

tanning on the go

TIME-PUSHED BEAUTY JUNKIES CAN NOW GET THEIR BRONZED GLOW ON THE GO WITH THE WORLD'S FIRST '2 HOUR WASH AND WEAR TAN' BY *NAKED TAN*.

Until now, getting a spray tan has usually been something that has to be planned. There's no hot-footing it to the gym after being spritzed with tanning solution, for fear of washing away the golden glow before it has even had a chance to develop.

Traditional spray tans have meant tan devotees have had to wait around eight hours before a drop of soap and water can grace their skin to ensure beautiful, even results.

This was just one of the factors that inspired Naked Tan creator Lea Taylor in the quest for a perfect salon spray tan. 'I was working as a trainer for beauty salons and one comment I heard again and again was that spray tans took too long to develop on the skin,' she says.

'Many beauty therapists thought more clients would opt for a spur-of-the-moment tan when having another treatment if it took less time to develop. Especially clients who were already in the salon getting ready for a special occasion later that day.'

This beauty industry feedback gave Lea the idea for creating the world's first spray tan to develop in only two hours, making Naked Tan innovators in the spray tanning industry. 'I worked with a chemist to develop the tan

formula,' she explains. 'I wanted a tanning solution which salon staff would love to work with and that clients would love to wear.'

Lea also took other factors into consideration when creating the 2 Hour Wash and Wear Tan. 'At the time I was working on the formula, there was a lot of media coverage about the possible dangers of parabens, so we opted for a paraben-free solution,' she says.

'Based on my salon research we also decided the formula should be alcohol-free as well as contain the botanical Erythrulose, which keeps the skin hydrated and ensures the tan stays on for longer.'

The Naked Tan 2 Hour Wash and Wear Tan formula uses finest quality DHA (Dihydroxyacetone) from Germany and is extremely light, allowing the client to dress straight after the application.

To accompany the Naked Tan 2 Hour Wash and Wear Tan there is also an organic retail range, which includes Crème de la Crème body butter to moisturise, and Mother of Pearl Polish and Body Cleanser for a longer lasting golden glow.

For more information call 1300 365 683 or visit www.nakedtan.com.au

