

tanning  
everyday  
humans...  
temporarily

**b.tan**<sup>®</sup>



say hello to

**b.tan**<sup>®</sup>

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](http://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



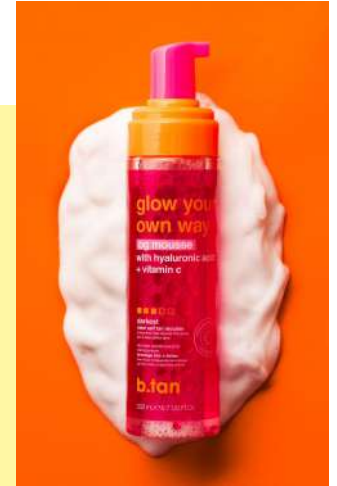
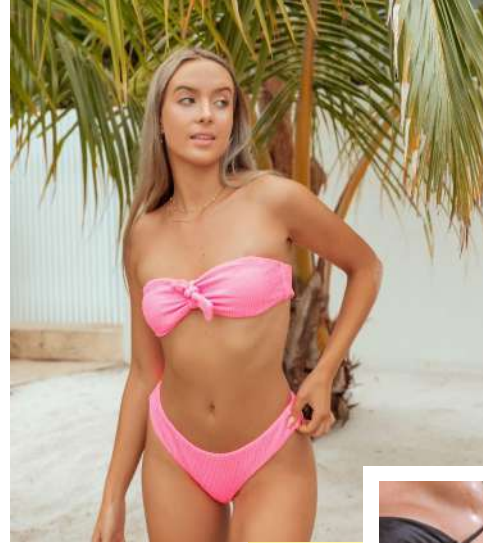
cruelty  
free



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.



### thumb mitts

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



### no fake tan smell

smells like summer without the gross fake tan smell.



### leading mousse formats

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



### world firsts

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



### clear gel formats

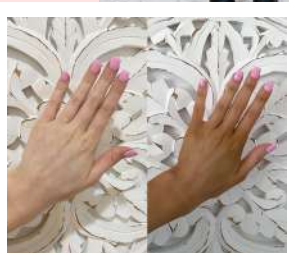
clear tanning gels for a moisturizing, rinse-free tanning experience.



say hello  
to the  
self tan  
collection

**b.tan**<sup>®</sup>





# 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



darker



darkest



insanely dark



darkest possible

gradual tanning lotion...  
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.



tan to deep

# self tanning collection

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

 vegan friendly, paraben free + naturally derived DHA



## 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

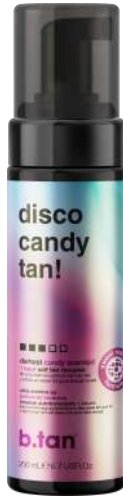
glow boldly where no one has glowed before. **swipe right on your match!**

 vegan friendly, paraben free + naturally derived DHA



## **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.



# get tanned AF

get next level tanning results with our new tanned AF bronzing glow drops. it's time to level up your tanning regime.



## tanned AF darkest bronzing glow drops

get tanned AF with the darkest bronzing glow drops packed with skin lovin' hyaluronic acid + vitamin e. all to give your skincare routine the hot 'lil treat it needs.

- ✓ i'm perfect for anyone looking for the darkest, darkest tan possible
- ✓ no gimmicks, no fake tan smell just the most awesome, darkest tan on the planet
- ✓ 1 hour development time, leave on for 4+ hours for darkest results
- ✓ i'm vegan, free of nasties like parabens + i love animals so i am cruelty free



# 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



# 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 daily glow clear gradual tan gel

get tan and glow your own way...gradually! a gradual tan gel for buildable deep color results. enriched with hyaluronic acid + vitamin c to keep you hydrated to the max.



## 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 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.



## 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 clear self tan 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!

Over  
7.2M  
views



Hot Product!

30K searches/month

amazon



# more ways to glow your own way!

our glow your own way fam keeps getting bigger + better! with the transfer-resistant, **rinse-free** benefits you know + love for face and bod.



## glow your own way + shimmer

shimmering clear self tan gel all that shimmers might be gold! a self tan gel with gold shimmer to sparkle like the bright diamond you are...all while gradually tanning yourself to perfection.



## glow your own way bronzing water mousse

a clear tanning water for a fuss-free tan. no need to worry about any tan transfer here. loaded up with hyaluronic acid + vitamin c for that burst of moisture your skin's been looking for.



## 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.



## just glow with it bronzing glow drops

glow up your everyday skincare routine with these dark bronzing glow drops packed with triple action hyaluronic acid + vitamin b5. chose how glow you want to go and never look back.



# shimmer your own way!

add some shimmer to your life (and your bod) with our rinse-free, clear self tan gel packed with golden shimmer. a gradual tan gel to top up your tan or build a new one from scratch. get your sparkle on while you glow up + hydrate your hot self.



## glow your own way + shimmer

### shimmering clear self tan gel

all that shimmers might be gold! a self tan gel with gold shimmer to sparkle like the bright diamond you are...all while gradually tanning yourself to perfection.

## the shimmer upside

- ✓ an incremental upsell for higher basket size designed to increase customer spend by offering an irresistible upsell to existing b.tan users.
- ✓ boost sales with versatility. its multi-use versatility drives faster sales, whether it's for adding a shimmering finish, building a tan from scratch, or topping up and extending an existing glow.
- ✓ maximize repeat purchases. paired with strategic marketing and messaging, the shimmer product incentivizes repeat purchases with its multiple uses and unique benefits.

exclusive hot-release as part of the glow your own way collection, this exclusive launch attracts both loyal customers and new consumers eager to try the latest and greatest in self-tanning.

## why you'll love me

- ✓ infused with golden shimmer for instant illumination + glow
- ✓ extend your sunkissed glow
- ✓ clear, rinse-free + transfer-resistant to make tanning easier than ever
- ✓ enriched with hyaluronic acid + vitamin c for ultimate hydration
- ✓ tropical coconut scent



# get your glow on!

when you want to **glow your own way** and get on with it. a clear tanning water foam to hit all of your glow goals without any of the hassle.



new

- ✓ for a dark, bronzed glow from head to toe
- ✓ tanning water packed full of naturally derived ingredients
- ✓ supercharged with hyaluronic acid + vitamin c for ultra hydration
- ✓ clear + transfer-resistant for a quick, easy, mess-free glow

## glow your own way bronzing water mousse

a clear tanning water for a fuss-free tan. no need to worry about any tan transfer here. loaded up with hyaluronic acid + vitamin c for that burst of moisture your skin's been looking for.





# 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.



# glow above + beyond!

drop it like it's hot! **glow your own way** bronzing glow drops to complete your tan routine and keep you glowin' so good.



- ✓ dark drops for a deep bronze tan
- ✓ pairs perfectly with your skincare or makeup routine
- ✓ packed with skin lovin' hyaluronic acid + vitamin b5 for hydration
- ✓ customizable + perfect for pro tanners and new tanners alike

## glow your own way bronzing glow drops

glow up your everyday skincare routine with these dark bronzing glow drops packed with triple action hyaluronic acid + vitamin b5. chose how glow you want to go and never look back.



# 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.



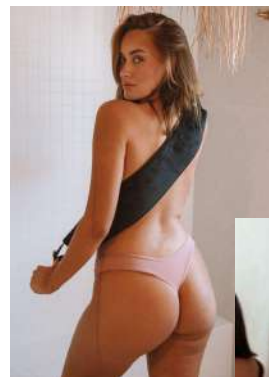
## i don't want tan on my hands tan mitt

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!



## air brush'd

face + body blending brush  
a face + body brush to blend that bronzer in like a dream. the perfect tool for an even, smooth + flawless tan application for that air brush'd look



# 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

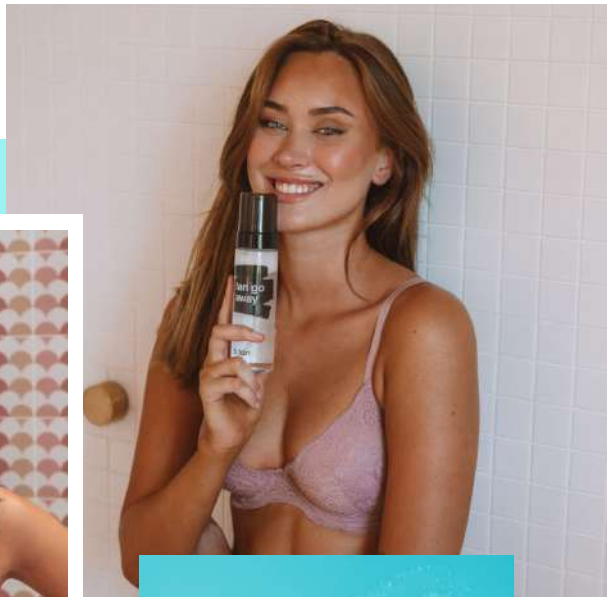
your pre + post tanning prep savior! this 2-in-1 tan eraser body wash + oh so light scrub gently lifts dead skin cells (and your old tan!). conditions skin + leaves it perfectly prepped for your next dark bronzed glow. use me to remove your old tan + before tanning to prime it to maximize your results.



## tan go away

tan eraser mousse

a tan eraser that helps you 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<sup>®</sup>**



# glowing moisturizer

be a glow-getter. everyday lotion that gives a hint of color



- ✓ plump + firm skin
- ✓ gradual tan for a deeper, long-lasting glow
- ✓ infused with caffeine, guarana + hyaluronic acid to give you silky smooth skin
- ✓ easy apply & quick dry

## 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<sup>®</sup>**



# 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.





say  
hello to  
the glowing  
gift collection



**b.tan**<sup>®</sup>

# b.tan® love at first tan gift set

fall in love with your glowd up + bronzed up self! bring out your glow with our best selling tanners. all bundled up with love - it will be love at first tan everytime.



## includes:

- **love at first tan self tan mousse** - 100ml
- **plump up the bronze gradual tan lotion** - 30ml
- **gimme the glow down - facial tan mist** - 100ml
- **i dont want tan on my hands** - tan mitt



# b.tan® glow your own way gift set

when you want to **get your glow on!** a gift set stacked with our super viral glow your own way bestsellers. clear and transfer-free application is easier than ever with our glowing faves. contains all you need to tan your face + bod with a double sided mitt to apply + buff to tanned perfection.



## includes:

- glow your own way - clear self tan gel - 100ml
- glow your own way - bronzing water mousse - 100ml
- gimme the glow down - facial tan mist - 100ml
- glow your own way - smooth gel mitt



*\*concept only. design subject to change*

# 2025 full assortment - EU

♥ = NPD

