

# image | building and branding a successful spray tan business

## part II

**SPRAY TANNING IS ONE OF THE** most profitable add-on treatments a spa can offer. Once you have decided that it is a beneficial service to add to your offerings, the question becomes where do you begin?

The first thing you need to do is find product and equipment that fits

the needs of your location. As you research, you should be able to find a quality package of supplies and equipment, along with a company that offers excellent customer support. You will want to inquire what is included with your purchase of equipment and product. Does the company have available

a training DVD or onsite training and marketing materials or is it a separate price? There are numerous spray tanning companies to choose from. Find one that has proven success, offers education, training, certification and ongoing support. Do not be afraid to check credentials. Understand that 50 percent of your success will depend upon good product and equipment, while the other 50 percent will depend upon your technique.

The yearly revenue from spray tanning can range from \$100,000 to \$250,000. A great retail line can add another \$25,000 to \$50,000. Spray tan appointments can be scheduled in 15 minute increments, as the service only takes 3 to 5 minutes. If your initial investment cannot be made back within a week, you need to reconsider this service.

Understand that 50 percent of your success will depend upon good product and equipment, while the other 50 percent will depend upon your technique.

### Sell sell sell

Once you are trained and ready to go, offer an introductory rate for the first couple of weeks. A good introductory rate could be 20 percent less than what you will normally charge for the service. It is very important to keep the pricing simple. For example, if you charge \$40 for a full-body spray, offer a 3 for \$99 package. We found that packages under \$100 are easy to sell. When clients are forced to look through multiple options on a menu, it becomes confusing. Pick one price for a full-body spray and

*continues*



Market to cheer teams, fitness models, dance teams and pageant contestants.



## SUCCESS STORIES

Featuring *Sobe Tan by Fabiola, Miami Beach, FL*



After 10 years of proven success in Miami's hottest location, South Beach, Fabiola Trujillo knows a thing or two about running a successful spray tanning business. As proprietor of Sobe Tan by Fabiola for the past six years, Trujillo attributes the majority of her success to a proven technique, attention to detail and a passion for what she does. Prior to opening her free-standing location, Trujillo had a mobile spray tanning business for four years.

Trujillo also credits her success to the teachings she learned as an esthetician while working at a five-star resort in Miami. She learned over-the-top customer service and pampering techniques, which she applies every day to her clients. Her efforts reflect in her extensive Hollywood A-list of clientele who depend on Trujillo for their perfect tans.

According to Trujillo, "This service brings instant gratification in five minutes. [Clients] will feel leaner, thinner, more muscular and their cellulite appears to vanish." She adds, "I wake up every morning excited to open Sobe Tan for the day and make people smile and feel happy about themselves. That is priceless!"

Sobe Tan by Fabiola has received awards from ALLURE as the "Best of the Best" for Miami Beach several years in a row, along with extensive local and national recognition.

avoid separate pricing for areas of the body, e.g., upper body, lower body, face only, etc.

When it comes to spray tan clientele, the sky is the limit. Market to cheer teams, fitness models, dance teams and pageant contestants.

The fastest-growing demand for this service is in corrective and camouflage spray tanning. Since spray tanning evens out skin tones and produces a beautiful golden hue, those who suffer from vitiligo or other uneven, discolored patches on the skin are very pleased with the results.

The spray tan business used to be very seasonal with the busiest times being the spring and summer, and slow in the fall and winter. Not anymore. If you are creative, you can capitalize on spray tanning year round. Here are some ideas for seasonal marketing:

- JANUARY .....STAYCATIONS
- FEBRUARY .....VALENTINE'S DAY
- MARCH .....SPRING BREAK
- APRIL .....PROM
- MAY .....MEMORIAL DAY WEEKEND
- JUNE .....WEDDINGS
- JULY .....INDEPENDENCE DAY
- AUGUST .....COLLEGE RUSH WEEK
- SEPTEMBER .....HOMECOMING
- OCTOBER .....HALLOWEEN
- NOVEMBER .....SNOWBIRDS
- DECEMBER .....HOLIDAY PARTIES

When building your spray tan business, have fun. Create a warm and friendly ambiance for your clients to put them at ease. Make it a great, memorable experience and not only will you have a client for life, they will refer others to you, allowing your business to boom. ■

**Julie Nostrand** founded South Seas Skincare in 2001. She has personally trained the staff of some of the world's most elite spas, as well as makeup artists from the sets of Disney, HBO, Warner Bros., NBC,



ABC, CBS and Fox. Nostrand can be reached at [Julie@southseasskincare.com](mailto:Julie@southseasskincare.com) or 866.961.9903.

photos courtesy of Julie Nostrand