

deSoleil

SPRAY TANNING

— ILLUMINATED AESTHETICS —

DESOLEIL · YOUR FIRST CUSTOM TAN

Everything worth knowing before, during and after.



A guide from Jana, founder and technician,
applying tans in Santa Cruz since 2007.





Welcome

Many women book their first spray tan after years of wondering, before a milestone birthday, a long-planned trip or simply a season of wanting to look rested and warm. However you arrive at it, a first tan brings a small cloud of questions: what it is, whether it will look like you, what actually happens in the room and what to do afterward. This guide answers them in the order you'll meet them, so that by the time you arrive, the only thing left to decide is how deep you'd like to go.

After thousands of tans, I can tell you that first-timers usually leave surprised by two things: how easy the appointment is, and how much like their own skin the result looks. Everything in these pages is about making both of those true for you.

What a spray tan is

The tanning ingredient in every deSoleil formula is DHA, a simple sugar. When it meets the outermost layer of your skin, it reacts with the natural proteins there and turns them a warm brown, a gentle browning reaction from the same family as the one that turns bread golden in the oven. It happens only in that surface layer, it needs no sun at all, and it builds over about 24 hours.

The tan you see the moment you're sprayed is mostly a cosmetic bronzer, a guide color that shows Jana where the formula has gone and gives you a preview. It rinses away in your first shower while the real tan keeps developing beneath it, which is why your skin looks a little lighter after that rinse and then settles into its finished depth over the next day.

Because the tan lives in the surface layer, it fades the way that layer does: gradually, as your skin renews itself over 7 to 14 days. Nearly every piece of advice in this guide comes back to that one fact.

It's also why so many clients come to deSoleil after a dermatologist asks them to stay out of the sun: a spray tan gives you the look of a summer outdoors with no UV exposure at all. It isn't sun protection, though, so sunscreen stays part of your day.

How your tan is chosen

There is no house shade at deSoleil. Jana reads your skin and undertone, asks how deep you'd like to go and what's coming up on your calendar, and chooses the formula with you before she begins. You don't need to arrive knowing what you want. Describe it however comes naturally: a feeling, like a long weekend in Carmel, a photo, or simply "subtle." Tell her where the tan will be seen, too, since candlelight, office light and a camera flash each read a tan a little differently.

FORMULA	WHAT IT'S LIKE	RINSE
<u>Rapid Development</u> (most popular)	A cool, natural depth, and a shorter wait before your rinse so you can get on with your day	2, 4 or 6 hours, by depth
<u>Unity NR</u> (new)	A neutral deep brown with skincare-forward ingredients: hyaluronic acid, niacinamide and peptides	2, 4 or 6 hours, by depth
<u>Bronze Organics</u> (certified organic)	A warm golden brown, made with organic ingredients, antioxidants and botanicals	8 to 12 hours
<u>Classic Bronze</u> (traditional)	A warm brown with a soft pink undertone, the closest thing to a summer outdoors	8 to 12 hours

Ultra Dark, the deepest formula, is for seasoned tanners who already know they love deep color; Jana talks it through at the appointment. Whichever you choose, your rinse time is set to the depth you asked for, and Jana gives it to you before you leave.



Finishing touches, if you'd like them: Normalize, a pH-balancing pre-treatment sprayed first; Shimmer Hydration, a shimmer that washes off with your first shower; the Anti-Aging treatment; Dolce Dust, a fine, silky powder in shimmer or matte, dusted on within minutes of your tan so you leave dry and comfortable, without changing how your tan develops (also available to take home); and a Double Spray, two coats of any formula.

What to tell Jana

None of this is required, but each answer helps her choose your tan before you arrive.



- ◆ The date you'd like your tan to look its best
- ◆ What it's for: a trip, an event, or simply for you
- ◆ How deep you'd like to go, even in one word, like "subtle"
- ◆ A photo of a tan you love, if you have one
- ◆ Anything else on your calendar that week, such as a swim, a facial or a sauna

Mention them when you book, or text them to (831) 479-8266.

Preparing your skin

The tan develops in your skin's outermost layer, so that layer decides how evenly it develops and how gracefully it fades. Preparing it is the single biggest thing you can do for your result, and the routine is simple.

- ☐ **Exfoliate gently with exfoliating gloves at every shower**, including the day of your appointment, so the tan develops on a fresh, even surface. Gloves rather than body scrubs, and gently.
- ☐ **Moisturize every day** with a hydrating moisturizer or lotion, and **drink plenty of water**. Skin hydrated from the outside in and the inside out holds the tan evenly.
- ☐ **Be vigilant with sunscreen and avoid new tan lines.**
- ☐ **Book other appointments in the right order:** waxing (ideally at least 24 hours ahead), massages, facials and nails before your tan, so you get their full benefit; lashes after your first rinse, with a thorough lash cleanse after the tan. A gentle shave the morning of is fine.
- ☐ **Arrive with clean, dry skin and no lotion, oil or deodorant**, in something loose and dark for the drive home.

Two more habits. Work out before your appointment rather than after, since sweat before your rinse can disturb the developing tan. And give your hands, feet, elbows, knees and ankles extra moisture in the days before; that skin is drier or washed more often, and Jana adjusts her application at every joint so it matches the rest of you.

In my own skin, the change was the proof: when I started, I didn't exfoliate and my skin was dry; now I exfoliate constantly, and it isn't.

Your appointment

1. Arrive.

Park free in the lot behind the building; the suite is upstairs, near 16th Avenue.

2. Change.

Everything is waiting in the changing room: disposable G-strings, hair caps, clips and ties, and sticky foot pads. You don't need to bring a thing.

3. Choose.

You and Jana settle the formula and depth together.

4. Tan.

Jana applies your tan by hand with a professional spray system, in a private studio with excellent ventilation, one client at a time. It takes about twenty minutes.

5. Go.

Jana gives you your rinse time, and you dress in your loose, dark clothes and head out.



MEET JANA

The same hands at every appointment.

I began spray tanning in 2002 and opened deSoleil in 2007, and I'm still the only technician here. That means the person who tans you the first time is the person who tans you every time after: someone who remembers your skin, your formula and the depth you love. I work with one client at a time, so your appointment is never hurried, and every tan starts with a real conversation about what you'd like to see in the mirror.

JANA · FOUNDER & TECHNICIAN

“

I thought getting a spray tan would be a bit awkward but Jana, the owner, made me feel so comfortable and my tan looks very even and natural.

JENNY A. · FIRST-TIME CLIENT

The first 24 hours

- ☐ **Rinse at the time Jana gave you,** with water only. Until then, stay dry: no water, no sweating and no products. Moisturize right after the rinse for the best hydration; from then on, your usual products are fine. The bronzer washing away is expected; the tan keeps developing underneath.
- ☐ **Expect a little transfer before that first shower.** The bronzer can rub onto clothing and washes out of most fabrics. After the first shower, the tan stays off your clothes.
- ☐ **Skip heat for the first day.** Saunas, steam rooms and hot yoga speed development along, so plan your tan around them.
- ☐ **Stay out of pools and the ocean for the first 24 hours,** while your tan develops. After that, swim as much as you like; just know a tan can fade a little sooner with lots of time in the water, since sand and salt are abrasive, salt pools are drying and chlorine fades color.

Fragrance and travel. For the first day, spritz fragrance on your clothes or hair rather than your skin. If you're traveling, book so your rinse and the full 24 hours of development are done before you leave.

Your tan, day by day

The day of your tan

The guide color shows where your tan has gone. Rinse at the time Jana gives you; your skin will look a little lighter afterward, which is expected.

The next day

Your tan has finished developing and settled into its full depth.

The first week

Your tan at its best. Moisturize morning and night to keep it even.

The second week

It fades gradually as your skin renews, face, hands and feet first. This is the week to book your next tan.

Living with your tan

- ☐ **Moisturize twice a day**, morning and night, with a hydrating moisturizer or lotion on slightly damp skin.
- ☐ **Keep showers lukewarm and brief**, with a gentle wash, and pat dry rather than rub.
- ☐ **Skip 100% oil products**, such as pure coconut oil, baby oil and body oils, for the life of the tan.
- ☐ **After any swim**, rinse and moisturize within 10 minutes.
- ☐ **Keep wearing sunscreen**. A spray tan is not sun protection.

With that care, your tan lasts 7 to 14 days and fades the way skin naturally renews itself, evenly and gradually, right down to the last few days. Watch how it develops and fades; what you notice shapes your next tan.



Keeping it going. Most clients book their next tan as this one reaches its last few days. Between appointments, Tan Me BB Cream, a gradual tan extender sold in the studio, keeps the tan going, and once your tan has fully developed, body makeup or bronzer layers easily on top for an evening out. If you tan regularly, the three-, six- and ten-tan packages are each good for 12 months.

Questions first-timers ask

Will it look like me?

Yes. The formula is chosen for your undertone and set to the depth you ask for, so the tan looks like your own skin on a very good week.

Is it for every skin tone?

Yes. On deeper skin, the aim is often even tone and luminosity rather than more depth.

I'm a man. Is it for me too?

Yes. The formulas are the same, and most men prefer a subtle depth.

For teens, college students and parents. Every service is open to younger clients, for prom, homecoming, formals, cheer and dance, graduation photos and trips home from college. A parent is welcome to book and to come along, a first tan usually starts lighter, and friends can book back to back.

Can I ask for something different?

Always. Everything about your tan can be tailored: lighter, deeper, warmer, cooler, a different formula or a different rinse time. Every request is welcome, at your first appointment and every one after.

I'm expecting or nursing.

Jana has tanned expecting and nursing clients for two decades; for any medical question, your doctor is the best person to ask.

When should I book before an event?

One to two days before, so the tan has finished developing and your first rinse is behind you.

Booking basics. You can reschedule online right up to your appointment, and at least 24 hours' notice is appreciated. Please arrive on time; arrivals more than 10 minutes late may need to reschedule. More answers: desoleiltan.com/faq

Our promise. If anything about your tan isn't right, let Jana know within 24 hours and it's taken care of.

Ready when you are. Book online until 12 hours ahead, or call or text (831) 479-8266 for a same-day tan.

BOOK YOUR FIRST TAN



Letters from the studio

You're already on the list, so the next few notes from Jana will help you time your tan for anything on your calendar and read your first fade. Share this guide with a friend; the code brings her the same.

Know someone who'd love this? [A deSoleil gift card](#) is the easiest way to give someone her first custom tan.