

image | bronzed beauties

steps to a flawless spray tan

FOR MORE THAN A DECADE, SPRAY tanning has offered a healthy alternative for that sun-kissed glow. A common misconception is that a spray tan will turn you orange. With proper techniques and the right spray tan solution, the results can be flawless.

Adding the service

The common ingredient in all self tanners (creams, lotions, mousse, spray tan solutions, etc.) is dihydroxyacetone (DHA)

When too much DHA is applied, undesired results, such as orange coloration and poor leopard like fading can occur.

derived from sugar beets or sugar cane. DHA reacts with the amino acids on the top layer of your skin to produce a golden brown tone. There are several levels of DHA in spray tanning solutions ranging from 5 to 12 percent. Higher percentages are better for dark skin tones, but if you are looking for a universal solution, select one closer to nine percent. When too much DHA is applied, undesired results, such as orange coloration and poor leopard-like fading can occur.

If you are contemplating adding spray tanning to your menu, here are a few things to consider:

1. Room setup: You only need a space of approximately four-feet by four-feet for the treatment. You may opt to spray in a wet room, shower, portable pop-up tent or treatment room. Good lighting is a must. If you are offering this treatment in a spa, where sound is an issue, quiet systems are available.

2. Startup costs/ROI: Spray tanning is one of the most profitable treatments today. Minimal investment is required. Appointments can be scheduled in

15-minute increments, though the treatment can be completed in less than 5 minutes, with an HVLP (high volume-low pressure) system. With a conventional airbrush system, it may take up to 20 minutes. The average price for a spray tan is approximately \$35 to \$50, but can range based upon location.

3. Preparation: The spray tan is the "icing on the cake." Any spa treatment should be finished prior to the spray tan. Exfoliation, whether done at home or as a treatment prior, is helpful. It is OK to have lotion on prior to treatment.

continues



If the product looks wet, or begins to drip on the skin, you need to spray faster or adjust the setting on the spray gun.

Most female clients will wear panties and no top for their appointment as well as dark, loose clothing, as the instant bronzer of some solutions may rub off.

4. The treatment: Whether you choose an HVLP or airbrush system, spray 5 inches from the body and 10 inches away from the hands and feet. This will prevent overspray and allow for more accuracy. Use a maximum of 1.5 ounces of solution per treatment. Only spray the body one time as



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“less is more.” If the product looks wet, or begins to drip on the skin, you need to spray faster or adjust the setting on the spray gun. Generally, clients can get dressed as soon as the treatment is over. If they feel they need to wait to dry, too much product was applied.

5. After care: Your client should wait six to eight hours to allow the tan to fully develop before showering or swimming. As DHA is drying to the skin, they should hydrate regularly. There are products available for home use to prolong or “touch up” your spray tan. ■

Coming next month in LNE & Spa: “Part II, How to Build a Successful Spray Tan Business.”

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 or 866.961.9903.