

# image | buffed and bronzed

## tanning the male client

**TOM CRUISE, ROB LOWE AND** Dennis Quaid are just a few of the male celebrities achieving that sun-kissed glow through the healthy alternative known as spray tanning. However, spray

ible tan line, suggest that he cover up with something that is cut higher than anything he would wear on a day-to-day basis; and if the client is insistent on eliminating tan lines altogether, there

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tanning is not reserved for Hollywood's male elite. This service is rapidly becoming a popular and healthy option to sun tanning, and now more than ever, men are seeking treatments to achieve a sun-kissed look. This brings up the subject of how to go about tanning a male client. Obviously some interesting questions arise, such as: What is the best technique? Is body hair an issue? And, perhaps most pressing ... what if the client wants to be bronzed in the buff?

### Covering up

The goal of a sunless tanning treatment is to achieve a natural, bronzed look. This means that the client should expect to only be tanned in the areas that would normally be exposed to the sun. Boxers, briefs or a swimsuit are a must. If the client does not want a vis-

are products available that will address the private area. When addressing attire, as well as performing the service, professionalism is the best way to avoid awkward and tense situations.

### Prep work

To prepare for a spray tan, the client should first shower, using a water-based exfoliant. Avoiding the use of a moisturizer is not necessary, as it will not change the results of the tan. If the client has body hair and wishes to remove it, shaving, trimming or waxing should be done prior to the scheduled service. Advise the client to wear loose, dark clothing and flip flops to his appointment, as most solutions include a cosmetic bronzer that may rub off on his clothing. In addition, tight clothing may rub against the skin and prevent the tan's even development.



### During the service

To begin the service, allow the client some privacy to change into his desired attire. Remember that when spraying, the applicator should be four to six inches away from the client to provide an accurate tan and minimize overspray. If the client has opted not to remove his body hair, it is important to hold the applicator closer to the client's body in order for the product to penetrate and pull back further on the trigger to ensure better coverage. Most importantly, when it comes to product, less is more. If too much product is applied, the client could end up orange and the tan may fade in an uneven, splotchy manner. The client should not be sticky or wet, and they should be able to dress immediately following the completion of the service. While barrier cream should not be necessary during a treatment, be sure to wipe the client's fingernails and toenails off after spraying; DHA can—and will—stain unpolished nails.

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## TRAINING YOUR STAFF

Ensuring that a male client feels comfortable and at ease depends heavily on your staff and their behavior. Make sure that they know these basic concepts:

- Staff members should maintain a professional atmosphere in order to be sure the client does not feel awkward for seeking out a tanning treatment.
- Before the tan, go over what will occur during the procedure, and always ask if the male client has questions.
- Following the service, remember to provide and go over a step-by-step guide to maintaining the tan, and show him products that would be beneficial to this purpose.



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## The wrap up

Having a post-treatment care guide available, especially for first-time clientele, is an easy way to communicate the necessary steps to ensure client satisfaction, as well as the life of the tan. Advise the client to avoid showering and activities that would make him sweat for eight hours after the completion of the service. This ensures that the DHA can fully develop, guaranteeing him the best-looking, flawless results. Stress to the male client that this means no gym or exercise. DHA is extremely drying to the skin, and keeping it well-moisturized is key to extending the tan for as long as possible. Because a vast number of men may not keep up with a moisturizing routine, it is important to blatantly tell the client that his tan will fade more rapidly if he does not use a quality, preferably shea butter-based moisturizer, one to two times a day.

Now is the time to expand your offerings and create a male-friendly environment to capitalize on the growing number of men seeking spa services. Ready, set, tan! ■



**Julie Nostrand** founded South Seas Skincare in 2001. She has trained the staff of some of the world's most elite spas, as well as make-

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