

# THREE WARRIORS

INFLUENCER GUIDELINES







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## INFLUENCER GUIDELINES

### CONSIDERATIONS CHECKLIST

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- ☑ **LIGHTING:** Keep the lighting nice and bright, we want to show off your golden glow. If you're shooting inside, look to have all lights on and let the natural light in. Shot during the day only.
- ☑ **QUALITY:** The quality of your content is extremely important; we know our audience loves to see high-quality videos (or images) without pixelation and glitching. Please ensure that your content is not pixelated, low quality, glitching or blown out (from overexposure or direct light).
- ☑ **FILTERS:** Please do not use filters, we want to promote our products in the most authentic way. We want to see your natural skin.
- ☑ **PRODUCT:** If you hold the product to the camera, please make sure it's the correct way around with the title viewable and readable. If showing texture or product try to pan out slow so they remain in focus. Make sure product shots are in focus/wait for the camera to focus on it. Where possible capture content showing the product in use. Play with it, hold it in your hands, show it pumping/squeezing onto your hands/fingers/mitt and show the texture on your skin.
- ☑ **BACKGROUND:** Please use a white background. Where possible a neutral background.
- ☑ **CLOTHING:** Please avoid "sexy" lingerie or pjs.





## BEFORE AND AFTER EXAMPLES

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### CHECKLIST:

- ☑ SAME ANGLE
- ☑ SAME GOOD, NATURAL LIGHTING
- ☑ SAME POSE - NO POUTING OR SILLY FACES
- ☑ NO MAKEUP, EDITING OR FILTERS
- ☑ NOTICEABLE RESULTS IN THE AFTER
- ☑ THE DIFFERENT OUTFIT IN EACH PHOTO
- ☑ PORTRAIT SIZE
- ☑ PLAIN BACKGROUND PREFERABLY WHITE
- ☑ SEND YOUR IMAGES SEPARATELY (NOT COMBINED)

PLEASE NOTE BEFORE AND AFTER SHOTS ARE MANDATORY





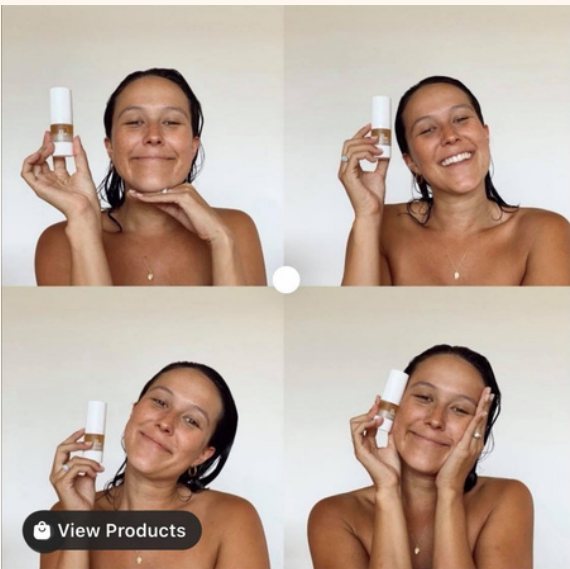


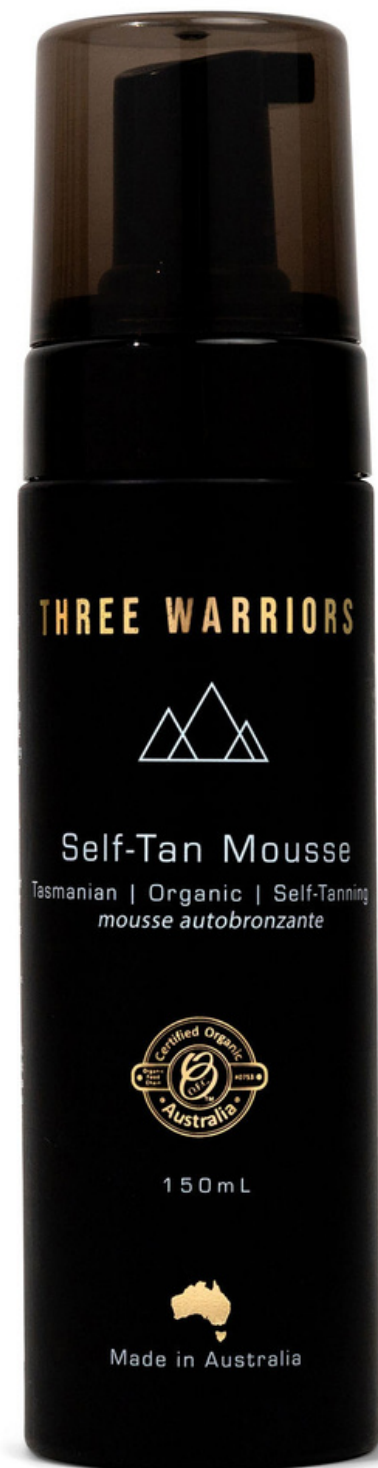
LIFESTYLE CONTENT EXAMPLES

CHECKLIST:

- ☑ GOLDEN VIBES
- ☑ SMILING & HAPPY
- ☑ NATURAL LIGHTING
- ☑ NO POUTING OR SILLY FACES
- ☑ NATURAL MAKEUP, NO EDITING OR FILTERS
- ☑ NOTICEABLE RESULTS
- ☑ PLAIN BACKGROUND
- ☑ CLEAN CHIC IMAGES
- ☑ KEEP PRODUCT CLEARLY VISABLE

PLEASE NOTE LIFESTYLE SHOTS ARE OPTIONAL





## THREE WARRIORS ORGANIC SUNLESS TAN

# Self-Tan Mousse

Three Warriors Self-Tan Mousse is an easy-to-apply, quick-drying mousse that is rapidly absorbed into the skin to deliver instant, natural-looking colour.

### How-To:

1. If you wax, aim to do it at least 24 hours before, and if you prefer shaving opt for 12 hours before, to avoid irritating the skin.
2. Exfoliate the skin with the Three Warriors Sand Scrub 24/48 hours prior.
3. Moisturise your elbows, knees and other dry patches of skin.
4. Apply mousse to tanning mitt then carefully to dry skin evenly.
5. Rinse your hands after application.
6. Wearing loose fitting clothes leave it on for an hour for a sun-kissed glow or for up to 5 hours to achieve a deep-bronze tan.
7. Rise off quickly in the shower - no more than 60 seconds.
8. The tan will last for approximately a week and fade evenly.

**Key Ingredients:** Formulated to provide intense hydration and nourishment, it contains Aloe Vera, Coconut Oil, Tasmanian Olive Oil and added Vitamin E to nurture and protect the skin while helping to lock in moisture.

**Scent:** The combination of Lime Oil and Vanilla Fruit Extract leaves the skin delicately scented.

**Awards:** 'Editors Choice' at the Global Beauty Awards 2020. 'Organic Beauty Award' Australian Toxic Free Awards 2020

Made in Australia | Certified Organic | Certified Australian Toxic-free | Certified Cruelty-free | Vegan





## THREE WARRIORS ORGANIC SUNLESS TAN

# Face Tan Aqua Mist

Three Warriors Face Tan Aqua Mist is an ultra-fine tanning mist that can be worn under makeup and is formulated to give the face, neck and décolletage a natural-looking tan.

### How-To:

1. Clean and exfoliate your skin
2. Holding the face tan mist approximately 30cm away from face, spritz over a clean, cleansed, dry face.
3. Simply wait a few minutes for the face tan to soak, you can rub in gently with your fingers and brush if needed.
4. Wash hands.
5. Once absorbed into skin you can apply makeup.
6. Unlike other natural fake tan products, the face tan mist does not need to be rinsed off.
7. Ideal for any type of skin and created for daily use until your desired shade is achieved. The Face Tan Mist develops in 3 hours.

**Key Ingredients:** Rich in minerals and electrolytes from pure Tasmanian Water, it also contains Rose Oil, Aloe Vera and Tasmanian Olive Oil, which together help to hydrate, soothe and soften the skin. These natural and organic ingredients also provide high levels of antioxidants and help to protect the skin from the damaging effects of UV rays.

**Scent:** A subtle scent of Myrtle and Jasmine.



## THREE WARRIORS ORGANIC SUNLESS TAN

# Gradual Tan

Three Warriors Gradual Tan is a certified organic tanning cream formulated with nutrient-rich, skin-loving ingredients leaving the body revitalised and boasting a year-round glow.

### How-To:

1. If you wax, aim to do it at least 24 hours before, and if you prefer shaving opt for 12 hours before, to avoid irritating the skin.
2. Exfoliate the skin with the Three Warriors Sand Scrub 24/48 hours prior.
3. Apply gradual tan to the tanning mitt then carefully to dry skin evenly.
4. Rinse your hands after application.
5. The tan will last for approximately a week and fade evenly.
6. Gradual Tan is an ideal and safe way to gradually build your tan, it can be used daily, alternative days or weekly depending on your desired colour.

**Key Ingredients:** Infused with Olive, Coconut and Avocado Oils to deeply moisturise the skin while providing Vitamins A, D and E, it has a base of soothing Aloe Vera to help lock in hydration and Chamomile Extract to aid in calming the skin and reducing any inflammation.

**Scent:** Delicate Lime and Vanilla.

**Awards:** 'Winner' best natural body tanning at the Organic Beauty Awards 2020 and 'Editors Choice' at the Global Beauty Awards 2020



## THREE WARRIORS ORGANIC SUNLESS TAN

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# Tasmanian Sand Scrub

Three Warriors Tasmanian Sand Scrub is designed to gently exfoliate the face and body to remove dead skin build-up and reveal the smooth, soft skin underneath. It leave you feeling like you have been to a day spa.

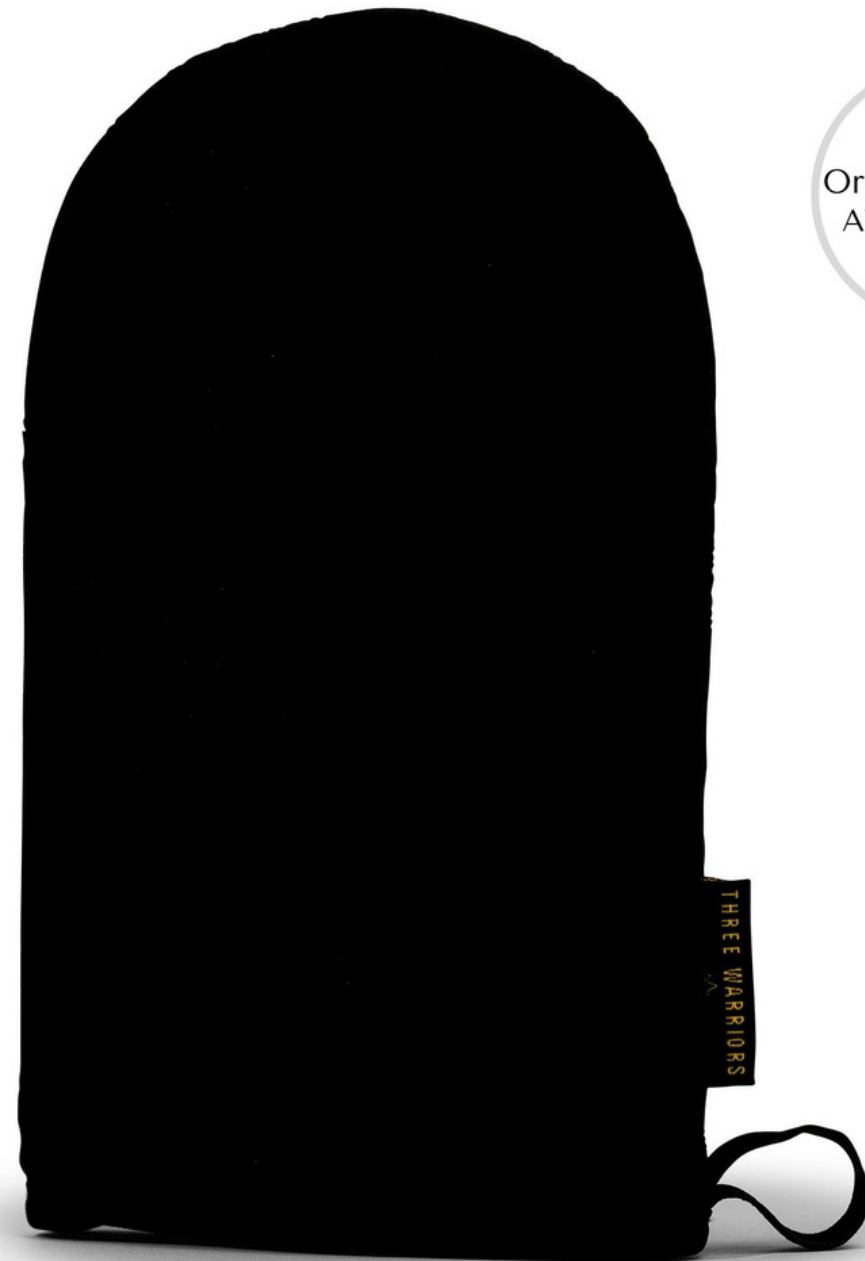
**Use:** Ideal as preparation for self-tanning products. Use on wet skin, rub into the body in circular motions to gently exfoliate.

**Key Ingredients:** It contains pristine Tasmanian Beach Sand and Walnut Shell Powder to smooth away dry and rough patches along with soothing Aloe Vera and nourishing Coconut Oil.

**Scent:** A subtle scent of Lime and Vanilla.

**Awards:** 'Winner' best face and body exfoliant at the Organic Beauty Awards 2021





## THREE WARRIORS ORGANIC SUNLESS TAN

# Eco-Friendly Tanning Mitt

Three Warriors Eco-Friendly Tanning Mitt is not only a best friend to our fake tan range but is by far one of the best tanning gloves you will ever find.

**Use:** Designed to work 'hand in hand' with the Three Warriors Self-Tan Mousse, our tanning gloves seamlessly glide fake tan across the body, providing a streak-free glow you can trust. The tanning mitt will keep your hands covered and prevent tell-tale signs of tanning.

**Product description:** Made of eco-friendly materials, our velour tanning mitt is double-sided and machine stitched allowing you to apply self tanning mousse with one side then contour your body with the other side for a professional fake tan every time!

**Awards:** 'Winner' Organic Beauty Awards 2020.

## CERTIFICATIONS



### **CERTIFIED ORGANIC:**

Three Warriors only contains, organic, natural, plant and vegetable derived ingredients, sourced by mother nature.



### **ORGANIC FOOD CHAIN AUSTRALIA:**

Three Warriors is Certified Organic by the Organic Food Chain. The OFC certify to the Australian National Organic Standard for organic and biodynamic produce, one of the highest standards worldwide for organic skincare.



### **AUSTRALIAN TOXIC-FREE**

Three Warriors is Certified by the Australian Toxic-Free organisation. Our formulas are certified safe and free from toxins.



### **CRUELTY FREE AND VEGAN**

Three Warriors is certified Cruelty Free with Australia's Cruelty Free Organisation.







## **CONTACT INFORMATION**

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### **WEBSITE**

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Thank you