

Wild Rosella Sunscreen Lotion SPF 50+
Were you born to be wild?

SEPTEMBER 2022



KARIJINI NATIONAL PARK

AUDIENCE INSIGHT

For the untamed. The uninhibited. Those who aim to get the most out of life. Who seek adventure and chase their desires. They dream. They run their own race. They fill their own cup and embrace all there is to give. They're fierce. They're passionate. They're wild.

CAMPAIGN INSIGHT

We recognise and acknowledge Banyjima, Innawonga and Kurrama people as the traditional owners of Karijini National Park.

Karijini National Park provided inspiration from concept to launch. Its ancient gorges and untamed terrain are made for those who want to seek adventure, the wanderers and the free spirits. It's the perfect place for people to explore and live the life they love.

PRODUCT INSIGHT

Australia's own hibiscus, the Wild Rosella (Hibiscus Sabdariffa) is known to have first been introduced to Australia by Indonesian fishermen thousands of years ago, originating in West Africa. Nowadays, this bountiful blossom hails from the rainforest and sand dune regions in tropical Queensland and northern Australia, where it's adapted to the harsh environments.

PRODUCT BENEFITS

- Up to 4 hours water resistant
- Broad spectrum UVA + UVB
- Very high protection SPF 50+
- Enriched with Wild Rosella for intense hydration
- With added emollients Aloe Vera and Vitamin E to hydrate and nourish the skin
- Lightweight and non-greasy
- Paraben and PABA free
- Oxybenzone and Octinoxate free

HOW TO PROMOTE WILD ROSELLA SPF 50+

Use words that evoke a feeling of being wild and free.

*Untamed, Fierce, Uninhibited
Passionate, Adventure, Explore
Wander, Uninhibited, Self-willed
Dreamer, Wild at heart*

SUGGESTED PHRASES

Like a true nature's child, were you to be wild? Take our Wild Rosella Sunscreen Lotion SPF 50+ along for the ride.

Keep your skin protected and hydrated while you seek your adventures. Where to next, wild one?

The Wild Rosella is known for its ability to tolerate extreme environments, which reflects on how it works with our skin. The calyx that surrounds the flower (typically a green outer layer that encloses the flower) works to protect it from drought and other environmental stressors during its development, aka transferring hydration to the flower.



WILD ROSELLA 400ML & 200ML

Made for the wild at heart, our Wild Rosella Sunscreen Lotion SPF 50+ will keep you protected and hydrated while you seek your adventures.

Dreaming of your next adventure? Take our Wild Rosella Sunscreen Lotion SPF 50+ along for the ride.