

tanning
everyday
humans...
temporarily

b.tan®



say hello to

b.tan[®]

tanning everyday humans... temporarily

we may tell you to b.tan, but we're not gonna tell you how to b.tan...

we're all about making your beauty choices fun, not boring. clean, not full of nasties. effective, not pointless. we want you to b.tan your own way, without getting in the way - put us on your bod and just get on with being you.

- ✓ no unreal projections of perfection here.
- ✓ we're inspired by everyday humans just like you.
- ✓ self expression, creativity + experimentation is what drives us.

it's not just how you b.tan. it's what you do in your b.tan that matters.
so the only question is... how do you b.tan?

www.btan.rocks



market trends

we are highly invested in staying on top of and ahead of the ever-changing market trends to offer the hottest + best products for our trend savvy gen z target customers

✓ multifunctional sun care + skin care benefits

products designed to meet more than just one need. skin-first approach that treats your skin while also tanning, sun protecting or soothing.

✓ environmental sustainability

reef-safe, cruelty-free, 100% vegan, palm oil free, recyclable packaging + sustainably sourced.

✓ superfood, plant-based, skin-loving ingredients

ingredients from the earth that treat your skin to natural nourishment + hydration, with soothing, smoothing, brightening + anti-pollutant effects.

✓ ahead of the innovation curve

all our products designed for early adopters to give us a first-to-market advantage. we see trends before they drop and ride the wave to mass success. multiple tan brands make us a trusted leader in the industry.



love to b.green

clean tanning. cruelty free. simple.

born in Australia, there are no nasty spiders, snakes or nasties in our products, so you know your skin is getting well looked after.

crafted from the cleanest naturally derived vegan ingredients to give a lil extra lovin to your skin.

we love animals, so no we don't test on them. and we love your bod so we keep all the nasties out of our products, so you know your skin is getting well looked after and while you're looking hot af. simple.



100%
vegan



no
nasties



recyclable
materials



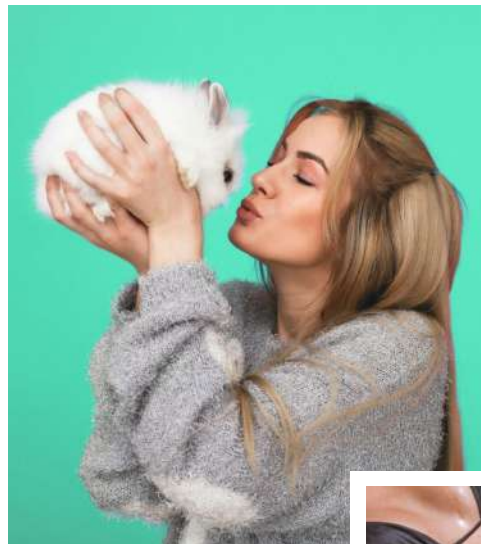
cruelty
free



palm
oil free



sustainably
sourced



b.tan innovation

leaders in sunless innovation

b.tan is for everyone who believes tanning should be simple, it's not rocket science after all. but.... we also know what we're doing. we've been innovating and bringing fresh new ideas to tanning for over 6 years. just some of our bright ideas include:



dark, darker, darkest

starts dark, ends darker.
where other brands end,
b.tan begins.



no fake tan smell

smells like summer without
the gross fake tan smell.



world firsts

world's first 9 minute tan,
long wear tan mousse and
sweat resistant tan.



thumb mitts

easier to use! your thumb
has its own spot for easy
streak-free application.



leading mousse formats

b.tan has the leading number
of mousse formats
compared to competitors.



clear gel formats






clear tanning gels for a
moisturizing, rinse-free
tanning experience.



where we play

we tick all the boxes

especially when 80% of gen zers believe **price is the most critical factor** when making a purchase*

	b.tan	bondi.sands <small>The Australian Tan</small>	ST.TROPEZ	TANOLOGIST	COOLA	JERGENS.	Living Tan	COCO&EVE	FakeBake	BALIBODY
 vegan entire range	✓	✗*	✗	✓	✗	✗	✓	✓	✓	✓
 cruelty free	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
 paraben free	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓
 100% natural tanning actives	✓	✗	✓	?	✓	✗	✓	✓	✗	✓
Z speaking to gen z	✓	✗	✗	~	✗	✗	✗	✗	✗	✗
 price accessibility	✓	~	✗	~	✗	✓	✗	✗	✗	✗

the opportunity

we know you are a beauty retailer of choice for teens but **there is no tanning brand currently speaking to them... enter b.tan**

\$60	Living Tan	ST.TROPEZ
\$55		
\$50	TAN-LUXE	COOLA
\$45		
\$40	COCO&EVE	
\$35		
\$30	BALIBODY	FakeBake
\$25	bondi.sands <small>The Australian Tan</small>	
\$20	TANOLOGIST	
\$15	b.tan	
\$10		JERGENS.
	gen z (5-23yrs)	gen y (24-39yrs)
		gen x (40x55yrs)
		boomers (56-74)

**say hello
to the
self tan
collection**

b.tan[®]





tan depth navigation made easy

from dark to insanely dark. where other tans end, we begin.

meet your tanning BFF with b.tan's easy to navigate on-pack tan depth scale - as seen across our range. tanning should be simple, it's not rocket science after all.



other self tan mousses



dark



darker



darkest



insanely dark



darkest possible

gradual tanning lotions... everyday or every other day.

daily moisturizers each with a hint of gradual tan to top up your already babein' tan or gradually develop a brand spankin' new one while keeping your skin hydrated af.



fair to medium



medium to tan



tan to deep

self tanning collection

1 hour **dark**, **darker**, **darkest**, **insanely dark** + **darkest possible** self tan mousses



vegan friendly, paraben free + 100% natural DHA



fake it till you make it

shed the moon kissed sun of winters past and embrace the unnatural natural sensation of fake tan.



love at first tan

no it's not going to turn you purple. it's a violet based tan that knocks out orange tones. perfect for first-time tanners and those who want no orange in their tan game.



tanned AF

when a darker tan isn't quite dark enough, what do you do? why, you get yourself tanned AF that's what!



too tan to give a damn

it's the wham bam thankyou ma'am, insanely dark tan, perfect for tan junkies and those who want to seriously up their tan game.



i want the darkest tan possible

the name pretty much says it all. use this product and get an awesome darkest possible tan. simple.



more ways to b.tan

glow boldly where no one has glowed before. **swipe right on your match!**



vegan friendly, paraben free + 100% natural DHA



just act natural bronzing water mousse

a tan so good it's even better than the real thing. packed full of naturally derived ingredients like coconut, rosehip and avocado oils to make your skin sing. so just act natural... we won't ever tell..



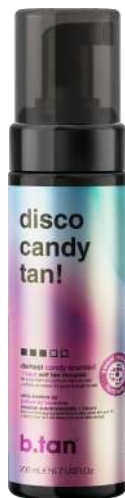
ain't nobody got time for that pre shower 9 minute tan

things to see, people to do... some people do it in 10, we do it in 9. get golden in just 9 minutes.



b.tan forever + ever self tan mousse

you're no stranger to a bangin' tan but you're looking for a longer term commitment? no one night stands here. just an afterglow that lasts... and lasts! (well up to 11 days anyways).



disco candy tan! 1 hour self tan mousse

we know how to party and look hot AF too. this tan parties as hard as you do and smells sweet like candy too. go the dancefloor distance with this party-proof, sweat + transfer-resistant tan.



tanned AF 1 hour bronzing mist

spray it on, get tanned AF and walk away. what comes easy, won't last forever. but that's kinda the point when it's fake tan. easy come, easy glow baby.



treat your skin to a 'lil lovin'

introducing our most skin loving tanning range yet...
inclusive products that treat your skin first and
foremost, while also tanning you to bronzed oblivion.
ingredients sourced from the earth and bottled up
with love. packed full of...

- ✓ hyaluronic acid
- ✓ vitamin A
- ✓ niacinamide
- ✓ peptides
- ✓ ceramides
- ✓ vitamin C
- ✓ shea butter
- ✓ coconut oil
- ✓ jojoba oil



elevate your b.tan

glow up your tanning game with **next level skin-first tanning treatments** enriched with skin loving ingredients.



vegan friendly, paraben free + 100% natural DHA



that next level bronze

darkest bronzing glow drops with
ceramides + vitamin c

take it up a notch to the next level! dark bronzing glow drops juiced up with ceramides + vitamin c to protect your skin barrier and hydrate while you bronze up.



pump up the tan to ten

insanely dark bronzing glow drops
with hyaluronic acid + vitamin a

pump up your tan to ten with these insanely dark bronzing glow drops packed with mega hydrating triple action hyaluronic acid + vitamin a. all to give your skincare routine the hot 'lil treat it needs.



pasty to tasty

mega hydrating tanning treatment

a darker mega hydrating tanning treatment with niacinamide and peptides for the ultimate in moisturized dark tan results.



no sun required

skin rejuvenating tanning treatment

a darkest skin rejuvenating tanning treatment formulated with ceramides and vitamin c for an ultra dark and silky smooth bronze color.



tan me like you mean it

skin conditioning tanning treatment

moisture revitalizing tanning treatment with triple action multi-layer hyaluronic acid and vitamin a. condition + moisturize your skin all while getting an insanely dark tan!

glow your own way!

glow up your tanning game with a next level **transfer-resistant**, **rinse-free clear tanning gel** enriched with skin loving ingredients.



glow your own way clear self tan gel

get tan and glow your own way! a transfer-resistant, rinse-free clear tan gel for deep color results. enriched with **hyaluronic acid + vitamin c** to give you the juiciest, moisturized glow yet. just the way you like it.



vitamin c

a powerhouse skincare ingredient that seems to do it all. a powerful antioxidant that helps to protect, repair + condition skin to improve overall texture, tone + appearance, for glowing, healthy skin.



hyaluronic acid

our plant-based hyaluronic acid is the perfect pal for longer lasting hydration + tan results. hyaluronic acid works by drawing moisture in to the skin + locks it down for softer, plumped skin + deeper tan results.

Over
7.2M
views



Hot Product!

30K searches/month

amazon



glow your own way!

glow up your tanning game with a next level **transfer-resistant**,
rinse-free clear tanning gel enriched with skin loving ingredients.



glow your own way smooth gel mitt tan gel application mitt

the world's first gel mitt! designed exclusively for the glow your own way collection to deliver the finest, most flawless finish you ever did see. one side a smooth neoprene and one side velvet for ultimate application.



glow your own way low key glow clear self tan gel

for low key glow goals! when you wanna keep it low key, but get golden obvi. loaded with hyaluronic acid + vitamin c, this clear gel will turn you into a naturally golden goddess.



glow your own way the og glow clear self tan gel

get tan and glow your own way! a transfer-resistant, rinse-free clear tan gel for deep color results. enriched with hyaluronic acid + vitamin c to give you the juiciest, moisturized glow yet.



glow your own way next level clear self tan gel

take glowin' your way up a notch! for when you're looking for insanely dark results. chock full of hyaluronic acid + vitamin c to boost your skin while you boost your color.



glow your own way hydrated AF gradual face + body gel

an ultra hydrating clear tanning gel for face + bod that keeps you hydrated AF while you gradually build that glowy AF tan. talk about tan goals!

glow it up!

glow boldly where no one has glowed before. **tan, mist + go** with this gradual glow tan mist for face and body.



new

- ✓ tan mist for dark results
- ✓ clear + transfer-resistant
- ✓ rosewater soothes, hydrates + refreshes skin as it tans
- ✓ ultra lightweight + fast drying

gimme the glow down facial tan mist

when the glowin' gets dull, the dull get glowin' with just a quick spritz of this rosewater infused facial tan mist that'll develop on-the-go.



self tan application

get your mitts on these and create the most awesome tan on the planet



we've got your back tan back applicator

the BFF you can always rely on to tan your back. get those hard-to-reach places back in the tanning game with a velvety smooth applicator designed to make applying your fave tan all over easy + even AF. no third arm required.



i don't want tan on my hands tan mitt

a tan mitt that helps create the most awesome tan in the world, without the nasty tan hands. no excuses! it will stop your hands looking like you have pigged out on doritos, while helping you get that awesome dark tan!



all in the pre-tan prep

prepare your skin for bangin' self tanning results!



erase tan repeat

2-in-1 tan eraser body wash + scrub

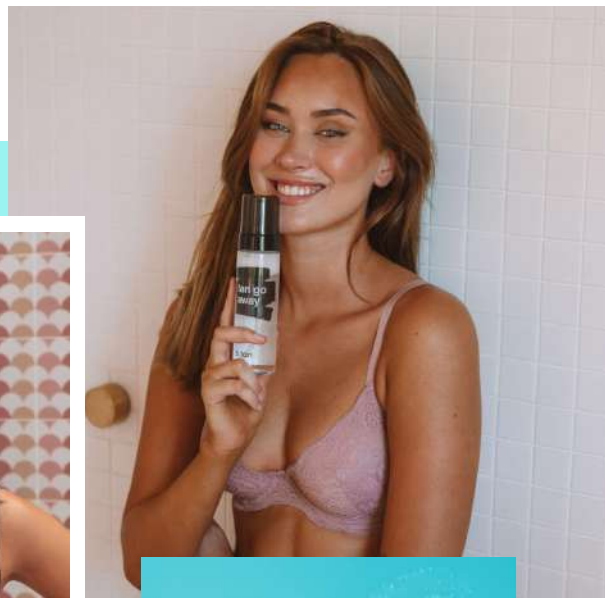
your pre + post tanning prep savior! this 2-in-1 tan eraser body wash + oh so light scrub gently lifts dead skin cells (and your old tan!). conditions skin + leaves it perfectly prepped for your next dark bronzed glow. use me to remove your old tan + before tanning to prime it to maximize your results.



tan go away

tan eraser mousse

a tan eraser that helps your tan go away. removes your old tan so you can do it all again! leaves your skin perfectly primed + ready for your favourite love affair... tanning.



**bring on that
gradual glow**

b.tan®



glowing moisturizers

be a glow-getter. everyday lotions that give a hint of color



it's love. a daily moisturizer gradual tan lotion

it's love. a daily moisturiser that makes me glow... an everyday body moisturizer that gives a hint of color.



just shut up and sun kiss me gradual tan lotion

a medium to tan everyday gradual tan lotion packed with a silky blend of skin lovin' oils marula + argan for a tan so good, it'll leave you looking as good as golden.



plump up the bronze gradual tan lotion

plump it up! an everyday gradual tan lotion for tan to deep color results, infused with caffeine, guarana + hyaluronic acid to give you the plumpiest, juiciest skin yet.



**say
hello to
the suncare
collection**

b.tan[®]



low spf tanning oil

when you just wanna have sun!



tanned AF

deep tanning dry oil spray

keep your skin hydrated AF whilst getting tan AF. this sun tanning oil has got it all going on with 7 moisturizing oils.



hello sunshine

spf 7 deep tanning dry oil spray

say hello to the skin loving benefits of goji berry, pomegranate + acai, the skin-protecting benefits of spf + the deep tanning benefits of tan actives to boost your sun tan to the next level.



beach... please

spf 7 deep tanning dry oil spray

sun tanning? without me? beach... please. with marula + argan oil, i'm your ticket to that dewy bronzed beach goddess life.



tropic like it's hot

spf 15 deep tanning dry oil spray

juiced up with pink grapefruit, tangerine and enriched with vitamin c, b3 + e, your skin will sing while you're gettin' that glow on.



low spf bronzing spray lotions

let the **bronze** bring out the best in you! spray lotions to amp up that tan, hydrate skin + stay sun safe all at the same time.

hot
npd



bronzed like a boss bronzing spray lotion

a spray lotion juiced up with bronzer to get that bronzed goddess natural glow. make the most of your tan time and get yourself to bronzed perfection. coconut oil, peptides and vitamin e nourish skin.



bronze in a bottle spf 7 bronzing spray lotion

it's a mighty trifecta! it bronzes! it hydrates! it prevents sunburn! it's liquid bronze in a bottle. stay moisturized with argan oil, electrolytes and vitamin c while keeping it sun safe with spf 7.



bronzed + boujee spf 15 bronzing spray lotion

a shortcut to instant color packed with a sun protection punch. boosted with tanning actives + hydrating jojoba oil, niacinamide + pro vitamin b5 and an spf 15 that'll make you bronzed like a boss.



get bronzed AF

a bronzing lotion to nourish your skin with deep, dark tanning actives. intensifies tan with tan boosting ingredients and a bronzer so you can get bronzed AF.



- ✓ infused with tan boosting mango butter + peptides for dark color development
- ✓ contains bronzers for an instant boost of color
- ✓ delicious mango scent to take you away to a tropical paradise

bronzed AF

mega tan accelerator

why get bronze when you can get bronze AF. a mega tan accelerator to press fast forward on your tanning results. loaded up with mango butter + peptides for extra hydration and even out skin tone.



after sun care

bye bye to the burn hello to soothed, hydrated skin



ooooh... after sun delight! moisturizing after sun lotion

aloe vera and ultra hydrating hyaluronic acid will leave your skin rehydrated and delightfully glowing. your skin will sing well after the sun has set. ooooh... after sun delight!



say aloe to my little friend soothing after sun gel

well say aloe to my little friend! it replenishes and soothes sun drenched skin with aloe vera and vitamin e to help rehydrate and prevent that itchy peeling feeling. your skin will be left hydrated, soothed and soft.



aftersun + sunless tan

bye bye to the burn... **hello to soothed, hydrated skin!** soothing after sun gels, lotions and boosters to replenish, soothe and enhance sun kissed skin. enriched with aloe vera and skin loving ingredients to help rehydrate and revitalize.



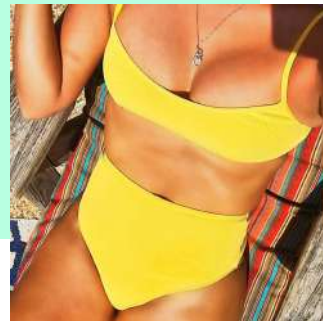
new

- ✓ replenishes + rehydrates skin
- ✓ locks in + extends sun tan results
- ✓ infused with soothing aloe vera + watermelon extract
- ✓ an added touch of tan to touch up + boost tan results

bronzed not baked

3-in-1 moisturizing hydra serum with a touch of tan

with aloe vera, soothing watermelon extract and a touch of DHA your sun kissed skin will be rehydrated and delightfully glowing. don't just moisturize... add a little bronzed glow and keep the summer skin you're in.



2024 full assortment

♥ = NPD



EU 2024 assortment

