Welcome to the first edition of MARQ'D! We trust you have enjoyed a busy, fun-filled start to the year. When it comes to the world of spray tanning, self-tanning and all things beauty, there is so much to look forward to in 2017. This edition gives you a taste of what's to come.

This first edition is a celebration of innovation as we get to meet the head of innovation and product creation in our team’s Tan.Easy tanning systems department. We also take you on a journey backstage and behind the scenes as we prep the models for the runway at one of the most decorated and globally recognised Bridal Fairs, “One Fine Day”.

Faux tanning is about having fun and doing what you love. We interview two recognised amazing entrepreneurs in our industry and ask them what makes them tick and keeps their business profitable year round. I’ll also personally give you my recommendations for setting your beauty and tanning business apart from the crowd for the ultimate results.

As you explore what we have put together, we encourage you to believe business is about self-expression and a celebration of what you offer as an individual not just an entity. So with this edition we encourage you to think about your product offering in a new way, be more experimental, get ready to innovate, create a point of difference and understand that it’s not only the products that set your business apart, but what you offer your clients through personal inspiration that will keep them coming back.

At MARQ'D it’s our aim to give you the industry insights, tips and trends to ensure your business keeps evolving, innovating, and enjoying the latest that faux tanning has to offer. I trust you enjoy what we’ve put together for you in this edition, and we look forward to celebrating your success with you throughout 2017! NOW IT’S TIME TO GET MARQ'D!
Saying “I do” in minetan

The show cut through the hustle and bustle of food trucks, wedding stylists, florists, cake specialists and thousands of brides and grooms looking for inspiration for their special day.

Dramatically set against a stunning supersized raw sandstone backdrop, the runway showcased the talents of local Australian bridal designers, complemented by a gorgeously, golden glow. And white on tan has never looked better.

It was all made possible by the expert Tan Angels team, led by Creative Director Sam O’Brien, who masterfully achieved the perfect dewy, romantic glow with MineTan’s Bride Spray Tan Solution. Specifically formulated to be intensely moisturising, pH balancing, odour-free, salon professional formula, Bride delivered a natural-looking radiant tan, oh so important for that special day.

As we all know the perfect tan wasn’t built in a day, so we’re taking you behind the scenes to see how it all came about.

FITTING DAY: 2 days to Runway

In the lead up to the main event, amongst a flurry of dress fittings, the Tan Angels, Sam and Karla, worked their magic on-the-go at One Fine Day HQ.

They first started on building the perfect foundation for the spray tan. Using the Tan. Handy spray tan system Sam and Karla first prepped each model’s skin with a coat of MineTan’s Perfect Start Primer.

“We used Perfect Start to cleanse, moisturise and adjust the skin’s pH levels, all to enhance the DHA reaction to the skin and to combat the sometimes drying effect of DHA” said Sam.

Next, they applied the MineTan Blending Cream to the model’s elbows, feet and hands, paying close attention to cuticles and areas between the fingers and toes. After all, no bride (even model brides) want that “I’ve got tan on my hands” look!

Then they spray tanned each model using Bride, working easily and effortlessly with the super light and portable Tan. Handy spray tan system.

Backstage, the scene was brimming with excitement. The Tan Angels were there to add the finishing touches to each model, before stepping out onto the runway, with MineTan Contour.

With eight different designers showcasing their collections across just eleven models, it meant multiple outfit changes. And with each outfit change the Tan Angels applied MineTan Contour to each model’s décolletage and shins to deliver a radiant runway look.

“For runway shows, it’s so important for us to create symmetry to a model’s bone structure, particularly to the collar bone and shoulder area. By adding Contour to these areas we effectively create a square, which captures the light to give the model extra impact and balance to their look while walking the runway” said Sam.

The end result: the tans stole the show.

ABOUT One Fine Day

One Fine Day is a refreshing alternative to the traditional bridal expo, showcasing a handpicked collection of sought after vendors from the wedding industry. One Fine Day first launched in Sydney in 2012, and has since grown exponentially to welcome over 20,000 brides and grooms each year to their fairs in Sydney, Melbourne, Canberra, Perth and Adelaide. 2016 saw the start of their international expansion with their first show in New York City.

“FOR RUNWAY SHOWS, IT’S SO IMPORTANT FOR US TO CREATE SYMMETRY TO A MODEL’S BONE STRUCTURE, PARTICULARLY TO THE COLLAR BONE AND SHOULDER AREA. BY ADDING CONTOUR TO THESE AREAS WE EFFECTIVELY CREATE A SQUARE, WHICH CAPTURES THE LIGHT TO GIVE THE MODEL EXTRA IMPACT AND BALANCE TO THEIR LOOK WHILE WALKING THE RUNWAY”
In the world of professional tanning, it’s no surprise that salon owners want to stand out from the crowd as tanning products are becoming more and more mainstream. So, how does a salon create that “wow” factor with all the noise around tanning brands and ensure they don’t compromise on quality? The trends coming out of Hollywood, Sydney, London and New York are high end salons moving toward “custom blended spray tans”. These salons essentially use their professional tanning products to make your own blend suited to your skin type (just like a hair dresser would). Salon owners will try anything to create a point of difference that keep clients coming back tan after tan after tan.

**PRODUCT MIXING**

We’ve all heard of double coats, triple coats, tanning cocktails and even second day reapplications. This is not something your equipment is designed to handle. So, how does a salon ensure that their customers are getting a consistent application, and that they don’t compromise on quality? The key difference is between each coat, we use the hot air (from your spray unit) to set the tan on the client’s skin. So, remove the applicator and use the hose to warm your client. The heated air will cause the client’s pores to open slightly and allow the second coat application to absorb deeper than a usual double coat application.

When choosing products to layer with, I always use a “strong base” colour to ensure a flawless result. My favourite “Go-To” layering combination during the events season of 2016/2017 was “Dark Ash-Onyx” and “Liquid Bronze” by MineTan. Dark Ash Onyx is a strong base which suits all skin types. Then using Liquid Bronze as a finishing spray, we get the added benefit of a high gloss, hydrated result which feels amazing on the client and gives a long lasting rich glow.

Here’s a few more of my favourite MineTan products for layering and the benefits you will see when using each of them, I give them all a customised name to create an exciting tanning menu for my VIP clients:

**PRODUCT LAYERING**

Layering is all about technique and your equipment. First of all, if you use equipment that saturates the customer on first application, layering really isn’t for you. You need tanning equipment that allows you to apply multiple coats of tan without product running or dripping; you want an “airbrush effect”.

TanEasy are the best systems for layering. Layering is effectively “double coating” using a minimum of two products to obtain multiple product benefits. The key difference is between each coat, we use the hot air (from your spray unit) to set the tan on the client’s skin. So, remove the applicator and use the hose to warm your client. The heated air will cause the client’s pores to open slightly and allow that second coat application to absorb deeper than a usual double coat application.

When choosing products to layer with, I always use a “strong base” colour to ensure a flawless finish result. My favourite “Go-To” layering combination during the events season of 2016/2017 was “Dark Ash-Onyx” and “Liquid Bronze” by MineTan. Dark Ash Onyx is a strong base which suits all skin types. Then using Liquid Bronze as a finishing spray, we get the added benefit of a high gloss, hydrated result which feels amazing on the client and gives a long lasting rich glow.

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**PRODUCT MIXING**

Mixing is simple, combine one product with another. The ½ mix is up to you; however essentially by mixing one product with another you are changing the result and stability of that product and creating your own blended result. Changing stability is always risky and not recommended prior to trialing, however using the same brand of product will usually counteract any risk of the product not developing through altering stability. Mixing products will usually have the best results when combining “bases” within the same brand. Using the same brand means the product will be stable (so no adverse skin reactions or fluro orange results). So, a product range such as b.tan is the perfect example.

By mixing b.tan’s Licorice (mixed base) with Purple Reign (violet base), we achieve a customised result which is incredibly dark in DHA %, with a flawless violet base product, perfect for photos or a night out on the town. In response, we will achieve a balanced DHA at just over 13% (based on a 30/30 mix) with a dark, even and flawless finish suitable all skin types.

**CREATE YOUR OWN CUSTOM MineTan MENU!**

**HYDRATION IN HOLLYWOOD**

Create your own custom MineTan menu!

**LAYERS DARK ASH ONYX AND THEN LIQUID BRONZE TO ACHIEVE THE PERFECT DEEP DARK TAN WITH A HIGH SHEEN FINISH.**

**COCONUT BOMB**

**LAYER WORKOUT READY AND COCONUT FOR A HYDRATING ALL NATURAL ACTIVE TAN THAT WON’T SWEAT OFF AND SMELLS DIVINE.**

**PAPARAZZI PROOF**

**LAYER ABSOLUTE AS YOUR BASE AND CAMERA READY FOR THE DEEPEST DARKEST TAN THAT ALWAYS PHOTOGRAPHS PICTURE PERFECT.**

**CHOC-CARAMEL DELIGHT**

**LAYER DARK CHOCOLATE AND CARAMEL TO ACHIEVE THE PERFECT BLEND OF ADDICTIVE FAUX TAN, THE RESULT IS AS IRRESISTIBLE AS THE NAMES THEMSELVES!**

When trying mixing for the first time always start at a 50/50 mix. Customise your best from here and make sure to record your customer’s blend so you can replicate it again and again. That’s what makes your tans unique and irreplaceable! Don’t be afraid to promote that you use a particular brand of product, it will assist in getting you first time customers who trust the brand, then educate them that you use those products to make your own blend suited to their skin type (just like a hair dresser creating you the perfect colour).
WHAT IS A COLOUR BASE?

GO AROUND THE WORLD IN AS LITTLE AS ONE HOUR WITH A COLOUR BASE TAN. WE SET OUT TO DEMYSTIFY THE COLOUR BASE TAN, EXPLAIN HOW THEY WORK, WHICH ONE TO CHOOSE AND TAKE YOU ON A JOURNEY OF COLOUR.

Much like your hair colour or cosmetics, your colour base tan can be selected based on your desired end result and skin finish. It doesn’t matter what your skin type or tone is, by using a colour base tan you are in control. You choose your level of colour and then the tone or finish you want to end up with; it really is as easy as that.

Colour base tans have been designed to replicate the sun kissed results from around the world. If you’ve ever been to Europe you may have noticed the tan you get naturally from the sun there is very different to that you may be normally used to if you live in the USA, Australia, or anywhere else in the world. The same can be said if you were to holiday in Australia, then the sun tan you get there is completely different to that in Europe, Asia or the USA. So which colour base do you choose?

If you want to look like you’ve just stepped off the beach in Positano, San Sebastian or Santorini for example, you’ll be looking for a skin finish with a rich dark red-brown. To achieve this end result you will want to use a Violet Base tan.

Maybe you want to look like you’ve just come back from Rio in Brazil. For this you need a Dark Ash base tan that will leave your skin finished with a cool, intense dark brown.

Or maybe you want that quintessential Aussie babe look; that natural olive brown look that has been made famous by Elle Macpherson, Miranda Kerr or Margot Robbie. Then you should try a Green base tan.

SO HOW DO THEY WORK EXACTLY?

A unique set of bronzers and active ingredients give these tans their relative colour base. When the DHA interacts with your skin, these colour actives also go to work to give you that desired skin tone and end result.

Right leg - a rich European red-brown achieved with a violet base tan.

ORIGINAL
Lusting after a classically dark olive tan? Our Original Green Base is your match.

VIOLET
Looking for that rich “back from holidays” European bronzed tan? Try Violet!

DARK ASH
An intense Brazilian skin tone more your style? Then it’s time to smooth on Dark Ash.
HE’S THE “SPRAY-TANNER TO THE STARS”. Jimmy Jimmy Coco’s clients include Heidi Klum and the Kardashian sisters. We get an inside look at the man behind the tan!

Today, you frequently appear on the Kim Kardashian’s, Khloe’s and Kylie’s apps as THE Tanning and Skin Finishing Expert. You have been working with Hollywood A-listers for over a decade now — how have you become Hollywood’s biggest skin tanning and finishing expert?

Oh Gosh, I feel like anyone can learn how to do this! What you do is a part of who you are and there’s a little bit of love involved. You show up, never be late, never complain. You need to be a “service” oriented person. You should have empathy and compassion for people. A sense of style never hurts either. And confidentiality is H U G E. They trust me. We have private conversations that I will never repeat.

One of the biggest lessons I learned was when I was 16 and coaching gymnastics. Joanne Byers, my boss and owner of Byers Gym, told me “The kids in front of you now are the most important kids for that hour. Make sure they know it”. Even today, I implement this philosophy working with my A-List clients.

Can you share what’s the most important event that you’ve ever worked on?

I’m going to say that the most important event is the tan that I’m doing right now. From tan line corrections to evening out uneven skin-tone, the end result must reveal an all-over, even, skin-tone.

It has been a great privilege for me to work with the amazing Victoria's Secret models and Angels for 10 years. It is a cult event for fashion and pop culture and the recognition for being part of style never hurts either. And confidentiality - is the fact that somehow I have been able to create a wonderful career for myself. I am a very simple man and I am ticked by the smallest things. For example, this morning I received an email from Susie from Arkansas saying “I received an email from Susie from Arkansas that’s just starting her own tanning business asking me for advice. Knowledge, and craft - like many things in life are nothing, unless you can share them with others. And the best thing is, it doesn’t cost a penny to do that.

What’s the favorite look you’ve ever done a spray tan?

Miranda Kerr in the foyer of the Armory theatre in New York City - for the Victoria’s Secret Fashion show in 2005. You’ve pioneered products and services in the self tanning world over a decade ago that are widespread today. What do you foresee as the trends in the next ten years?

The fear factor is going to go down. People that are afraid of self tanning today won’t be afraid of doing it tomorrow. It’s like driving a car; you’re scared at first but then it’s ok and it becomes a part of what you do. Sunless tanning products have come a long way, they are now easy to use and wear more beautifully than ever, so it’s going to become like applying moisturizing lotion - a part of a regular beauty regimen.

Spray tanning is no longer seasonal, you can get it in stores and salons all year around. We have a total control of the look we want to wear, you are free to change your mind and become a brown goddess in moments. I believe tanning, as one of many ways of expressing your personal look will become more widespread.

What do you consider to be your biggest accomplishment to date and what accomplishments are you yet to achieve?

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What’s the favorite look you’ve ever worked on? Is there anyone you’ve tanned that never expected to look so amazing with a tan?

YES - Lara Flynn Boyle from Men in Black II was one of my first celebrity tans I’ve ever done! Lara is such an amazing actress and so beautiful. She is very much on the pale side with her skin tone and it was a great pleasure to work with her to give her a bronze goddess look for the premiere. It was the first time that I received a red-carpet picture from an agent, I was so thrilled. I didn’t know why I received it!

Is there anything else you’d like to share about your life and career?

I am such a huge fan of helping; and I am a huge supporter of cat & dog rescues. I have two cats at home. Tanner and Sassy, that I adopted from NKLA / Best Friends Animal Rescue. In doing that, I saved four animals, because the shelter could take two more cats to look after. The two I adopted plus the two more they could save makes 4 lives saved. #savethemall

So wherever you are, whatever you do, know that you can make a big difference in animals’ and people’s lives.

Hollywood’s Tan Guru

“I believe tanning, as one of many ways of expressing your personal look will become more widespread.”

OK, 3 most important Don’ts and Dos:

Don’t

1. Don’t bring negative energy! You are walking into someone’s home, it’s their private space and their sanctuary, so be respectful and bring only positive energy with you.
2. Never make comments about the contours that you’re doing - that is a negative connotation suggesting there’s a problem with the body. The mindset is that everyone has a beautiful body and you follow the lines that are already there to make the client look their best!
3. Do not touch anything in the house.

Do

1. Make sure that your tanning solution is fresh.
2. Your gun is cleaned out.
3. You look your best, you’re well groomed and you look professional.

There’s many women and men who look to build a successful tanning business - mobile or in a spa/tanning. What advice would you give them? Find a cheap lawyer (laughs).

Truthfully, it’s quite simple. On a good bedhead manner. You always want to be well mannered, you have to appreciate that the person that’s paying you money for your service, is receiving the service and the energy that you’re giving them. They take it through the music video or film they may be shooting or to the first date after a nasty divorce. You must be mindful that receiving a beautiful tan is about giving your clients the confidence to go through whatever they’re going through in their life.

Where’s the craziest place you’ve ever done a spray tan?

You have been working with Hollywood A-listers for over a decade now - how have you become Hollywood’s biggest skin finishing and tanning expert?

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TURMERIC

Also known as a cooking spice no Indian curry should be without, pure turmeric powder has been hailed as a skincare dream for centuries in India. Centuries-old wedding traditions in India involve turmeric pastes and concoctions rubbed all over the body to bring out the ‘hallowed glow’ of the skin ready for the big day. Last year, turmeric began to trend in Western cosmetics due to the antioxidant, anti-inflammatory super powers the powder possesses. Particularly loved for its ability to bring down flare-ups of acne or skin conditions and the aiding of the skin renewal process and creation of collagen, it’s obvious why this natural powder is having its time.

JAPANESE CHARCOAL

While rubbing black charcoal over your skin probably doesn’t sound like ‘skincare’, active charcoal skin care products are said to be the Japanese beauty secret to perfectly cleansed skin. From masks and scrubs, charcoal is even becoming a toothpaste trend due to its ability in trimming toxins. The secret is in the charcoal’s carbon as when dirt and oil in pores become stuck to it like a magnet ready to be rinsed away with all of your blemish troubles! With all those antioxidants and skin-healing properties, charcoal’s carbon as when dirt and oil in pores are pulled towards and even becoming a toothpaste trend due to its Japanese beauty secret to perfectly cleansed skin. Centuries-old wedding traditions in India involve turmeric pastes and concoctions rubbed all over the body to bring out the ‘hallowed glow’ of the skin ready for the big day. Last year, turmeric began to trend in Western cosmetics due to the antioxidant, anti-inflammatory super powers the powder possesses. Particularly loved for its ability to bring down flare-ups of acne or skin conditions and the aiding of the skin renewal process and creation of collagen, it’s obvious why this natural powder is having its time.

MATCHA

Asian skin care secrets have been boiling away for a while now, with matcha (powdered green tea, which is now taking the cosmetic world by storm. Matcha is packed with antioxidants and healing properties, meaning it’s skin latest brent. Known for aiding anti-sagging, scarring, acne, irritation, inflammation and redness, it seems there’s not a lot matcha isn’t a match for! All while improving blood circulation and cellular metabolism for some serious skin health benefits and happy skin cells.

NATURAL POWDERS

You are what you (and your skin) eat(s)

Cocoa

We know it’s obviously heaven for us internally, but now cocoa powder is helping us out externally with an all-natural glow! Enriched with more antioxidants than green tea (sorry matcha!) alongside vitamins, minerals and magnesium, cocoa promoters blood flow and increases cellular production to give you that natural gorgeous glow we’re all longing for. Providing hydration and protection from blemishes and free radicals, it’s no wonder cacao can give you radiant, youthful skin as well as a delicious treat! Alicia Gowans is a renowned fitness and lifestyle coach, with over 10 years’ experience in the fitness industry. The professional fitness model and body builder is a busy mother of two and the owner/operator of multiple businesses, one of which specialises in fitness and life style coaching.

One of the leaders in the fitness industry, Alicia is focused on developing strong men and women in both mind and body, taking her coaching and personal training to new levels by incorporating lifestyle coaching and mindset training into everything she does. Being all about changing lives for the better, and with the motto ‘leave people better than you find them’, Alicia is one of those rare and genuine souls, Alicia is setting the fitness industry on fire!

The MineTan Workout Ready - Self Tanning Mouse and Gradual Tan Lotion was developed in conjunction with the team at Fitness Tan, is something that sounds too good to be true. A tanning product that is sweat proof, streak free and made from all natural ingredients... get out! But the guys and girls at MineTan with the help of the Fitness Tan crew have developed two products that just have to be seen to be believed.

The MineTan Workout Ready range is perfect for the active, on the go person, who has a busy lifestyle and wants to look naturally tanned all year long. If you are like me, and don’t have the time to go to the tanning salon, nor are someone who wants the hassle of other tanning products that take hours and hours to develop and can leave you with a streaky finish, then you have to check out the MineTan Workout Ready range. These products are just to die for.

I am a busy mum of two, fitness model and professional body builder with an incredibly hectic schedule - training and operating multiple businesses, including a lifestyle and coaching business, I am always on the go. If I am not training myself, I am training clients, in meetings or developing new products, so I know what it is like to be non-stop all day!

But that’s why I love these products. As soon as you apply them they start activating. No tanning around here. They go one like no other product I have ever before, smooth, consistent and with no streaks! So naturally a winner. Then depending on how dark you want to go, you rinse off in one to three hours, and that’s it, you’re done for 5-7 days. Minimal fuss with maximum results!

And the best part is that the MineTan Workout Ready range is sweat proof and it won’t rub off. So, no worrying that you will end up blotchy or patchy after your workout, or an active weekend. Perfect for anyone on the go.

I love that these products are also made with all natural ingredients, with no harmful chemicals that dry your skin. The Workout Ready range actually allows your skin to breathe and you can feel that these products are like no other products on the market. They wear fantastic and perfect for all skin types. No oily or shiny feeling, dries quickly and without an odour, you look naturally tanned from the moment you apply them.

Incorporating caffeine and guarana which work together to stimulate blood flow to those problem areas, by wearing the Workout Ready range you are not only able to look and feel great, but you are also firming and toning those hard to hit areas. Giving you the added benefit of looking slimmer and tanned all at the same time! Built for the active person with the busy lifestyle, the Workout Ready range is my go to tanning product. And who wouldn’t love them, being able to look gorgeously tanned, using all natural ingredients and not having to worry about your tan sweating or rubbing off - that’s my type of product!
SHIRA’S STORY
Shira had been working in beauty salons in Israel for several years, when she realised that she would need to branch out on her own if she wanted to earn a decent living. She undertook her business training at the Israeli Small Business Association and then opened a small beauty salon this past summer. Operating in a great location, Shira was already starting to reach new clients but needed a loan to make small renovations (including paint, a manicure station, and a sign) and to pay for supplies and flyers to help her market her business.

Shira is working to make to strengthen her business. She chose to open small and wants to grow and expand her business in the future, and bring in staff who can offer a variety of cosmetic treatments.

PAOLA ANDREA’S STORY
25-year old Paola, from Colombia, is a mother and head of her family. She was just a teenager when she had her little boy, who is now 8 years old. Since having him she has done nothing but strive to provide him a decent life, so he will have everything he needs to grow up healthy, happy, and well-fed.

She is currently works offering beauty salon services, and wants to take the next step – opening her own salon. We have worked with KIVA to provide her with a loan to set up a beauty salon in her home, all while she gathers resources and builds a loyal client base in order to move to a store.

Our loan is helping Paola buy the equipment and assets for her project, such as mirrors, machines, a barber chair, and chemical products.

CHRISTINE’S STORY
Christine, 38, has been operating her own beauty salon in Kenya for the past 16 years, to support her five children. She earns a monthly income of Kes 25,000 (about USD$240). We have worked with KIVA to provide her with a loan for her to purchase more stock and hair styling equipment. She will use the anticipated profit to invest back into her business.

KIVA
By lending as little as $25 on KIVA, you can help a borrower start or grow a business, go to school, switch to clean energy and more. KIVA has helped fund over $941 million in loans to 2.3 million borrowers from 1.6 million lenders, across 82 countries. All with a 97.1% repayment rate.

Find out more
To find out more about how you can get your business involved with KIVA, visit them online at www.kiva.org.
How do you use social media and digital marketing to promote your business and drive sales?

For me, marketing is the number one key. I have built my business primarily through participating in a lot of events and promoting my business through collaborations. Also, tanning products can be challenging to sell without seeing the end result, so updating my Instagram with pictures has always been a priority.

You have around 20k followers on Instagram, how have you built your social media following to date?

I have been working with bloggers, YouTubers and artists over the past two years and these collaborations are the perfect way to get seen.

Your Instagram feed is amazing, how do you get clients involved in your content creation?

Clients love to be involved, I love getting them involved in what I love to do – spray tanning. I put on contests and stuff like that to make them feel like it’s fun as well.

What are your tips for taking the best “tan line” before and after photos?

The perfect thing is of course a must. And also the light!

What are your top tips for other salon owners looking to use Instagram to promote their business?

I would definitely recommend taking professional pictures to be able to see the tan as clearly as possible. It makes clients feel included, as part of your business and brand, and encourages them to upload their pics and enter our competitions. Collaborations with bloggers or artists, will also give you bigger reach and awareness, all which helps your business grow faster.

1. *starts playing Justin Bieber’s Purpose*

So remind me again why you’re on social? Know your purpose and which social media platform makes sense for you to be putting energy into. Facebook is the greater driver towards sale generation (as you can include links in your posts directing your followers to shop from your website or book an appointment). Alternatively, Instagram is more aesthetic so you can showcase the images of your customers wearing your tan and get them involved to create your brand story.

2. Like every comment you receive! If a fan leaves you a lengthy comment, reply and match their effort.

3. Don’t be afraid of video! Download the free Boomerang app and create some fun content with movement (feature your clients and products too!)

4. Follow your key customers on Instagram so you can see as soon as they’ve posted after a spray tan (and report their content).

5. How often should you post? If you have a strong social media following, how many hours of Netflix should I watch this weekend. There are no rules! Whether you want to post twice a week or once a day, the content needs to always be relevant, original and high quality. Posting multiple times a day though can be taxing as you want to avoid exhausting your followers or seeing a drop off in likes and comments, so remember this too: your followers have other stuff to do (like tan and watch Netflix).

6. Trying to take all of your photos yourself like a silly sausage? Fear not! Encourage your clients to post photos of themselves featuring their spray tan and to tag you in them. This gives your content to repost to your social media and helps others find out about your salon (reason #103748 why user generated content is the bees knees).

7. Stop Googling “how do I hashtag” already. We’ve got you. For those on Insta, post your hashtags in the first comment (looks cleaner!). Try this: #tan #tanningsession #tanning #apptiming #tanned #tanbefore #tanafter.

8. Include your website link in your Instagram bio, and use your captions to direct fans to click the link to shop online.

9. It’s all about lighting! Like any photographer, no amount of filtering or app-editing will save a photo that’s poorly lit. Natural light is always best, so early morning, late afternoon and overcast days are prime times for taking pics.

10. Here’s something you already know: your fans and followers are simply the best, so go and reward them! Post an offer to your social media that can’t be found on your website or in-store. (Idea: if they quote a promo code you’ve posted on your Facebook, they get 10% off their next spray tan). What are you still reading this for? Go! Reward!

11. Content idea: Snap photos of clients holding the spray tan solution that they’re wearing. Also save you having to answer the same question: “Which solution is this?”

12. Create your salon’s own branded hashtag! Incorporate the business name or a tagline that people know (or will know) about your salon. Use it as your central brand hashtag, that you and your clients can use anytime, and on any social platform when posting about your salon or tan results.


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EmmaAtan is owned by Emma Patissier alm and has been around for two and half years in Stockholm, Sweden. They offer spray tan treatments and offer tanning products for professionals and private use on their website. We talk to Emma about how she is leading the beauty industry in Europe and the world, via Instagram, YouTube and other online channels.

We love supporting salons and mobile tanners on social, so here’s some practical tips to help you welcome just as much traffic to your Instagram or Facebook as you do through your salon doors!

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Social media 101
Tips to run your social media like a boss
Nabu Bronzing Bar is a luxe spray tanning service center located in Sydney (Rose Bay) and Wollongong. Born from a desire to eradicate skin cancer and those affected by it, by offering a safe alternative method of achieving a radiant stunning glow.

Why and how did you get started with spray tanning?

I started my career as a makeup artist over 10 years ago. My passion specifically for the tanning industry was born from a special bond with my sister who suffers from an acute case of vitiligo. A spray tan gives her an instant confidence boost & after making her feel so incredible for the first time I was hooked and wanted to spread that feeling to others. Multiple family members have also hooked and wanted to spread that feeling to others.

What motivates you in your business on a day to day basis?

Waking up and being able to live a life on my terms. It truly is a special thing when purpose, passion and profits all come together.

What do you love most about your job?

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Most entrepreneurs have a few key role models/mentors, who do you look to for business inspiration and why?

Tony Robbins. Through attending his seminars, reading his books and hearing his audio books Tony Robbins taught me “The secret to life was to work harder on myself than my job or anything else because then I’d have something to give people.”

Here are some of my all-time favourite quotes and advice from Tony that have made a huge impact on my life:

1. If you don’t design your own life plan, chances are you’ll fall into someone else’s plan. And guess what they have planned for you? Not much.
2. Either you run the day or the day runs you.
3. Success is nothing more than a few simple disciplines, practiced every day.
4. Take care of your body. It’s the only place you have to live. Go green.
5. Happiness is not something you postpone for the future; it is something you design for the present.
6. If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you.

What retail products are your customers loving right now and why?

Loving gradual tanners as they help prolong their spray tan. Enjoy having a sun-kissed look in the season of the express tan.

What more can companies like Marque of Brands do to support spray tan and beauty businesses like yours?

Support with lead generation would be fantastic!

What is/are your favourite MineTan product(s) and why?

Our team and customers are currently obsessed with the new MineTan Liquid Bronzer. It is incredibly hydrating on the skin and the colour results are stunning and very natural. We have found it gives a very clean fade off as well which is very important to our customers.

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Travel to where the days are long and the nights are perfectly balmy. Here are our top 3 coastal treats right now to enjoy sun-kissed skin, sandy feet and laid-back hammocked dreams.

Costa Rica
WHERE JUNGLE MEETS BEACH

The suitably named Costa Rica (Spanish for “rich coast”) offers the sun seeking traveller more than just amazing beaches. Its lush jungles, diverse wildlife, hot springs, and rich local culture captivate all travellers needing more than world famous beaches.

A quarter of the country is protected parks and reserves, with the jewel in the crown known as the Corcovado National Park. Remote, rugged and largely impenetrable it’s home to wild big cats including the jaguar and puma, sloths, tapirs and monkeys and at the right time of year, pods of whales can be spotted off its shores.

There are plenty of beaches too! Costa Rica has over 300 beaches; all of them postcard perfect. But if it’s luxury five-star resorts you’re after, stick to the Pacific Ocean side to be spoilt for choice. If you’re more an adventurous type, explore the Caribbean side to indulge in its rich culture.

Surfers beware, you may never leave! Playa Guiones and Playa Pavones offer great breaks for both beginners and intermediate surfers and if you want to see some breath-taking surf skills watch the brave at Salsa Brava ride some of the biggest waves in the country.

Laucala Island, Fiji
PARADISE LOST

Even the most seasoned luxury beach lovers are stunned by the beauty and opulence offered by this tropical hideaway. This Fijian destination is set between lush rainforest, dramatic volcanic mountains and sandy white beaches. If you’re lucky enough to stay at Laucala Island Resort, you’ll have a choice of villas that are all glamorous interpretations of South-Pacific life, either perched on hilltops, over-water or along private beaches and they all have their infinity pool lit with tikki torches come dusk. Prepare to be amazed.

Anywhere you find yourself in Fiji is paradise. Tumbling waterfalls, coconut palms and white sandy beaches are almost commonplace.

Zanzibar, Tanzania
BAREFOOT PARADISE

Zanzibar (off the coast of East Africa) as a summer holiday destination is a real crowd pleaser. As if images of its spice markets, world-heritage listed Stone Town and bustling coastline is not enough, the beaches certainly will be.

The Zanzibar Archipelago is 15 miles off the coast of Tanzania surrounded by turquoise blue water; quaint fishing villages with many islands still virtually untouched by tourists. Locals say the best beaches are located along Zanzibar’s eastern coastline where a protective barrier reef meets the Indian Ocean.

For a special occasion, visit Mnemba Island Lodge; the ultimate in carefree, barefoot luxury. It’s a rustic paradise for a small number of guests and as the whole of Mnemba Island is an atoll, it’s famous for its rich marine life and coral reefs making it one of Africa’s most impressive dive sites.

For those that need more than world famous beaches, there’s a small forest in the interior of the main island called Jozani, home to red colobus monkeys and even a working spice farm. Either way, there’s a vast array of options for divers, culture vultures and beach lovers alike.
When given the brief to design the spray tan machine, we knew that it would be a complex project. Spray tan machines require more airflow than a hairdryer and a perfect flow of air with no fluctuations. The biggest challenge was getting the motor small and light enough to handle and getting the balance of the unit perfect for ease of use. After a lot of hard work and different versions we finally have a unique spray tan machine that has created its own sub-category within spray tanning machines and the success worldwide has been astounding to see.

2. IS THE TAN.HANDY SIMPLY A RETAIL TOOL?

Absolutely not, the great thing about the Tan.Handy unit is that it’s so versatile. It was designed to bring spray tanning to everybody and anybody. There is no doubt that it’s a great tool for home users whether it’s to spray themselves before a night out, or having spray tan parties with friends. However, it’s also perfect for bringing flexibility to salons. It’s very lightweight, easy to maneuver and you don’t have a long hose to trip over! We have lots of salon customers who purchase the Tan.Handy to use all day every day, whilst others are over-complicated and contain unnecessary features, which ultimately adds to the price and provides more areas for things to go wrong. Our philosophy is to not over-complicate things; work out what the customer needs and produce exactly that.

The Tan.Lite was our original spray tan machine; its design is very simple and sleek. It’s a no-nonsense, robust machine that won’t let you down. Some of the spray tanning machines on the market are over-engineered and contain unnecessary features, which ultimately add to the price and provides more areas for things to go wrong. Our philosophy is to not over-complicate things; work out what the customer needs and produce exactly that.

The Tan.Expert Tower is an evolution of the Tan.Lite, it provides a slightly stronger motor for the heavy users, a user friendly height and handy storage basin to create a small work station. The All-in-One booth is exactly what it says in the name. It provides extraction, lighting, and spray tan machine all in one, affordable systems and has probably been my favourite to design. A couple of years ago we saw a huge gap in addressing the limitations of the extraction tanning screens on the market. Our All-in-One booth offers so much more than these screens and makes the salons that use them look a lot more professional. The brief was to make the booth easy to ship, super-simple to assemble, and operated using one switch to turn on the extraction, lighting and spray tan machine.

I think we had 4 versions before we even went to market, I only launch a product that I’m 110% happy with and know we’ve nailed the brief. I think the most exciting part of developing this product was because I knew we were creating something special – something that not only looks and performs so much better than other systems on the market, but also so affordable and user friendly.

4. EXTRACTION SEEMS TO BECOMING STANDARD IN MOST PROFESSIONAL ENVIRONMENTS, DO YOU THINK THIS WILL CONTINUE AND WHY?

Yes extraction has become a very important part of the salon setup. I think customer expectations have significantly grown over recent years. Spray tanning has become an experience rather than simply offering a service; and having sufficient extraction is a vital part of making it a fun and relaxing experience for the customer. There’s nothing worse for the customer than having a spray tan with poor extraction which results in breathing in unpleasant overspray and most likely the customer going elsewhere for their spray tan. If you’re not offering a great experience, someone else is. This is why a big part of our product development has been to manufacture the best extraction at affordable prices. People think that simply having the most powerful and expensive fan will solve their problem. Whilst having a strong fan motor is important there are so many other factors to consider. Our focus for Tan.Easy is to develop state-of-the-art ergonomics to ensure the extraction fan is working at its most efficient. You could have the most powerful fan motor in the world, but the outer casing this is placed in, filtration material, trajectory of airflow and air funnelling will all affect the extraction output. Our extraction products are tested using complex measurement devices under lab conditions to make sure they are extracting airflow at the optimum level. As the spray tanning market continues to grow, extraction will most certainly become a standard in all successful salons.

5. WHEN YOU’RE DESIGNING TAN.EASY SPRAY TANNING AND EXTRACTION SYSTEMS, WHAT ARE THE KEY ELEMENTS OF DESIGN THAT ARE ALWAYS TAKEN INTO CONSIDERATION WITH EVERY PRODUCT?

The fundamental element is functionality. Does it function in a way to make the customer experience better? We are constantly improving our existing products from both a design and functionality point of view, so you will be seeing upgrades to our current products over the coming months. We’ve just launched an upgrade to the All-in-One Booth with enhanced design features and LED lighting and there will be further updates on the way soon. There are lots of other new products in development to be launched this year, but these are top secret so you’ll have to wait and see.


6. WHAT’s NEXT FOR TAN.EASY, CAN YOU TELL US A BIT ABOUT ANY NPD OR DESIGN IDEAS YOU ARE CURRENTLY WORKING ON?

Well, I don’t want to give too much away, but there are a lot of exciting new projects underway at Tan.Easy. The market is constantly changing and demanding more, my job is to ensure we are driving the market and getting products to market before the customer even realises there’s a need for it. Also, if there are new products then I’m out of the job!

JAMES MURFITT

Director of Innovation and Design | Tan.Easy Pro Tools

1. JAMES, YOU DESIGN ALL THE TAN.EASY EQUIPMENT, TELL US HOW DID YOU COME UP WITH THE TAN.HANDY UNIT IDEA AND WHAT WERE THE CHALLENGING FACTORS IN ITS DESIGN?

The Tan.Handy is truly a one of a kind and has gone places other manufacturers have been unable to. Whilst I’d love to take credit for coming up with the idea, it was actually my colleague Cameron when he was using a hairdryer. He thought – if a device this small can produce so much airflow, why can’t we make a spray tan machine that small? – thank God he came up with the idea three years ago when he actually had hair – now he has no need for a hairdryer ;-)