance

## BENEFITS:

- **pH Balancers** – Optimize the skins pH levels for longer lasting, darker Skinfit results
- **Watermelon Extracts** - Provides 24-hour hydration, while improving the skins tone and deeply improving the appearance of fine lines, wrinkles, and dry spots on the skin.
- **Vegan Collagen** - Helps to create a filter-like effect that works to smooth out fine lines and wrinkles, leaving your skin youthful with a skin perfected appearance
- **Electrolyte Rich** – Utilizes Coconut Water, Sodium PCA, Orange, Almond, and Banana Extracts to improve skin's moisture barrier, calm redness in the skin and protect against environmental dehydration.
- **Willow Bark** – Target and shrink the appearance of large pores and sagging skin for a tightened and more youthful appearance
- **Awapuhi** – Provides deeper, darker, longer lasting color
- **Proudly Made in the USA**



## KEY SELLING STATEMENT:

pH Balancing Pre-Sunless Primer  
Watermelon Rich 24 Hour Hydration Blend  
Collagen Infused + Electrolyte Rich  
Formulated to Prepare the Skin for SkinFit Sunless Results

## PRODUCT ACTIONS:

Sunless Primer Solution  
Bottle Size: 1 Gallon

# COLOR CREATOR MOUSSE

Professional Blend  
Fast Acting Dark Self-Tanning Mousse  
Formulated with Vegan Collagen  
& Color Correcting Agents  
Salon Proven Formula  
For Flawless SkinFit Results

# SKINFIT

COLOR COLLECTION

Glo<sup>TM</sup>  
sun spa

## FEATURES:

- Fast Acting Natural Bronze Color
- Anti-Orange Technology
- Vegan Collagen
- Fast Drying
- Green Tea Extracts
- Color Correcting
- Vitamins & Nutrients
- Green Tea Tonic Fragrance

## BENEFITS:

- **Fast Acting Bronzer** - Formulated for all skin types, this sunless mousse is fast drying, easy to apply and allows you to build your color until you achieve your desired Skinfit result
- **Anti-Orange Technology** - Pigmented ingredients work to counteract any orange tones in the skin, so you develop perfect sunless results every time
- **Vegan Collagen** - Helps to create a filter-like effect that works to smooth out fine lines and wrinkles, leaving your skin youthful with a skin perfected appearance
- **Green Tea Extracts** - Potent anti-aging ingredients that combat signs of aging and contain anti-inflammatory properties that help to reduce redness and skin irritations
- **Fast Drying Formula** - Absorbs rapidly into the skin so you are not left with any residue and can get dressed sooner
- **Proudly Made in the USA**



## KEY SELLING STATEMENT:

SkinFit's Fast Acting Dark Self-Tanning Mousse is formulated for those who want to build a SkinFit Sunless result or maintain those fabulous SkinFit results from home. No matter where you are, you deserve Flawless SkinFit Sunless Results!

## PRODUCT ACTIONS:

Sunless Mousse

Bottle Size: 7oz

# COLOR CREATOR CC CREAM SKINFIT COLOR COLLECTION



## FEATURES:

- Sensitive Skin Sunless Enhancer
- Calming Cucumbert
- Detoxifying Green Clay
- Pore Minimizing
- pH balancing
- Color Correcting
- Anti-Reddening Complex
- Vitamins & Nutrients
- Green Tea Tonic Fragrance

## BENEFITS:

- **pH balancers** - for optimal faster, darker, and longer lasting sunless results
- **Skin Perfectors** – Allow for flawless airbrush like results
- **Calming Cucumber Extract** – Works as a nourishing anti-inflammatory to help calm sensitive skin.
- **Detoxifying Green Clay** – Helps to detoxify and pull impurities from the skin, while being gentle enough for all skin types.
- **Green Tea Extracts** – A potent anti-aging ingredient that combats signs of aging and contains anti-inflammatory properties that reduce redness and skin irritations.
- **Anti-Reddening Formula** – Works to combat any red tones in the skin so you are left with natural, bronzed results.
- **Lavender Extracts** - helps to calm and nourish the skin with anti-inflammatory soothing agents
- **Lychee & Ginseng** - Energize the skin to tighten and provide antioxidant benefits
- **Proudly Made in the USA**



## KEY SELLING STATEMENT:

pH Balancing Color Correcting Sunless Prep Cream Formulated with Soothing & Calming Green Tea & Cucumber  
+ Skin Quenching Vitamins & Nutrients  
*For Flawless Skinfit Results*

## PRODUCT ACTIONS:

**Tan Enhancer, DHA Bronzer**

Bottle Size: 6.78oz







*SKIN****FIT***  
COLOR COLLECTION