



# Summer Catalogue 2021



Target

Our target is young people between 18 and 25 years old with a lot of social activity. Cabana Sun is a unisex brand, but is particularly aimed at girls. The Cabana Sun boys and girls enjoy the sun and to look good, they think that

# tanned skin is beautiful

Although the target age is low, it is the best attraction for people from another age to join the fashion of being young, healthy and tan







Cabana Sun has a different position:  
Provides a enviable tan without neglecting protection.



Unites the best of both worlds  
tan + protection





**Positioning reminder!**  
**Where do we fit in the market?**



# Market trends

Source Nielsen YTD S36 2008/2013 Value

Spray

34%

44%

+43%

Lotion

46%

33%

-18%

Facial

11%

12%

+28%

Oils

4%

9%

+134%

2008



2013

Ev %

Sprays are a large, growing segment that energises the market.

85% of the Cabana Sun range is in spray format.

The Oils segment shows the largest growth in percentage terms. Cabana Sun is the brand with the most SKUs in oils within the market: 12 in total.

Market

SUN CARE  
CABANA  
SUN

## Oils

are the new trend in the market.





**We are the tanning brand!**  
**We sell tan!**  
without, of course, forgetting skin protection

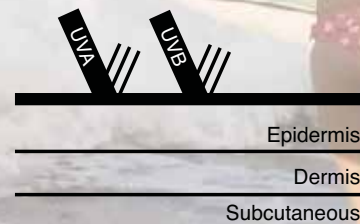


## UVA and UVB Rays

**UVA** *EU COMPLIANT*



Without protection UVA and UVB rays penetrate and damage your skin.



A Broad Spectrum sunscreen protects your skin from both UVA and UVB rays.

**UVA rays penetrate the skin more deeply than UVB rays and are primarily responsible for premature skin aging and wrinkling. UVA rays have also been shown to cause skin damage at the cellular level.**

**UVB rays damage the outer layers of the skin. They are the main cause of sun burn and play a key role in the development of skin cancer.**





## SPF Ratings

Below is the approximate percentage of UVB rays blocked depending on SPF rating. The difference seems minimal, but a higher SPF helps if you are fair skinned or have a history of skin cancer.

# Remember, no sunscreen blocks 100% of UV rays

SPF 15 = 93%

SPF 30 = 97%

SPF 50 = 98%

SPF ratings are significantly decreased if you don't apply enough sunscreen. Most people only apply 1/3 of the sunscreen they need. Make sure you use enough and don't neglect hard to reach and easily forgotten place like your ears, feet and upper back.





# Don't Forget, The Sun is Good

20 minutes of daily sunlight (without sunscreen) gives you a healthy dose of Vitamin D, which is essential for good health





and also don't forget, Cabana Sun is  
**the sun lovers' brand**





# Cabana Sun Catalogue for 2017





Contains **BRONZE INTENSIFIER**



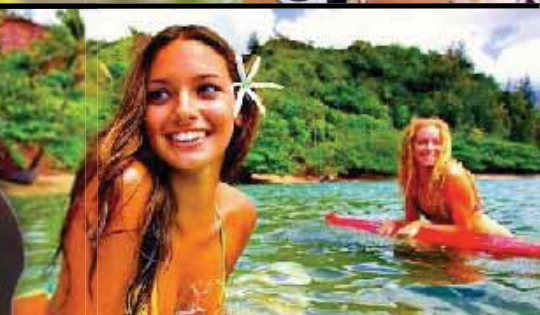
**Original Carrot Oil**  
Specially formulated to give a rich, deep, long lasting tan.  
Enriched with natural Carrot Oil and Vitamins A and E to  
replace natural oils. Contains Tyrosine to stimulate and  
strengthen your natural tan.  
**Water Resistant and Dermatologically Tested.**

**for a classic tan**





**Monoï Tahiti Oil Spray SPF 6 & 15**  
Specially formulated to give a rich, deep, long lasting tan.  
Enriched with original Monoï Tahiti natural oil.  
Contains Tyrosine to stimulate and strengthen your natural tan.  
Water Resistant and Dermatologically Tested.



UVA EU COMPLIANT

Contains **BRONZE INTENSIFIER**

the polynesian tan





**Deep Tanning Oil Spray SPF 2 & 6**  
Specially formulated to give a rich, deep, long lasting tan.  
Enriched with Cocoa Butter and Vitamin E to replace natural oils.  
Contains Tyrosine to stimulate and strengthen your natural tan.  
Water Resistant and Dermatologically Tested.



**UVA EU COMPLIANT**

**Contains BRONZE INTENSIFIER**

**for a gorgeous tan**





**UVA** EU COMPLIANT

Contains **BRONZE INTENSIFIER**

**Dry Oil Spray SPF 6, 15, 20, 30 & 50**  
**For all over body and scalp protection from harmful UVA and UVB rays.**  
**Zero white marks and non-greasy.**  
**Coconut Aroma**  
**Contains Tyrosine to stimulate and strengthen your natural tan.**  
**Water Resistant and Dermatologically Tested.**



**for coconut lovers**





UVA EU COMPLIANT  
Contains **BRONZE INTENSIFIER**



**Wet Skin Dry Oil Spray SPF 20 & 30**  
Specially formulated for wet and dry skin.  
Suitable for all over body and scalp protection from harmful UVA and UVB rays.  
Water-resistant, zero white marks and non-greasy. Contains Tyrosine to stimulate and strengthen your natural tan.



**don't wait after bath or swimming**





Assortment

# Remember!

## No other brand on the market has this large an assortment of oils

12  
SKUs!!!

SUNCARE  
CABANA  
SUN



**Tropical Sun Lotion SPF15 & 30**  
Protects your skin from burning  
15 & 30 (depending on the SPF)  
times longer than your natural  
protection. Offers UVA and UVB  
protection to help prevent  
premature aging.  
Contains Tyrosine to stimulate  
and strengthen your natural tan.  
Water Resistant and  
Dermatologically Tested.



**UVA** EU COMPLIANT

**Contains BRONZE INTENSIFIER**



**protection & tan in the same bottle**





**Sun Lotion Spray SPF 15, 20 & 30**  
Protects your skin from burning 15, 20 & 30 (depending on the SPF) times longer than your natural protection. Offers UVA and UVB protection to help prevent premature aging. Gentle moisturizers replenish natural oils lost through exposure to sun, wind and water. Contains Tyrosine to stimulate and strengthen your natural tan. Water Resistant.



UVA EU COMPLIANT  
Contains **BRONZE INTENSIFIER**

**protection & tan in the same bottle**





**Sun Lotion SPF30 for Children**  
Protects your skin from burning 30 times longer than your natural protection. Offers UVA and UVB protection to help prevent premature aging. Gentle moisturizers replenish natural oils lost through exposure to sun, wind and water. Water Resistant and Dermatologically Tested.



UVA EU COMPLIANT

**kids want fun in the sun**





UVA EU COMPLIANT  
Contains **BRONZE INTENSIFIER**



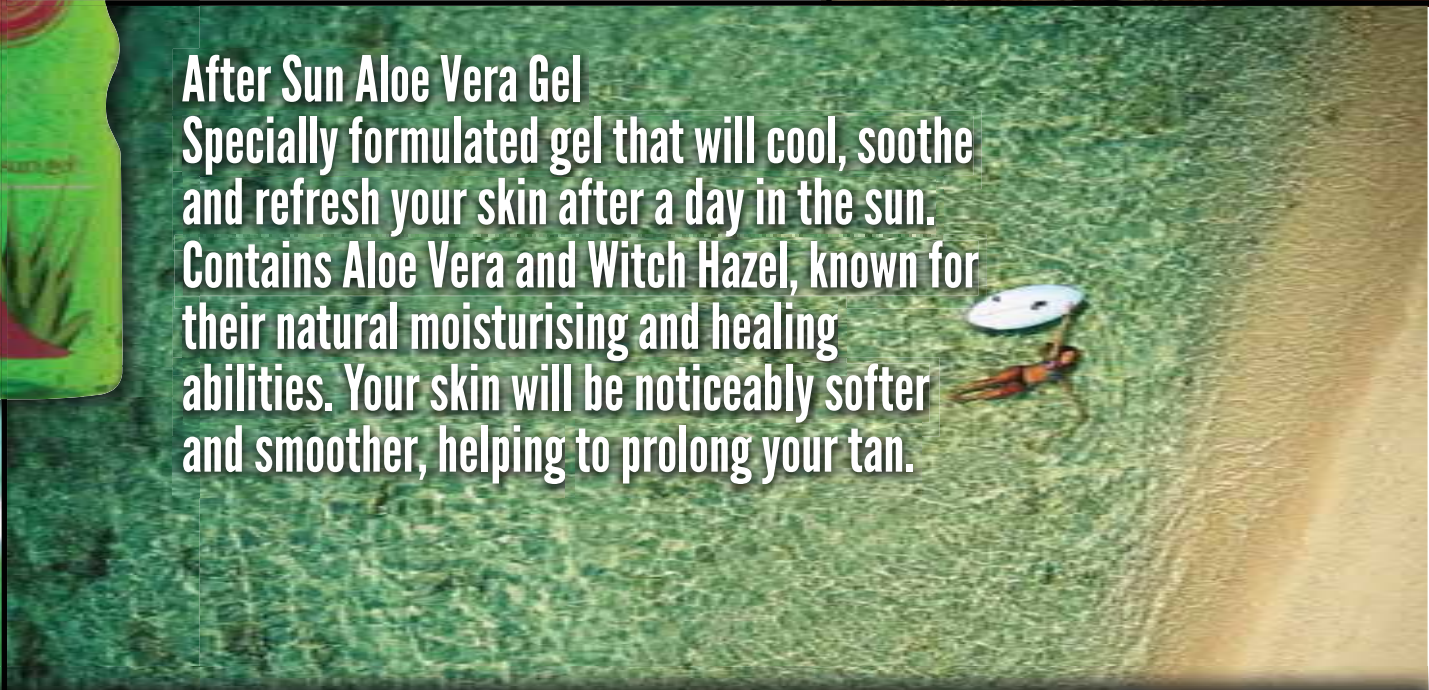
**Sun Lotion SPF50**  
Protects your skin from burning 50 times longer than your natural protection. Offers UVA and UVB protection to help prevent premature aging. Also contains Tyrosine to stimulate and strengthen your natural tan. Water Resistant and Dermatologically Tested.

protection that goes with you





**After Sun Aloe Vera Gel**  
Specially formulated gel that will cool, soothe and refresh your skin after a day in the sun. Contains Aloe Vera and Witch Hazel, known for their natural moisturising and healing abilities. Your skin will be noticeably softer and smoother, helping to prolong your tan.



**refresh your skin**





### After Sun Gel Cooling Effect

Provides cooling burn relief to skin overexposed to sun and wind. The non-greasy gel formula, fortified with Iricalm and Menthol, gives your skin immediate cooling relief. Aloe Vera replenish your skin's moisture to soothe dry and sunburned skin.

the cooling effect



## Stands

We have 2 kinds  
of stands available



Code:  
**CABSTAND13**



Code:  
**CABSTAND12**





These are our markets  
and customers

Customers



Carrefour



CONTINENTE



contigo

... and many more





# Summer Catalogue



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