

How to choose the best tan!

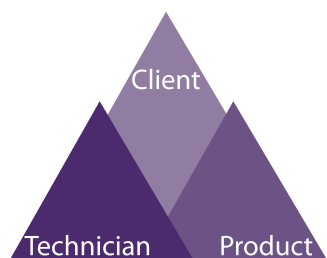
Mediterranean Tan, Wax & Beauty®

Skin Types Explained - Learning how to pull it all together

It is easier than you think... MediterraneanTan® provides a Spray Tan guarantee to ensure peace of mind for you and your customers.

When I spray it is my name on the product and the final result. I have never had one unhappy client. It doesn't matter if it's the biggest name celebrity that I am spraying or my family. Every spray tan HAS TO BE FLAWLESS.

In order to be able to provide a spray tan guarantee you need to be able to ensure that you follow the complete system. The system involves 3 major focuses which enables a spray tan guarantee to be given.®



1. Client Consultation

First and most importantly the client needs to commit to using the entire skin care system. MediterraneanTan® provides client preparation booklets that you can work through with the client to ensure a thorough understanding of the process. The client needs to commit to only using MediterraneanTan® retail products to ensure the skin is prepared, balanced and hydrated ready to produce deep, dark, exotic results.



'How to choose the best colour' flyer
is downloadable from:
<http://www.mtwb.com.au/edit/education/MTWB-HowToChooseTheBestColour.pdf>

The process commences with the client exfoliating some 12 - 24 hours prior to the spray tan. MediterraneanTan® body scrub is formulated with collagen forming marine extracts and micro granulates of dead sea salt. Gentle enough to protect and stimulate hydration in the skin whilst creating a flawless, soft smooth canvas ready for your MediterraneanTan® sunless experience. The next step is to ensure that the skin is continuously hydrated creating longer lasting tans. The MediterraneanTan® body wash and tan extender provide the unique combination of collagen forming marine extracts in a luxurious low foaming body wash and a tan extender that saturates the skin with an exotic blend of anti-oxidants. All MediterraneanTan® retail products are beautifully scented with a subtle yet sensual pomegranate extract, providing the final exotic touch to the spray tan experience.

How to choose the best tan!

Mediterranean Tan, Wax & Beauty®

2. Technician Knowledge

How to choose the best MediterraneanTan® colour for your client.

Our system is designed to ensure that you as the therapist chooses the right colour for your client. A good guide is to break down the skin tones into light, medium and dark. For the purposes of this editorial I have chosen some well known skin tones as examples.

Skin Type 1 - Pale skin, red hair, naturally fair hair colourings, blue eyes. Would never tan in the UV setting and usually burns in the sun. This is the typical Nicole Kidman skin type.

Skin Type 2 - Light to medium skin, blonde to medium brown hair as well as green, blue or grey eyes. Will readily tan in the UV setting. This is the typical Jennifer Aniston skin type.

Skin Type 3 - Naturally tanned olive skin, generally have dark hair with eyes that are green, brown or occasionally blue. This is the typical Penelope Cruz skin type.

Choosing the correct MediterraneanTan® for each skin type is simple, MediterraneanTan® products have been designed around each skin type. The light solution in each range is for the skin type 1 clients, the medium solution for skin type 2 clients and dark solution for skin type 3+ clients. Always start the product range at the suggested levels and after you and your client know how their skin will react to the concentrates of DHA, then you can move them up the scale if they wish a deeper, darker more exotic spray tan. RBS® solution is suitable for EVER SKIN colour.

- > Start with the Skin Type
- > Assess Base Colour
 - a) Green
 - b) Violet
 - c) Red
 - d) Blue
 - e) Brown
- > Assess Time Client wants to leave on
- > Assess Required Result (Use Kids, Mums, Cougars)
- > Choose Product and Time

3. Solution Amount

I recommend that you use only 50 - 70 mls, spray only one coat that allows saturation and the client is virtually dry by the time you are finished spraying. I know that it is unusual for a spray tan manufacturer to recommend using LESS product. However, I am not just a manufacturer; I like other salon owners spray every day. I am concerned about costs and time is money, so waiting around for a client to dry off from putting on some 100ml per spray of solution is costly.

Visit our website - www.mtwb.com.au - to view our educational videos on spray tanning and colour choice.



How to choose the best tan!

SKIN TYPE 1



2 HOUR LIGHT
DHA 14% - Light Bronzer

8 HOUR LIGHT
DHA 9.5% - Dark Bronzer

2 HOUR LIGHT
DHA 15% - Light Bronzer

8 HOUR LIGHT
DHA 9.5% - Dark Bronzer

SKIN TYPE 2



2 HOUR MEDIUM
DHA 18% - Medium Bronzer

8 HOUR MEDIUM
DHA 11% - Dark Bronzer

2 HOUR MEDIUM
DHA 18% - Medium Bronzer

8 HOUR MEDIUM
DHA 10% - Double Dark Bronzer

SKIN TYPE 3



2 HOUR DARK
DHA 20% - Medium Bronzer

8 HOUR DARK
DHA 12.5% - Dark Bronzer

2 HOUR DARK
DHA 20% - Medium Bronzer

8 HOUR DARK
DHA 11% - Double Dark Bronzer

8 HOUR EXOTIC
DHA 12.5% - Black Bronzer

Please Note: The 8 HR Dark and 8 HR Exotic Dark can be used as a 2 HR product for a lighter result.

2 HOUR LIGHT
DHA 14% - Light Bronzer

2 HOUR MEDIUM
DHA 18% - Medium Bronzer

2 HOUR DARK
DHA 20% - Medium Bronzer

TWILIGHT
10 MIN-1HR - LEVEL 4
BLACK COLOUR HUNTER
DHA % IP - Dark Bronzer
Violet Base Solution™

TWILIGHT
10 MIN-2HRS - LEVEL 4
BLACK COLOUR HUNTER
DHA % IP - Dark Bronzer
Violet Base Solution™

TWILIGHT
10 MIN-4HRS - LEVEL 4
BLACK COLOUR HUNTER
DHA % IP - Dark Bronzer
Violet Base Solution™

TWILIGHT
10 MIN-1HR- LEVEL 5
SILHOUETTE
DHA % IP - Dark Bronzer
Green Base Solution™

TWILIGHT
10 MIN-2HRS- LEVEL 5
SILHOUETTE
DHA % IP - Dark Bronzer
Green Base Solution™

TWILIGHT
10 MIN-4HRS- LEVEL 5
SILHOUETTE
DHA % IP - Dark Bronzer
Green Base Solution™

Please Note: While it is best to use lighter solutions on fair skinned (skin type 1) clients you can eventually build them up to a darker colour, or leave solution on for up to 2 hours.

DANCERS DARK™
COMPETITION
MOVEMENT
DHA % IP - Dark Bronzer
Green Base Solution™

DANCERS DARK™
COMPETITION
STAGE SUN
DHA % IP - Dark Bronzer
Green Base Solution™

DANCERS DARK™
COMPETITION
DEFINITION
DHA % IP - Dark Bronzer
Green Base Solution™