

FAUX FUN IN THE SUN: Sunless Options for Protection & Prevention

by Kylie Rumball, vice president of marketing & training for SunFX

There was a time when clients would spend hours in the sun trying to achieve the perfect tan – lathering on lotions and oils aimed at encouraging deep color development with no consideration for long-term skin damage and health risks. While everyone loves the idea of a suntan, skin cancer is not worth the temporary glow. Thankfully, there is growing awareness of the dangers of clients exposing themselves to continuous sun exposure, and they are looking for safe alternatives.

Clients that still want that sun-kissed glow without exposure to the sun's damaging ultraviolet rays now have the choice of FDA-approved, safe high-quality topical applications. Self-tanning products can now be applied topically by hand, sprayed on at home, airbrushed by a practitioner, or sprayed in a tanning booth with misters. Topical self-tanners mainly rely on the active ingredient dihydroxyacetone (DHA) to create a reaction in the skin that makes it appear darker than normal and can last seven to 10 days.

DIHYDROXYACETONE

Dihydroxyacetone (DHA) is a three-carbon sugar, also known as glycerone or dihydroxy-2-propanone and is often derived from plant sources. DHA reacts with the amino groups of the proteins in the stratum corne-



um in a Maillard reaction to produce pigments called melanoidins. These pigments impart the brown color associated with self-tanning products. Results are generally seen within a few hours of application. Ultraviolet light exposure is not needed to initiate this chemical reaction.

DHA is added to lotions, sprays, creams, and foams and are intended to be rubbed or sprayed onto skin, with the result of skin looking darker than it normally would.

Practitioner-applied spray tanning has gained enormous popularity over the years due to the superior results and advantages, such as fast

and even coverage, the ability to customize the DHA strength depending on skin tone and results required, blending uneven skin tone, and the accessibility to hard-to-reach places.

SELF-TANNER SAFETY

DHA was FDA-approved in the 1970s. The first sunless tanning products were marketed in the late 70s, and spray tans were commercially available in the late 1990s. Self-tanning products have been on the market for nearly 50 years, and these products have been used by possibly millions of Americans over that time. The time over which these

personal products have been in use without significant reports of adverse effects does seem to speak to their general safety.

There is a very small chance that some users will encounter allergic reactions to sunless tanning lotions or sprays, and it is important to take precautions with mucus membranes and areas of thinner skin, as those are the most likely to demonstrate allergies. The FDA has advised clients using automated tanning booths to wear suitable eye protection, nasal plugs, and lip balm. This is to reduce any absorption into the mucous membranes.

SUNSCREEN IS A NECESSITY

While a sunless tan might look like a natural tan, it does not work like one. Sunless tanners do not provide any protection against ultraviolet radiation. It is essential that clients be advised that it is still necessary to wear sun-protective clothing and use a reputable sunscreen with a minimum sun protection factor of 30.

PRODUCT EQUALITY

When considering the best products for clients, it is important to conduct research. Points to consider include if the item is manufactured by the brand or a third-party, the ability for direct contact for product related education, and if the item had to undergo sea travel, thus exposing its sensitive ingredients to extremes in temperature. Verify and understand the intent of ingredients, expiration dates, and whether to buy from the source or a distributor where the product may have sat for months before sold. Lastly, understand the DHA strength of the products being recommended and used so that a client's full expectations are met and that the end result is a flawless-looking natural tan. ▽

SUMMER SENSATIONS: Seasonal Treatment Options

by Dorian Reyes, assistant editor of DERMASCOPE

Each season has their certain appeal and drawbacks, but there is something about summer that feels boundless and short-lived all at once. Perhaps it has something to do with the influx of getaways and vacation options presented to clients. For skin care professionals, summer can mean a bittersweet lull in business, especially for those who are not in tourist destinations and rely on their regular clients for the bulk of their revenue. The answer to this problem may lie in limited-time-only, seasonal treatments.



For summer, the usual treatments can be dressed-up by additional products or even a pairing of services. With the addition of a charming name, description, and promotional content, the spa's menu will appear to be refreshed, drawing in clients old and new.

For example, while keeping common skin concerns' solutions at the forefront of formulation, redesign existing treatments to have more color and are eye-catching. With social media driving so many clients' purchases, seemingly elaborate, creative treatments make for great content that can make the spa's market much bigger. One way to embrace color (and scent) is to consult with vendors about products utilizing summer or seasonal ingredients such as watermelon, strawberry, and summer greens.

Because hair removal is more popular in the summer months, a waxing or sugaring service could be bundled with a body treatment, such as a firming body wrap or spray tan, at a lower cost. In the warmer months, clients will have more opportunities to show off more than their complexions, so a reinvention of the current body treatments offered may be in order.

The best thing about seasonal treatment is that they are limited. They may take extra effort and time, but if the spa is experiencing a slow period, there is not much to lose. Go the extra mile and craft treatments client will look forward to all year-round. Engaging in a menu revival could restore more than the client list. ▽