



## Olive Branch Skin Care, Inc. Sunless Tanning Guide

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Get A Beautiful Tan in Under 5 Minutes  
With *SPLASH of SUN* Tanning Solution

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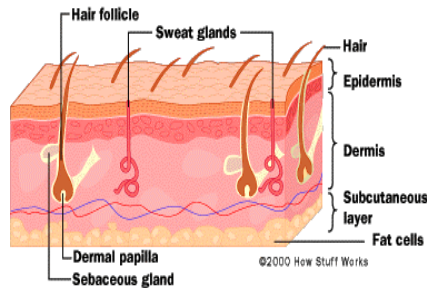
- *Sprays on evenly*
- *Rubs in smoothly for a streak-free finish*
- *Dries faster*
- *PH Balanced for a natural color tan*
- *Lasts 7—10 days*



## What is Sunless Tanning?

There are several different kinds of sunless-tanning products available today. People have been able to pour on a tan since 1960, when Coppertone® came out with the first sunless-tanning product -- QT® or Quick Tanning Lotion. If you are old enough to remember this, then you are probably thinking of the incredibly orange hue this lotion produced.

Since then, there have been several advancements made on the sunless-tanning front. These days, you can find tanning pills, sunless- or self-tanners and bronzers. You can smooth, swipe or spray on a light bronze glow or a deep, dark tan.



Many of these products take 45 minutes to one hour to start taking effect, and once you factor in drying time, you could be looking at about three hours spent achieving that sun-free tan.

According to the *American Academy of Dermatology*, the most effective products available are sunless- or self-tanning lotions that contain *dihydroxyacetone* (DHA) as the active ingredient. DHA is a colorless sugar that interacts with the dead cells located in the stratum corneum of the epidermis. As the sugar interacts with the dead skin cells, a color change occurs. This change usually lasts about five to seven days from the initial application.

Every day, millions of dead skin cells are sloughed off

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or worn away from the surface of your skin. In fact, every 35 to 45 days, you have an entirely new epidermis. This is why tans from sunless or self-tanning lotions will gradually fade as the dead cells are worn away, so is your tan. For this reason, most of these products suggest that you reapply the sunless- or self-tanner about every three to five days to maintain your "tan."

Gels, lotions or sprays that contain DHA are said to be the most reliable and useful, there are dozens of other types of products on the market. There are a number of other products on the market that claim they stimulate and increase melanin formation, thereby accelerating the tanning process. At this time, there is no scientific data available to support these claims.

### What Harm Is There In UV Radiation?

According to the Minnesota Poison Control Center, skin cancer is the most rapidly increasing form of cancer in the United States. Recent studies indicate that the incidence of skin cancer is increasing at an alarming rate, with 600,000 new cases of skin cancer reported every year. One in five Americans will develop skin cancer in their lifetime and according to the Skin Cancer Foundation, by the year 2010, more than 1 million new reports of skin cancer could be reported each year, Although skin cancer diagnosed in the early stages has almost a 100% cure rate, sun exposure can cause both acute and chronic injury to the skin. It is well documented that long-term sun exposure, with or without sunburn, can cause harmful effects including premature aging of the skin, malignant changes in the skin, development of lip carcinoma, and corneal

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opacities.

The *American Academy of Dermatology*, the *American Academy of Pediatrics* and the *Skin Cancer Foundation* recommend that protection from excessive sun exposure be initiated early. Regular use of an SPF-15 product starting after 6 months of age and continuing through 18 years can decrease the incidence of skin cancer over a lifetime by as much as 78%. Recommendations for sunscreen use are as follows:

- Radiation from the sun is most damaging between the hours of 10 a.m. and 2 p.m. Sun exposure should be avoided during this time whenever possible.
  - On an overcast or cloudy day, sunscreen use is still necessary. The clouds filter a small amount of ultraviolet radiation. Most of the UV radiation (60-80%) will not be filtered by the clouds and will be allowed to pass through.
  - Use a sunscreen product with a SPF of at least 15.
  - Sunscreen products should be applied 20 to 30 minutes before sun exposure.
  - Avoid artificial sources of UV radiation, including tanning beds and sun lamps.
  - Wear a broad-brimmed hat, long-sleeved shirt, long pants, and sunglasses to decrease sun exposure, especially during the hours of 10 a.m. and 2 p.m. Tightly woven clothing provides the best protection.
  - Sun exposure during childhood (up to 18 years old) is about 80% of an average person's lifetime exposure to the sun. Sun
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protection should begin at a young age and may start as early as 6 months of age.

- Surfaces such as sand, snow, concrete, water can reflect up to 85% of the UV radiation. Extra precautions should be taken when around these surfaces.

### How Is A Sunless Tan Different?

The most important concept that should be understood before ever purchasing an over the counter tanning product or stepping into a sunless tanning room or booth is this, "*A sunless tan is NOT a real tan.*" A sunless tan is purely cosmetic and basically provides no protection from the sun. Furthermore, a sunless tan does not behave like a real tan. Although the color of a sunless tan is very close to a real tan, on many skin types, the color is different; it fades much quicker and requires more regular maintenance. If you want a real tan, take a few weeks off work, head down to Aruba, spend your days relaxing on the beach as your personal tanning technician rubs you with oil and rotates you every 30 minutes.

So why should I go for a sunless tan?

First of all, if you can't afford the weeks off of work and the airfare to Aruba is outside of your current financial picture, maybe a sunless tan is your best option. For instance, if you have an important meeting on Friday, today is Thursday, and you really don't want to look like you spend all of your time in front of the computer, a sunless tan is your only option. There's not a tanning bed in America that can give you the color you need in that short of time and the sun is definitely out of the question. Sunless

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tanning is rapidly becoming the tan of choice for those in need of an “Event Tan”.

Another rapidly growing segment of the population that is gravitating towards sunless tanning is those with fair skin and light complexions. Red heads and natural blondes in particular seem to have trouble with the sun and tanning beds. Of course those millions of Americans that have had skin cancers removed or other forms of cancer absolutely should avoid the sun and tanning bed exposure.

So what should you expect after you get your sunless tan? Expect to need 2 or 3 initial visits to develop a good base tan. Just one visit doesn't give you enough information to evaluate the process. Go ahead and buy at least 2 or 3 and make the commitment to understand the process. Accept the fact that sunless tanning is different from a real tan and try to understand the benefits and the shortcomings. Whether you apply an over-the-counter solution or you visit a salon, remember that all solutions are not created equal. Understanding the type of solution you are using or that is being applied to your skin is very important.

### What's The Difference in Solutions?

Most solutions on the market today are water based. What does this mean since water is listed as an ingredient on all tanning products? It's all about creating an emulsion. An emulsion is a mixture of two liquids that normally can't be combined. Oil and water is the classic example. Emulsifying is done by slowly adding one ingredient to another while simultaneously mixing rapidly. This disperses and suspends

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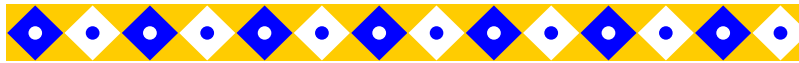


tiny droplets of one liquid through another. This is the basis of a good lotion. Water is used to carry the right amount of oil onto the skin and aids in spreading the oil evenly over the skin without feeling oily or greasy. Creating an effective emulsion requires proper mixing equipment and an excellent knowledge of the chemistry of the ingredients in use.

Water based products are made by simply adding the ingredients to water and stirring. Most of the ingredients in modern sunless tanning products will not dissolve easily in water and some won't dissolve at all in water alone. However, the ingredients dissolve quickly in alcohol. Isopropyl alcohol (IPA) is used in most sunless tanning solutions to dissolve the ingredients prior to mixing with water. IPA instantly dissolves these ingredients for even distribution in the water solution. The problem with IPA is the intense drying effect it has on the skin. For a basic comparison of water based solutions versus a lotion based solution, visit a local public establishment that has hot air dryers in the restrooms. Wash your hands, shake off the excess water, and record the amount of time required to dry your hands. Repeat the same experiment at home but this time use hand lotion and no dryer. Record the amount of time required for your hands to absorb the lotion. Obviously no one really knows how long it takes to dry the water from your hands in a public restroom because no one has ever waited that long. Why does an oil-based lotion absorb into the skin quicker than water even with the assistance of a hot air dryer? The answer is simple. By design, a lotion includes ingredients that help the skin to absorb thereby reducing the amount of drying time for an oil based

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solution over a water based solution. As an added bonus, a lotion based tanning solution not only provides a sunless tan, it also provides critical moisture to the skin. Water based solutions simply use water to carry the tanning agent to the skin and wait to evaporate.

*Olive Branch Skin Care's Splash of Sun Sunless Tanning product is the only spray-able, lotion based tanning solution on the market today that contains pure food grade olive oil. Splash of Sun not only provides all of the benefits of a lotion based sunless tanning product but also delivers a full body moisturizing that combines all of the healing properties of olive oil. You will love the way it makes your skin feel. There's nothing like it.*

### How Do You Apply The Solution?

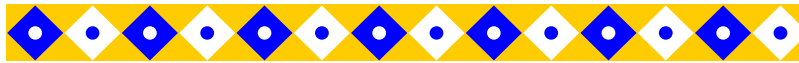
There are 4 basic concepts employed to apply sunless tanning products. Self applied, technician hand applied, automated machine applied, and technician machine applied. The self applied technique speaks for itself. You buy the product, apply it to your body, and rub it in. This is a low cost and effective way to get the job done. Due to fundamental restrictions in the human anatomy, certain areas of the body can be difficult but not impossible to cover. Next is the technician hand applied method. Although this is a rarely used approach, it is done in a number of specialty salons around the country. This is not a preferred method of application for most people and is very personal and very expensive.

The newest and rapidly becoming the most popular method of sunless tanning product application is the

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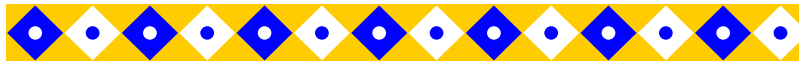


machine applied techniques. The automated machine application consists of stepping in an enclosed booth while tanning solution is sprayed on you from all angles. During the spraying process, you are required to move around in a specific fashion in order for the solution to cover your entire body. The automated booth process is fast and private, however, the booth sprays each client exactly the same. Whether you are 4' 8" or 6' 5", or 90lbs. or 300lbs, there is no distinguishing you from anyone else. There is also major concern from the FDA as to the inhalation risks of breathing the concentrated fumes in the enclosed booth during the process.

Finally there is the technician applied methods. There are 2 options in this category. Airbrush and HVLP (High Volume Low Pressure) systems are the most popular. An airbrush is most seen as an artistic tool. You can see at least one or two airbrush artists at work at every flea market in the country and every beach along the coast. An airbrush looks like an ink pen with a small air hose attached. The artist generally has multiple jars of paint and will switch jars depending on the color they are using. Many tanning salons utilize an airbrush to apply tanning solution to their clients. The process requires an artistic flair to do an effective job and is somewhat time consuming, taking between 30 and 45 minutes to do a complete body tan. An airbrush in the hands of a competent technician can create a beautiful sunless tan that will highlight areas of the body that should be highlighted and downplay areas that don't need attention. Airbrush is especially popular among body builders since the spray technician can accentuate around key areas with shadow-

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ing giving the appearance of larger muscles. Of course an airbrush in the hands of an untrained technician can yield very unpleasant results.

Many salons have moved to the HVLP system of applying sunless tanning solution. The HVLP system is basically a standard HVLP paint spray gun connected to a turbine fan unit (similar to the fan used on a vacuum cleaner) that generates the necessary air pressure to draw the solution from the gun canister to the nozzle. These units spray a lot of solution and can complete a full body tan in around 2 minutes. With proper room layout, a well trained technician can spray a client every 5 minutes. The main downside to the HVLP system comes in the hands of an untrained technician. Due to the volume of solution that can be sprayed with these units, overspray on the floor and walls can create a cleaning issue. Most salons report that after spraying approximately 10 – 15 clients, the overspray problem is minimal and is easily contained with a standard 20" box fan and filter.

### What Kind of Space is Needed?

Each method of application has flexible specifications except for the automated machine application booths. These units come with particular requirements and specifications that must be followed to meet the licensing guidelines of the units. Hand applications should be carried out in an area with vinyl or tile floors in case of spills.

Airbrush and HVLP application methods have the same basic requirements. The ideal space is one that is large enough to fit two people and the neces-

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sary equipment in the same room without feeling cramped. A room about 6' x 8' is ideal but can be smaller. If possible, the airbrush compressor or HVLP turbine unit should be placed outside of the spray room to prevent the overspray from getting on the equipment and to eliminate the noise. Remote starters are available to start and stop the units from within the room. It is best to cover the walls with a removable fabric that can be laundered periodically. Disposable paper should be used on the floor where the client stands and changed between each session. Clothing hooks and seating should be provided away from the spraying area. Towels should also be available for the client to cover with while waiting to be sprayed.

Power requirements are generally not an issue. Standard wall outlets power all airbrush compressors and HVLP systems. A sink should be available to wash the equipment at the end of the day.

### How Do You Prepare For The Tan?

**BEFORE TAN:**

1. Remove make-up/face creams.
2. Shower and Exfoliate.
3. Shave where desired. (Preferably the day before tanning)
4. Do not apply deodorant, lotions, or perfume. (This can greatly affect the outcome of your tan)
5. Wear dark loose clothing, i.e. jogging suit, etc.
6. Wear old, dark undergarments/bathing suit.
7. Remove all jewelry.
8. Apply polish/barrier cream to toenails and fingernails. Will not affect acrylic nails.



#### **AFTER TAN:**

1. Wear dark loose clothing, i.e. jogging suit, etc. (Bronzer will rub off)
2. Avoid white clothing, wool or nylon fabric until after showering. (Bronzer will rub off and can stain fabric)
3. Use dark towel after first shower. (Bronzer will rub off)
4. Avoid showering, swimming, or excessive sweating for 6 – 12 hours.
5. Exposure to salt water and chlorine can accelerate fading of the tan. To help avoid this, moisturize often during exposure.
6. Repeat process every 7 to 10 days depending on skin type.
7. Moisturize, moisturize, moisturize.
6. The DHA continues to develop slightly over the next 24 hours and lasts 7 or more days depending on hydration and exfoliation that varies from person to person.
7. Moisturizing the body is very important in maintaining your tan.

#### **HOW THE SUNTAN WORKS**

1. The bronzer that you see immediately is our temporary bronzing color. It gives the instant gratification tan.
2. The bronzing color coverage shows how even the DHA tan will be. It is a part of the same coverage.
3. Solution includes DHA and selected extracts and oils, which create the long-lasting tan. The DHA will develop within a few hours into a tan that is unique to each person.
4. DHA is a natural sugar derivative. To understand the tanning process, take a bite of an apple and leave it out for a few hours. DHA has a similar affect on the skin.
5. When you shower after 6 hours the temporary color will come off, but the tan will remain.
6. The DHA continues to develop slightly over the next 24 hours and lasts 7 or more days depending on hydration and exfoliation that varies from person to person.
7. Moisturizing the body is very important in maintaining your tan.

#### **HEALTH NOTES:**

1. **A Spray Tan Is Not A Sunscreen!** Always use sunscreen for UV protection.
2. The tanner reacts only with the uppermost layers of (dead) skin and not absorbed into the body.
3. Avoid inhalation and getting the tanning solution in the eyes.

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