

A photograph of a desk with a notebook, a pen, and a green moka pot. The background is slightly blurred, showing a wall with photos and a cactus. A green semi-transparent banner is overlaid on the image.

# Aviva Labs Sunless 101

**Spray Tan Certification Training for Spas,  
Salons, and Mobile Entrepreneurs**

**Aviva Academy:  
The World's First Spray Tan Training Academy**

## About Aviva Labs

Aviva Labs has an unwavering focus on health. Our company motto, **Beauty Today, Health for Life**, drives everything we do. We believe that health should never be sacrificed to attain beauty. Aviva Labs manufactures the world's only oil-free, alcohol-free, and fragrance-free sunless tanning solution, using a premium grade DHA (Dihydroxyacetone). Our spray tan solutions are hypoallergenic, non-comedogenic, Vegan, Gluten-free, PETA approved, and formulated with the highest-quality blend of all natural and organic ingredients, which are also all FDA approved.

We are a company based in science—founded in 2003 as a spin-off from a successful biotech company, Aviva Labs was founded by a Biochemist, a Medical Doctor, and a Mechanical Engineer. In addition to formulating and manufacturing all of our products at Aviva Labs' headquarters just north of Boston, we also have our own R&D (Research and Development) laboratory where new formulas and existing solutions are constantly undergoing rigorous testing. At Aviva Labs, we've made it our mission to provide the most natural, most effective, longest lasting, and most even-fading solutions on the market.

Our products can be found in top salons and spas in over 110 countries worldwide. The Aviva Labs community of global professionals includes evangelists like Makeup Mandy, a West Hollywood salon owner who services high-profile clients such as Eva Longoria, Karina Smirnoff, Fergie, and many more! Paris Hilton, Lauren Hodge, Vogue Williams, and Demi Moore have all enjoyed Aviva spray tans, and our products have been used on Dancing With The Stars Australia, at the Sundance Film Festival, the Emmy Awards, the Academy Awards, and the MTV Music Awards. In addition, Aviva Labs products have been profiled in thousands of fashion, beauty, and lifestyle magazines, and won the prestigious "Best of the Best Body Line" award from Skin, Inc. Magazine (as voted by spa professionals) for two years in a row!

## About the Aviva Labs Academy

Aviva Labs was the first company to develop an in-house spray tan training academy.

Education is the key to success in spray tanning. Dozens of salons, spas, and mobile businesses switch to Aviva Labs every day after trying other companies; dozens more find us first, and become diehard customers. Our Sunless 101 course has been proven to help startup spray tanning businesses reach levels up to ten times higher than other learning techniques!

We collected the sunless expertise of the entire Aviva Labs community of professionals, scientists, and practitioners and packaged it into these incredibly effective stepping stones for you to follow to achieve whatever level of success you desire. Our courses, Sunless 101 and Sunless Masters, are based on our enormous collaborative experience, and include best practices, tips & techniques, marketing advice, sales & business coaching, web-presence development, social media marketing, winning loyal clients, and earning more word-of-mouth business. We help guide you through every aspect of creating and maintaining a spray tan business, and **our education is designed to dramatically improve your success, whether you are just starting out or have been spray tanning for years.**



# In this workbook:

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- Chapter One: Bronzers and DHA
- Chapter Two: Spray Tan Basics
- Chapter Three: DHA Basics, and Skin Types
- Chapter Four: Rapid Tans and Undertones
- Chapter Five: Spray Tan Solutions
- Chapter Six: Tan Extending Skincare
- Chapter Seven: Marketing and Technique

Welcome!

## Your Success is our Goal

I totally understand the temptation to jump right in and learn the thing that you have been wanting to know forever, but the goal of this course isn't to teach that one thing. Instead, it is meant to set you up with what you need to be successful in all aspects of spray tanning.

### What you're going to learn:

- What is Spray Tanning and how does it work
- How to ensure you never turn anyone orange
- Types of solutions
- What to look for in a solution
- Things that can ruin a spray tan
- The importance of retail
- How much to charge for your services
- How to choose equipment
- Room setup
- Marketing
- How to spray tan flawlessly

**So, What Are We Waiting For? Let's Get Started!**

# Chapter One *Bronzers and DHA*

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*A spray tan's color is the result of two things: Bronzers and DHA*

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## *What is a Bronzer?*

*The immediate color you see when you are spray tanned*

- ◆ Fact1 *Provides immediate color*
- ◆ Fact 2 *Usually made from food coloring*
- ◆ Fact 3 *Designed to match the future tan*
- ◆ Fact 4 *Gets very dark as DHA develops*
- ◆ Fact 5 *Washes off completely during first shower*

NOTES

# *What is DHA?*

- ◆ *Dihydroxyacetone*
- ◆ *Discovered in the 1920s*
- ◆ *White powder created from sugar*
- ◆ *Looks and smells like powdered sugar*
- ◆ *Turns clear when mixed with water*

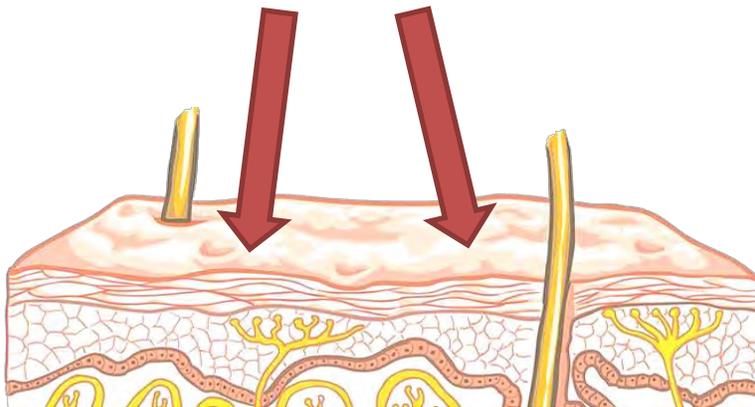
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## Chapter Two

# *What Is A Spray Tan?*

*A tan results from a reaction between the amino acids in your skin and DHA, but it's not immediate!*

DHA does not penetrate the skin



NOTES

# Spray Tan Basics

*There is a Set Time and a Development Time to produce a sunless tan.*

## Set Time

The required length of time for the DHA to remain on your skin: 12 hours

- The longer it sets the darker it'll become
- After it sets it can be rinsed off
- After 12 hours it doesn't add to the darkness level
- If it is interrupted it can negatively impact the tan

## Development Time

- Hour Zero: DHA starts to develop the moment it touches your skin
- 12 Hours: Time it takes for majority of tan to develop
- Up to 24 Hours: Some Experience Slight Additional Darkening
- 7 to 10 Days: Average Amount of Time a Spray Tan Lasts

## NOTES

# Three Ways to “Interrupt” Your Spray Tan

## Wash Off

The result of liquid coming in contact with the spray tan before it has set

## Rub Away

The result of friction combined with liquid, or by itself, removing some of the tan before it sets

## Leech Out

A product or lotion removing the tan from the body before it has been able to set

## NOTES

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## *What Should You Do During Your Set Time?*

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- Wear dark, loose fitting clothing
- Stay Dry
- Avoid excessive movement
- Don't put any products on your skin
- Avoid touching/rubbing your arms and legs

NOTES

# Chapter Three *DHA Basics, And Skin Types*

SKIN TYPE	COMMON PHYSICAL CHARACTERISTICS
Type I	Extremely sensitive to sun. Often light haired, fair skinned with freckles. Usually sunburns easily. Not likely to tan.
Type II	Very sensitive to sun. Often fair skinned and blue or light-colored eyes. Usually sunburns easily. Able to achieve light tan.
Type III	Sensitive to sun. Most Caucasians fit into this category. Sometimes sunburns. Achieves medium tan.
Type IV	Moderately sensitive to sun. Often of Mediterranean, Hispanic or Asian descent. Sunburns a little. Usually tans well.
Type V	Minimally sensitive to sun. Middle Eastern, Latino, Indian, or light-skinned African-Americans. Rarely sunburns, tans deeply.
Type VI	Not sensitive to sun. Dark-skinned and/or African-Americans. Almost never sunburns.

## NOTES

## *Identifying the Client's Desired Tan Darkness*

Subtle  
(A)

Natural  
(B)

Bold  
(C)

Daring  
(D)

*Remember to Use Your Consultation Form to Find the Perfect Solution for Your Client's Spray Tan*

NOTES

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### *What Is A Rapid Tan?*

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Takes the same amount of time to develop, but sets much faster than a traditional tan.

(The consultation form will tell you how long to leave it

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### *Who Are Rapid Tans For?*

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Clients who are very active and/or busy

Clients who do not like the stress of “*staying out of trouble*” for 10 hours

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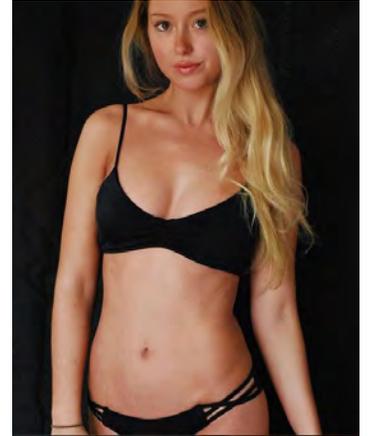
# *Understanding Undertones*



Warm, More  
Olive and Brown  
Undertones



Cool, Pinkish  
Undertones



Neutral:  
Combination of  
Warm and Cool  
Undertones

NOTES

# Understanding Undertones



- To make a product look more natural - use the matching undertone
- To make a product darker use its opposite color tone

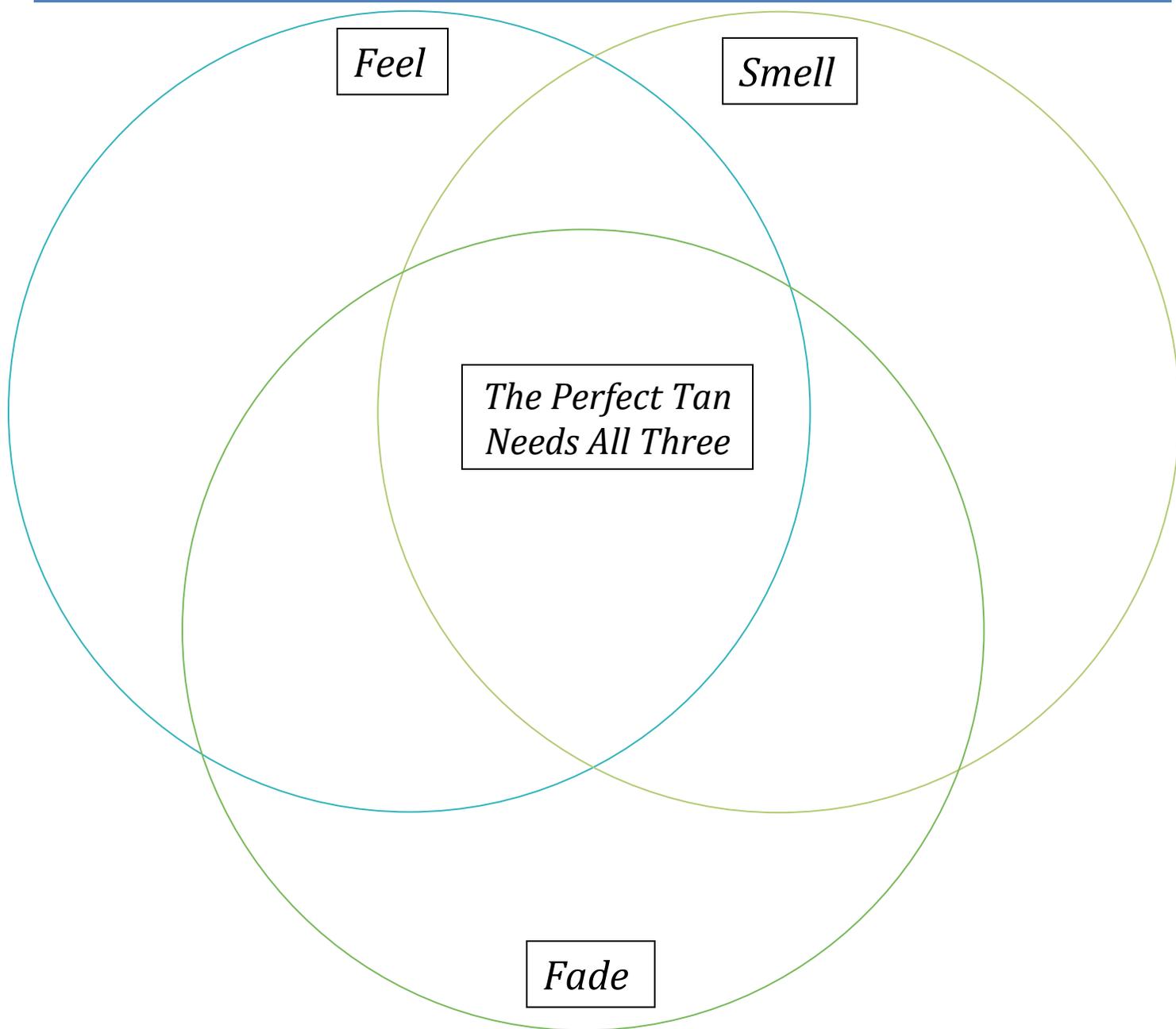
	Lighter/Natural	Bold/Darker
Cool tone	Golden, Pink	Olive, Brown, Violet
Warm Tone	Olive, Brown	Pink, Red, Violet
Neutral	Pink, Brown	Violet

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# *A Tan Is More Than Just What The Product Looks Like*

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## NOTES

# Chapter Five

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## *Product Guide: Spray Tan Solutions*

## Original Sunless Solution: 8%, 10%, 12%, 14%

Original color sunless solution is perfectly blended for cool-to-neutral skin tones, those with more reddish and/or bluish undertones. The slight hint of reddish base colors complements these clients' natural skin tones for a perfectly natural "just off the beach" look so real that it will fool dermatologists!

### Client Types:

8% Original is designed specifically for people with light skin type I and II to obtain terrific tans.

10% "with Bronzer" is the perfect choice for skin types II, III and IV to provide gorgeous, natural looking tans.

12% is for those people with naturally dark skin or those who want to look super dark. Recommended for people with skin type V or for those with DHA resistance.

14% is perfect for those people with naturally dark skin or those who want to look super dark. Recommended for people with skin type V or for those with DHA resistance.



## GimmeBrown! Sunless Solution: 8%, 10%, 12%, 14%, 16%

Gimme Brown! is a super brown solution formulated with less of a red color base and is designed specifically for clients with warm skin tones. Now, with Aviva Inspires you have an even greater palette of products from which you can customize your client's sunless tan perfectly, for the best sunless experience of their lives.

### Client Types:

8% Gimme Brown! is designed specifically for people with light skin types I and II to obtain terrific tans.

10%: is the perfect choice for skin types II, III and IV to provide gorgeous, natural looking tans.

12%: For those people with naturally dark skin or those who want to look super dark\*\*, these solutions are perfect. Recommended for people with skin type V or for those with DHA resistance.

14%: For those people with naturally dark skin or those who want to look super dark. Recommended for people with skin type V or for those with DHA resistance.

16%: For those who want to go even darker—not for the faint of heart!



# Premium Products

Allow You to Customize Services & Tap into New Opportunities

## The City Tan™ Collection

The *World's Fastest Wash-Off Tan* ! In a hurry? Don't like to wait? Now you're only 30 minutes away from a gorgeous natural tan. With this Super Express™ sunless tanning solution, there's no more waiting for hours before showering! Leave on 90 minutes for light tan, 2-3 hours for medium color, or 3-4 hours for maximum darkness, then shower. Note: Make sure to inform clients that the tan will not be fully developed in 90 minutes, but it will continue to develop even though the solution has been washed off. Available in 4 new brown colors.



*Get sprayed.  
Get showered.  
Go have fun.™*

### Minutes to HOLLYWOOD™:

Experience the glow of a Hollywood celebrity with this **golden** brown rapid tan.

### Minutes to VEGAS™:

Be inspired by the warm desert colors of Las Vegas with this **plum** brown rapid tan.

### Minutes to MIAMI™:

Enjoy the Caribbean warmth of Miami with this **rose** brown rapid tan.

### Minutes to HONOLULU™:

Our most universal City Tan, Honolulu is a crowd pleaser with its **chocolate** brown rapid tan.

# Premium Products

Allow You to Customize Services & Tap into New Opportunities

## Winter Glow™ Solution:

Winter Glow is an ideal formula for the “non-tanner” client who desires a light, subtle glow before committing to a full tan. Unlike any other sunless tanning solution on the market, it delivers a natural light glow to restore the clients’ summertime look in the middle of winter. Unlike our lightest 8% DHA solution, Winter Glow is for a select clientele and is a specialty service, a compliment to your menu that allows you to introduce sunless tanning to an even wider range of clients.



**Text for your services menu: Aviva Inspires Winter Glow:** Are you feeling dull and drab this winter? The Aviva Inspires Winter Glow is perfect for when we need a boost. We all feel a little pale and pasty this time of year. Come in for a light touch of color. No one will know but everyone will notice your even radiance!



## Tango Tan™ Bronzer Solution:

Tango Tan is a beautiful, temporary bronzer solution to give someone a tan for the day! Designed specifically for dancers, entertainers, performers and those who simply want to look their best. Ideal for clients such as models, entertainers & performers who need to have a bronzer only tan under the bright stage lights, Tango, ballroom and other competitive or performance dancers and News anchors & TV personalities

## ATLAS™ Tan Elite Bodybuilder & Fitness Model Bronzer Solution:

Get ready for eye-popping, bigger-than-life, “Are you kidding me!” color. ATLAS™ Tan takes your appearance to the next level, delivering bigger muscles, better definition, higher scores from judges, more applause from the audience, and envy from your competitors. You’ve worked hard, now make sure the judges can see and appreciate all of your effort. Our proprietary, deep rich mahogany color has been carefully tuned for bright stage lights. Plus, ATLAS™ Tan comes from Aviva Labs, and our focus on health means no unhealthy ingredients or overpowering smells as with other competition tanners—just an oil-free, alcohol-free non-drying formula that isn’t sticky and doesn’t clog pores. Simply spray it on as dark as you want for the ultimate performance color.



# Premium Products

Allow You to Customize Services & Tap into New Opportunities



## 35% DHA Booster Drops:

This product offers more advanced customization of your client's look for more advanced users. They are highly concentrated DHA solution, designed to raise the DHA concentration of any Aviva Inspires sunless solution. 11 drops (less than 0.5ml) of Aviva Inspires DHA Booster Drops will increase the DHA concentration of your solution by 1% per ounce. Using DHA booster drops allows you to customize the level of tan your customers would like to achieve.



## Bronzer Booster Drops:

This product offers more advanced customization of your client's look for more advanced users. They are super concentrated bronzer (brown), containing no DHA. Adding these drops into Aviva Inspires Sunless Tanning Solution will increase the darkness level of the temporary bronzer "color guide" without affecting the final "DHA-tan" that occurs after the first shower.

## PRODUCT NOTES

# Chapter Six

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## *Product Guide: Tan Extending Skincare*

### **Deep Clean Pecan Shell Exfoliant:**

For top sunless tan performance, proper pre-tan skin preparation is crucial. Aviva Inspires Exfoliant provides the best available. Our fine-grained pecan shells and special cleansers gently wash away buildup and oils while polishing skin. Apply it for a fresh start before using other Aviva Inspires products, or simply for a deep-down clean you can feel. For body and facial application, the Exfoliant is designed with all skin types in mind.

#### **Key Benefits:**

- Cleanses buildup and oils
- Infused with Vitamins A & E
- Prepares skin for flawless sunless tanning
- pH balanced
- Designed for all skin types

#### **Perfect for:**

- All skin types
- Clients that receive regular spray tans
- Clients that want to get the most out of their tan



### **Velvet Soft Moisturizing Crème:**

This revolutionary balance of science and nature from Aviva Inspires is perfectly formulated to apply lightly and hold moisture in place all day long. The luxurious blend of oils imbues your skin with silky softness without any oily or sticky feeling. The formula rejuvenates as it moisturizes. Use on daily basis after tan develops from Sunless Tanning Gel or other Aviva Inspires sunless tanners.

#### **Key Benefits:**

- Prolonged moisturizing effect
- Optimized for sunless tanning
- Infused with Vitamins A & E
- pH balanced
- Light, non-greasy formula
- Designed for all skin types

#### **Perfect for:**

- Dry Skin Types, especially “scaly” legs
- Clients that have had problem with an even fade in the past



### **Skin Glow Light Tan Extender:**

The Skin Glow's rich, lightweight formulation complements your body's natural chemistry to perfect and prolong your most attractive tan. It moisturizes as it rejuvenates the skin and is perfect for body and facial applications. It can be used to enhance an Aviva Inspires sunless tan or used alone for several consecutive days to build a natural, healthy glow.

#### **Key Benefits:**

- Creates a healthy, radiant and youthful glow
- Helps to maintain and extend the life of your tan
- Infused with Vitamins A & E
- pH balanced
- Designed for all skin types

#### **Perfect for:**

- Every Client that comes to you for a Spray Tan
- Clients that want a light gradual glow
- Clients that want to prolong the life of their tan
- Clients that want an even fade



### **Shower Glow DHA-Infused Body Wash:**

WANT 1-3 DAYS MORE FROM THE LIFE OF YOUR SUNLESS SPRAY TAN?

Most shower soaps and body washes fade the sunless tan. Now with Aviva Inspires Shower Glow™ you can wash with the confidence that your spray tan investment is protected. This non-drying foaming cleanser is formulated with all-natural, plant-derived ingredients—and a carefully measured dose of DHA to safeguard your radiant sunless glow. It gently lifts dirt and removes surface impurities and leaves your skin feeling clean, soft and refreshed. Safe for use on face and body.

#### **Key Benefits:**

- Does not degrade sunless tan
- All plant-derived ingredients

#### **Perfect for:**

- Every Client that comes to you for a Spray Tan
- Clients that want to prolong the life of their tan
- Clients that want an even fade



## Tan Restore Sunless Tanning Gel:

This colorless gel goes on streak-free, dries in seconds, and stays luminous for up to 7 days! It is perfectly formulated to deliver beautiful tans for every skin type. The Gel contains the Skin Rejuvenating System, which heals dehydrated and prematurely aging skin while controlling the formation of free radicals that damage cells.

### Key Benefits:

- Provides natural-looking tan
- Hypoallergenic
- Oil-free and alcohol-free
- Infused with Vitamins A & E and Dead Sea mineral salts
- Perfect for facial and body application
- Designed for all skin types

### Perfect for:

- Clients going away on vacation
- Client that has to miss their appointment with you
- Clients that want to revamp their tan 4-5 days later
- Clients that tan fades quickly on their face



## PRODUCT NOTES

## Chapter Seven *Marketing and Technique*

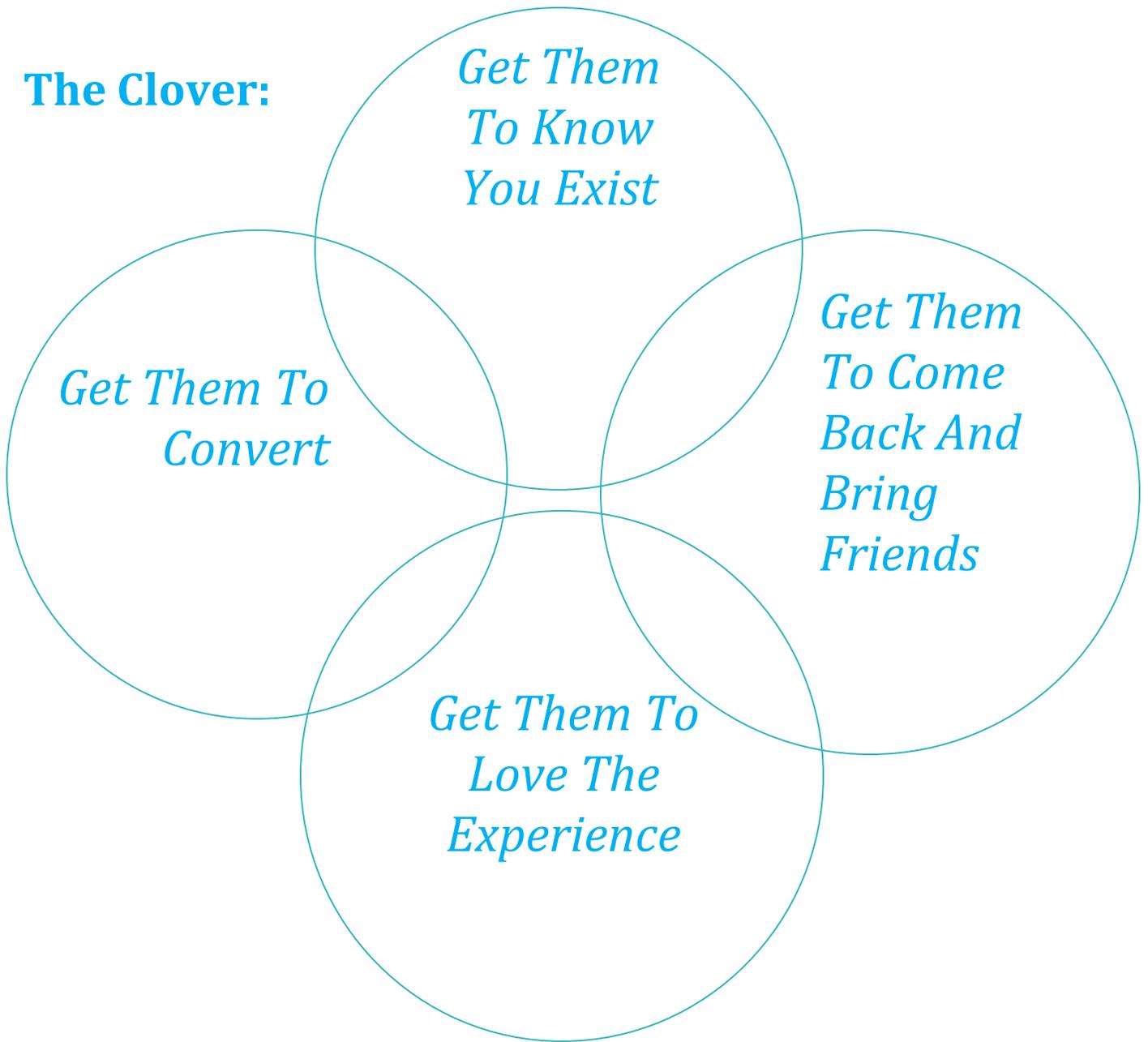
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Business Type	Pricing
<u>Static</u>	
Low Income	\$25 to \$35
Middle Income	\$35 to \$45
High Income	\$45 to \$55
<u>Mobile</u>	\$50 to \$60, Plus Travel Fees
<u>Parties</u>	\$10.00 Off Per Additional Person

### NOTES

# Marketing Your Spray Tan Business

## The Clover:



NOTES

# *Marketing Your Spray Tan Business*

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## *Getting Them To Know You Exist*

### Identify your target audience

EG: Students, bride's, college cheerleaders, health minded people, prom students, dancers

### Find out where they are going

EG: High school, yogurt shops, malls, yoga studios, dermatologists, gyms, med spas, salons

### Get in front of them

EG: Posters/handouts/promo cards, table toppers, business cards, referral cards.

NOTES

# *Marketing Your Spray Tan Business*

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## *Getting Them To Convert*

Great Promos

Great Web Presence

Great Reviews

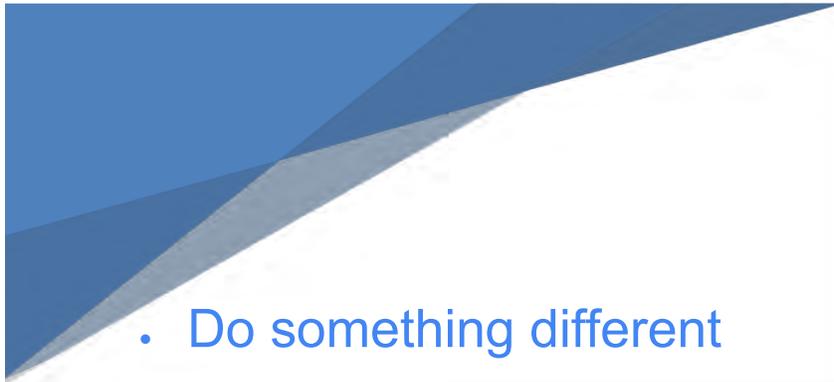


NOTES

# *Marketing Your Spray Tan Business*

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## *Getting Them To Love The Experience*

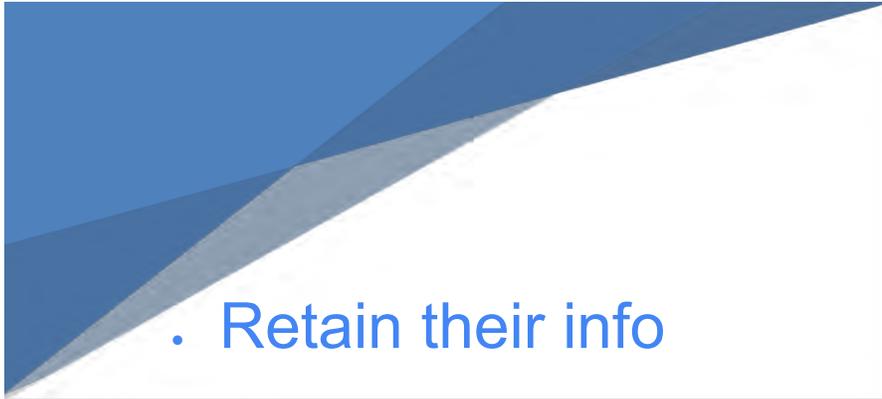


- Do something different
- Everything is about the experience
- The little things make the difference
- Educate and consult your clients
- Give them something
- Begin with the feelings

NOTES

# *Marketing Your Spray Tan Business*

## *Getting Them To Come Back, And Bring Their Friends*



- . Retain their info
- . Contact them
- . Run contests
- . Make a digital and physical referral program
- . Selfie walls/promotions
- . Remarket throughout the year

NOTES

# The Fool Proof Technique

## Why Can't I Use My Own Technique (or learn by trial-and-error)?

In spray tanning, it is essential that you first master the basics. Your technique will determine whether the tan your client receives during her appointment matches the tan they are left with after it fully sets. You don't get to be there 8 hours later with the client to see if the post-shower result matched the tan when she left your salon. You don't get a chance to correct it, or even to respond to her gripes and disappointment. Therefore, you must get this right to grow your business and enjoy the most success. With the proper technique, this will be a perfect match every single time and you will win her business for life. Without the basics, you might manage to make the bronzer look good but you are setting your client up for "post-shower let down" when her resulting DHA tan doesn't match the initial bronzer result. You don't want this to happen.

Over time, everyone will develop their own technique and specialty flairs—after all, you're an artist! We just recommend that you start customizing the technique to your own *only after you have mastered the basics*. Therefore, until you feel confident that you have mastered the basics we recommend that you stick with our technique. Once you have mastered this technique, by all means...customize and hone your skills by adding your own signature flair to their artistic service. In the meantime, stick with our tried-and-true technique.

## What's Special about the Aviva Labs Technique?

The Aviva Labs technique has been developed after years of training, experience, observation from our academy, and input from tens of thousands of our spray tanning customers. Simply put, the Aviva Labs technique gets you to the most consistent, flawless results in the fastest, most simple way. It requires the least experience and least artistry. It also helps you build confidence quickly so you can build your successful spray tanning business to profits fast.

**Our technique gets you to the most consistent, flawless results in the fastest, most simple way.**

Don't put yourself in a position where you have to think so hard about your technique. After all, you want your focus to be on servicing the client—setting expectations about each step you're doing, making her feel comfortable, and building your relationship with her—instead of spray tanning her in complete silence because your technique demands your attention. Can you imagine if your client is right in the middle of talking to you and you say to her, "Sorry, but can you be quiet for a moment? I really need to concentrate on this part." This interruption may hurt your clients feeling or make her angry, but perhaps even worse it may plant the seed of doubt in her head about your technique and spray tanning expertise. It makes you look less in control, less confident.

# What NOT to do:

First off, let's review the things to avoid—the biggest mistakes in spray tanning:

## 1. Do NOT change your technique every time or use NO technique

Spray exactly the same way every time. This way, you will never question if you have gone over a certain part of the body already. It also gives your client the consistency they are looking for in a spray tan experience. Plus, once you have dialed in your technique to get perfect post-shower results, you will be completely confident of delivering 100% flawless tans every single time.

## 2. Do NOT spray too much solution

Remember, that the amount of solution required can vary, but 2 oz. is approximate for a full body spray. This is about  $\frac{1}{4}$  of the cup of the spray gun. Fill the cup about half way (4oz) and when you are finished you should be down to about  $\frac{1}{4}$  cup. Pour the remaining solution back into your bottle.

More than 2oz may result in excessive amounts of overspray (fogging in the air of tiny particles of the spray tan solution), as much of the solution is either overatomized and floats off into the air instead of landing on your client or it bounces off your client's skin and back into the air. If you see lots of residue on the floors, walls, and ceilings, you have your spray gun turned up too high and are spraying too much solution. This is a very common mistake for spray technicians with no training. Do not make this same mistake.

Overspray not only means more mess for you to clean up, but it also means you are wasting money. With Aviva Labs, you should be able to use less solution compared with other formulas, so you should be able to complete the spray tan with about 2oz.

If you find you are using more than 2oz, or that you are having excessive amounts of overspray, refer to the equipment setup again and make sure you spray gun is properly adjusted. You want a nice, fine spray, not an excessive cloud.



### Liquid Flow Control Knob

This knob controls how far back the trigger can be pulled

- A. Turn clockwise to allow the trigger to be pulled further back (MORE SOLUTION in the spray)
- B. Turn counter-clockwise to stop the trigger from pulling back so far (LESS SOLUTION in the spray)

### **3. Do NOT spray too close to the skin**

The solution dries very quickly, it should never look too wet. But if you get too close to the skin, it can easily pool up in one spot. Because the solution is coming out in a wedge pattern, if you are too close to the skin you are painting with a smaller brush which leads to more overlap stripes and therefore less evenness. It is also putting the same amount of solution on a smaller patch of skin and therefore more likely to run or drip. You do not want the solution to ever run or drip, because then you have to pat it with a towel—affecting and maybe even ruining the evenness that you can achieve. The whole purpose of a manually-applied spray tan is to get the perfect evenness so that it matches a real tan your client would get in the sun. Don't mess it up by spraying too close and then patting away runs and drips on your client.

If the spray tan does look wet you are either too close to the body or you have too much solution coming out of the machine.

### **4. Do NOT spray too much in one location**

The solution dries in seconds, but if you continue spraying one body part, such as an arm, over and over again you will build up wet layer after wet layer until it starts to run or drip. Some spray technicians will try to finish one body part completely before moving on to the next. This is setting yourself up for mistakes. Instead, spray a light initial coat on one body part at a time, move on to the next body part, and then by the time you return the solution will be completely dry and ready for the next coat. Our foolproof technique below will divide up the body into easy-to-follow zones. Follow the sequence rather than trying to completely finish one body part before moving onto the next body part.

### **5. Do NOT spray too fast.**

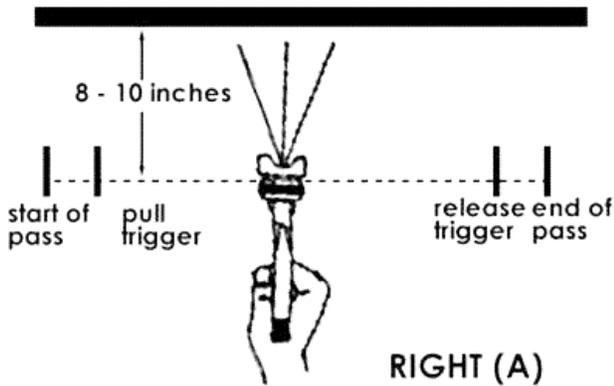
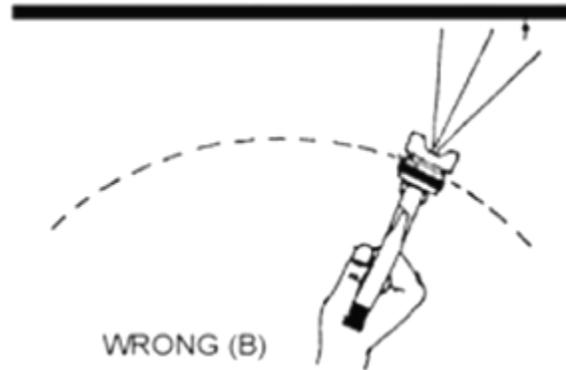
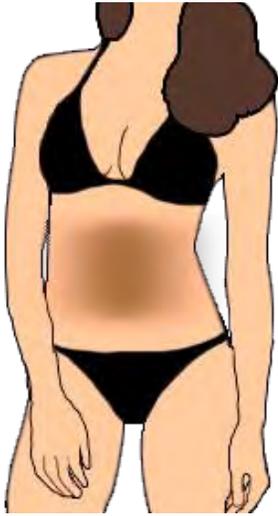
A common beginner's mistake is to try to move the spray gun too fast. This is often because the sprayer thinks she should be spraying in a single coat. This usually means you have the spray gun turned up too high and you are spraying out too much solution. The problem is that, if you hesitate even for a moment...a sneeze, a cough, a distracted thought...you coat too much solution on the client, leading to runs and drips. You don't want to think so hard about your technique because you can never undo what you have sprayed on. Slow and controlled, building the tan in multiple coats, is much better than rushing.

### **6. Do NOT spray in ONE single coat**

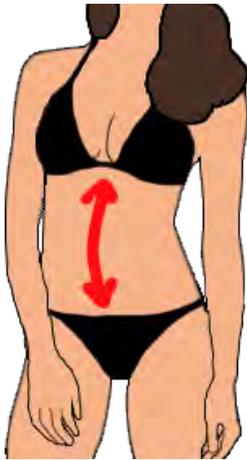
As mentioned above, multiple light-coats are far superior than trying to get everything in just one coat—and giving yourself only one shot. One coat means you have the solution coming out too fast, you have to concentrate too much on technique instead of client, and it makes you much more prone to mistakes.

## 7. Do NOT spray by arcing your wrist side to side

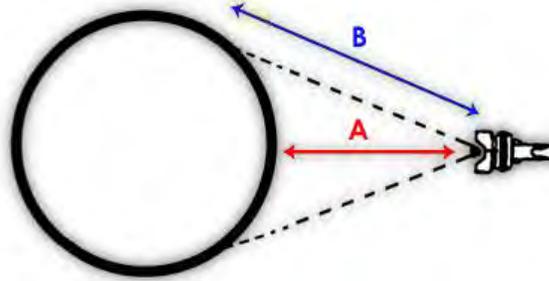
For the most even spray tan, you want the spray gun to always be the same distance from the skin. If you keep your hand (and the spray gun) in the same place and spray by twisting your wrist side-to-side, the distance is closer at A than B and you will end up with heavier bands of spray on the client at C than at D. Instead keep your wrist locked while moving the gun, always holding the gun at 90° to the skin.



## 8. Do NOT spray in up-and-down direction



### Positioning Your Nozzle

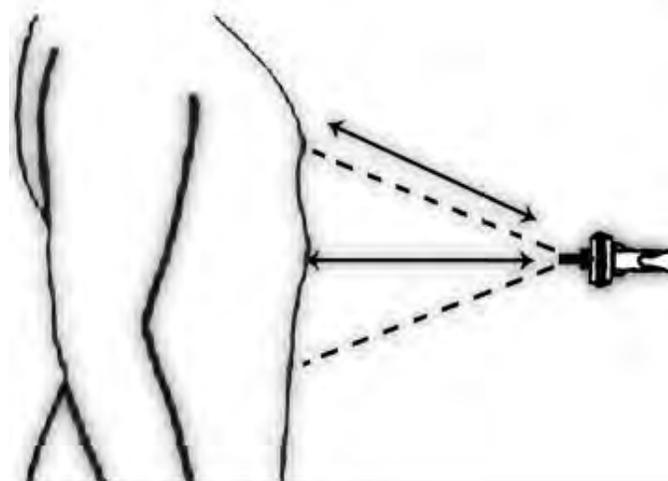


- Why?
- The human body is like a big pole
- If you spray with a horizontal pattern, you deposit a greater amount of color molecules in the center of the spray with a lighter deposit at the edge.
- Not a fool proof way to spray

Think of the human body as being the same shape as a big pole. The head, torso and legs are longer in height than width, and rounded across the width. If you spray with an up-and-down motion what you achieve is greater deposit of color molecules in the center of the spray (A) with a lighter deposit on the edge (B). The spray tapers off as it blows across the circumference of the body. This is an extremely poor technique that will end up with some heavy zones and some light zones. So many supposed “expert” sprayers make this mistake. You are going to be winning all of their clients with your superior side-to-side spray technique, when they see how much better your spray tans are. You should do this on all parts of the body...even the legs where it is tempting to go up-and-down.

## 9. Do NOT make the gun spray pattern horizontal

From the explanation above, you learned we are going to spray with a side-to-side motion, moving the gun back and forth from left to right and right to left. This means we need to adjust the “tines”, the two small shiny tips on the front of the spray gun, at the 3 o’clock and 9 o’clock positions so that our spray pattern is coming out vertically (B), not horizontally (A).

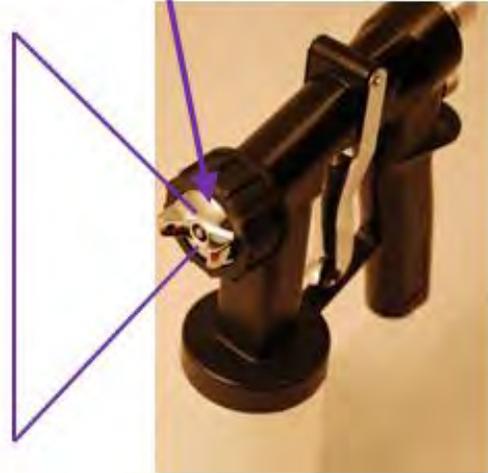


- GO VERTICAL! The distance from the nozzle to the center of the spray and towards the edges is almost always equidistant, so you achieve a most consistent deposit of color molecules on the surface of the skin

For HORIZONTAL spray pattern



For VERTICAL spray pattern



### 10. Do NOT make sudden stops over the skin

Beginners often spray down the wrist and then stop suddenly and reverse direction so they don't spray the top of the hand, going back-and-forth from shoulder to wrist. This creates a line an obvious line between the forearm and hand at the wrist. Do not do this. Instead, we'll teach you a technique called "feathering" so you will continue down the arm from shoulder to forearm and out across the hand without spraying heavily on the hand.

### What NOT to DO



Sudden stops that create a line that ends at the wrist

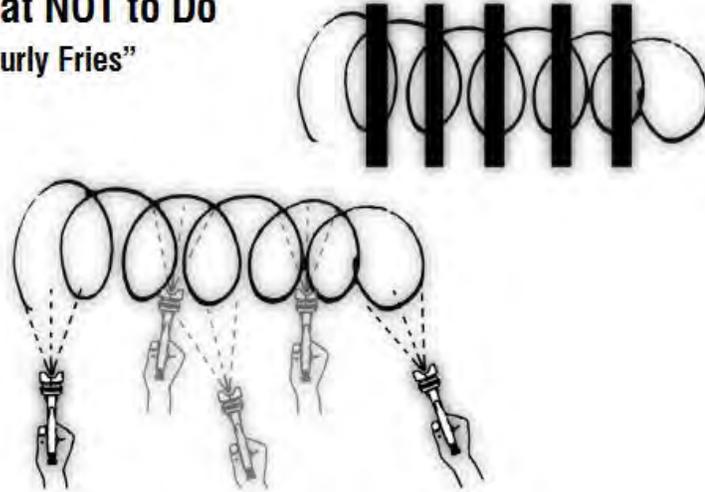
### 11. Do NOT change direction over the skin

You are going to spray left-to-right, side-to-side using our technique. This means you are pausing at the end of each stroke to change direction. At the time of this pause, you don't want to be over the client's skin. Instead, you want the gun spraying out into the air, in "negative space". This way each stroke is perfectly even with no heavy zones at either end. Our foolproof technique teaches starting in negative space.

## 12. Do NOT spray in Curly Fries patterns

Watch most YouTube videos and you will see a self-proclaimed “professional” spraying with quick jerky motion, swirls or “curly fries” patterns of small overlapping circles—all terrible techniques. The spray will be less even and controlled, and the results on the skin will be uneven. Don’t make this mistake because it leads to overlapping stripes of lighter and heavier bands of solution applied. The motion needs to be smooth and constant motion, and that is what your technique teaches you.

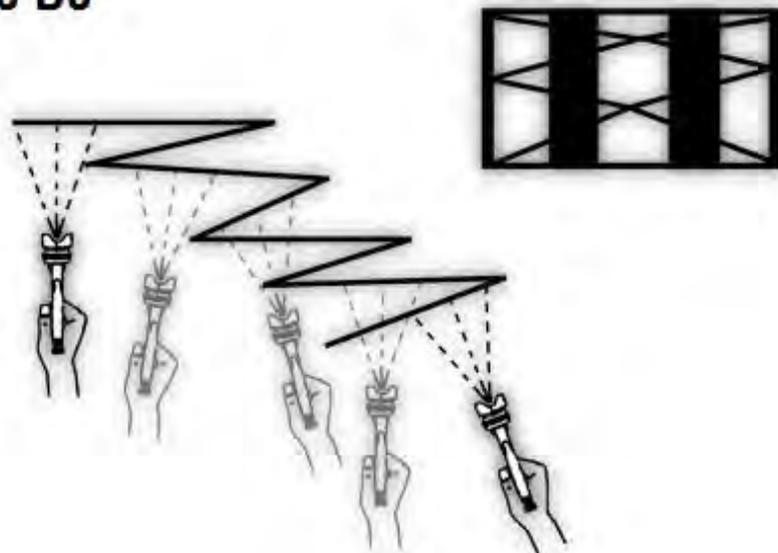
### What NOT to Do “Curly Fries”



## 13. Do NOT spray in Zigzag patterns

Spraying in a zigzag patterns leads to more overlapping stripes, and unevenly applied solution is setting your client up for post-shower let down. Always spray in smooth back and forth motion, reversing your direction in negative space instead of over the body.

### What NOT to Do The Zig Zag



#### **14. Do NOT overspray the hands**

The hands absorb more solution than the rest of the body. Never spray the palms directly. And with the top of the hands, use our easy “feathering” technique (explained below) to make sure they get sprayed less than the upper arm and forearm.

#### **15. If solution is leaking from cup or gun, do not continue until you adjust it**

Not only does a leaky gun look unprofessional, but it wastes solution (and money!), it will stain your hands, and if it drips on the client it will stain her with spots. You should never have a leaking cup or gun, but in the event you do simply take a minute to unscrew the cup and correct the problem before continuing.

#### **Will That Be One Coat or Two?**

Some people prefer to do one heavier coat, as opposed to two light coats. We can't stress enough that two light coats is a much better, more consistent, more reliable and fool-proof method. You want to spray enough on so the bronzer looks great. Some people try and do this in one coat, but it takes skill...you need to get enough liquid on that the bronzer looks great...in order to do this, you'd need to do one of two techniques, or perhaps both that we don't like:

- You have to have more liquid come out of the gun, spraying on a thicker coat
- You have to move very slowly

Either one greatly increases the risk of spraying too much liquid, too heavily, too thickly, getting runs, or if you stop to sneeze or have a distraction you are more likely to make a mistake.

In contrast, our two-coat process allows for a more foolproof procedure by giving you the ability to blend and build the bronzer. Additionally, the bronzer looks slightly different when it's wet than it does when it's dry, within 30-60 seconds.

## TECHNIQUE NOTES

## Please Tell Us A Bit About Yourself

Name:

Phone:

Email:

Address (Optional):

Birthday (Optional):

How Did You Hear About Us?

Is This Your First Spray Tan?      Yes      No

Is this spray tan for a special occasion?      Yes      No

What are your plans for the rest of the day?

What are your plans for the rest of the week?

*Traditional Tans can be rinsed off in 8-12 hours;  
Rapid Tans allow you to shower sooner.  
Would you like to upgrade to a Rapid Tan today?*

## Identifying Skin Type

Your Skin Type Is:

- (1) Always Burns, Rarely Tans
- (2) Burns Easy, Achieves Light Tan
- (3) Can Burn, Medium Tan
- (4) Burns a Little, Tans Well
- (5) Rarely Burns, Tans Deeply

The Tan You Want Is:

- I want a Subtle Glow (A)
- I want a Natural Tan (B)
- I want a Bold Tan (C)
- I want a Daring Tan (D)

Your Skin Is:

Dry      Oily      Combination      Sensitive

Your Organic Serum Recommendation Is:

- Dry      Coconut Milk and Lavender
- Oily      Green Tea and Hibiscus
- Combination      Acai Berry and Sage
- Sensitive      None: Use only Aviva Solution

What are your plans for the rest of the day?

What are your plans for the rest of the week?

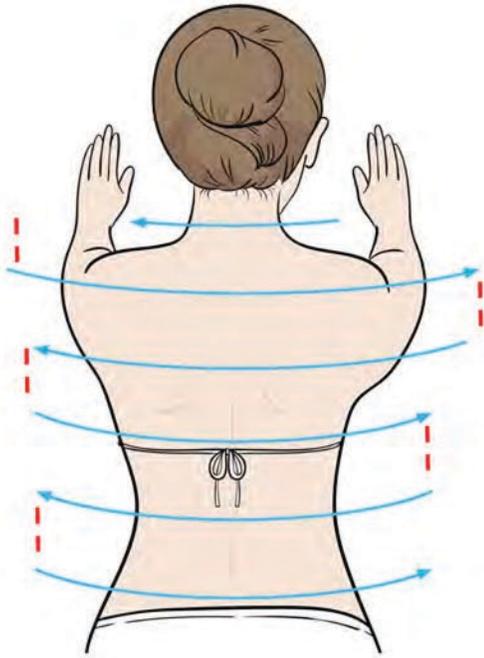
*Traditional Tans can be rinsed off in 8-12 hours;  
Rapid Tans allow you to shower sooner.  
Would you like to upgrade to a Rapid Tan today?*

Traditional Tans

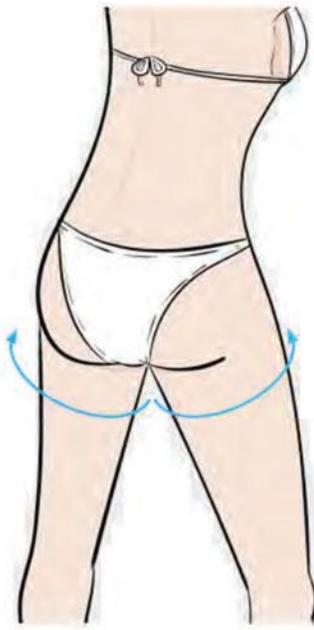
Rapid Tans

1A	Winterglow	Hollywood: 30 Mins
1B	Original 8%	Honolulu: 1hr
1C	GimmeBrown! 8%	Honolulu: 1.5hrs
1D	GimmeBrown! 10%	Vegas: 1.5hrs
2A	Winterglow	Hollywood: 1hr
2B	Original 8%	Honolulu: 1.5hrs
2C	GimmeBrown! 8%	Honolulu: 2hrs
2D	GimmeBrown! 10%	Vegas: 2hrs
3A	Original 8%	Hollywood: 1.5hrs
3B	Original 10%	Honolulu: 2hrs
3C	GimmeBrown! 10%	Honolulu: 2.5hrs
3D	GimmeBrown! 12%	Vegas: 3hrs
4A	Original 10%	Hollywood: 2.5hrs
4B	GimmeBrown! 10%	Honolulu: 3hrs
4C	Original 12%	Miami: 3.5hrs
4D	GimmeBrown! 12%	Vegas: 4hrs
5A	Original 12%	Hollywood: 4hrs
5B	GimmeBrown! 12%	Honolulu: 4hrs
5C	Original 14%	Honolulu: 5hrs
5D	GimmeBrown 14%	Vegas: 6hrs

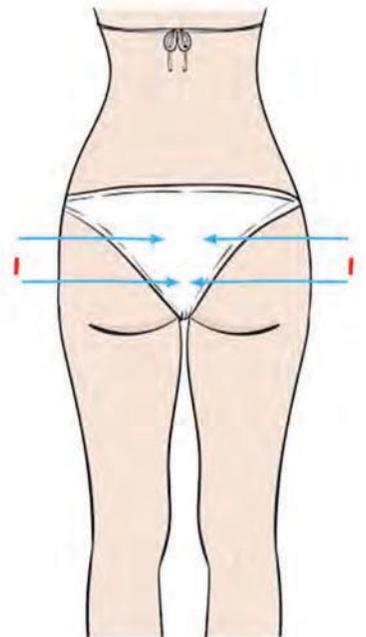
**Step 1: Neck and back**



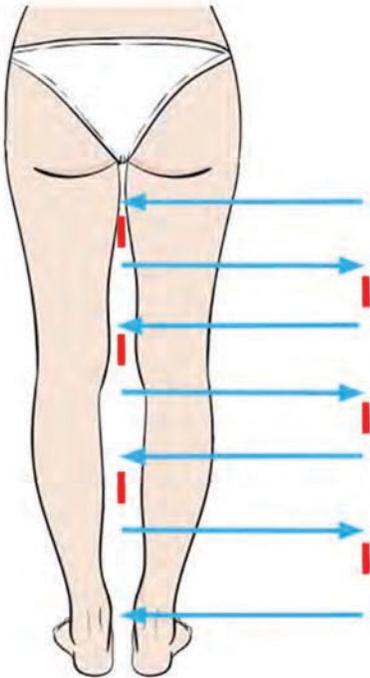
**Step 2: Under butt**



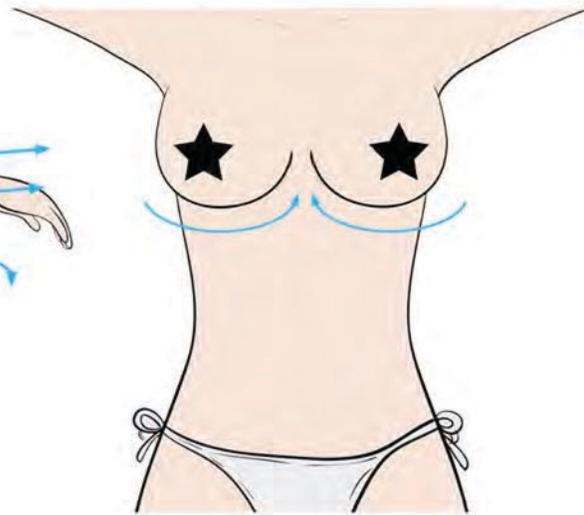
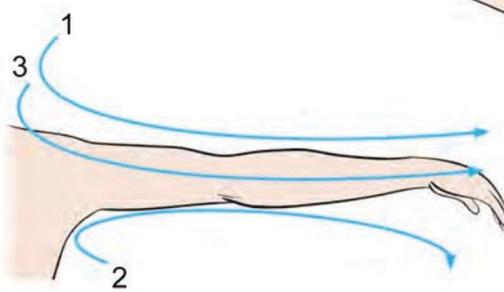
**Step 3: Bikini back**



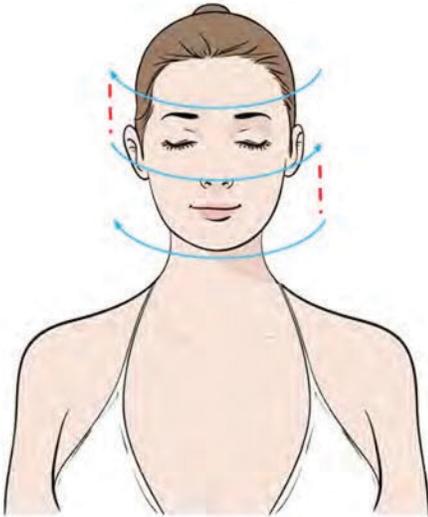
**Step 4: Legs back**



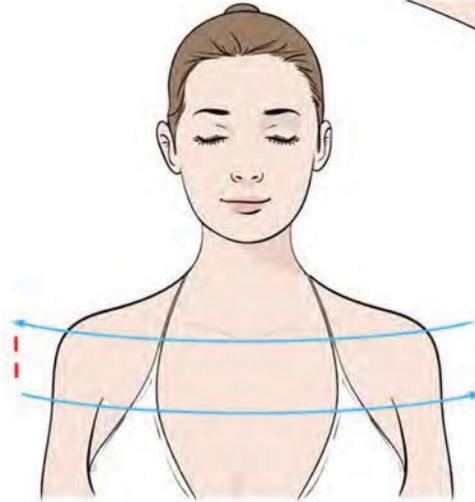
**Step 5: Arms back** **Step 6: Under Breasts**



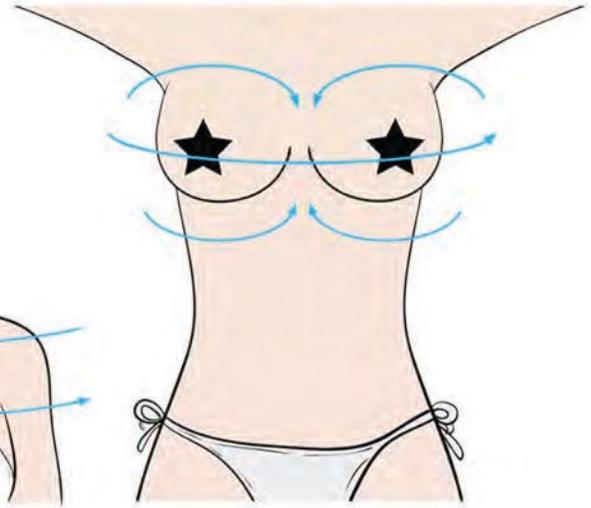
**Step 7: Face**



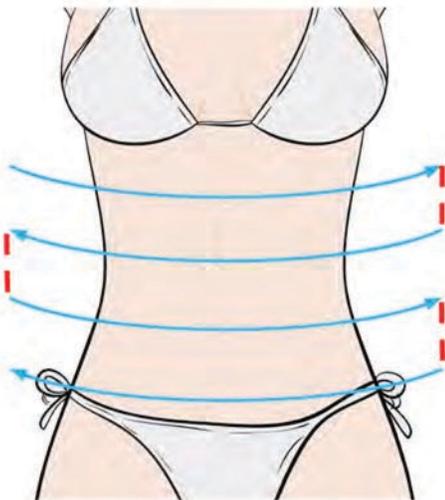
**Step 8: Chest**



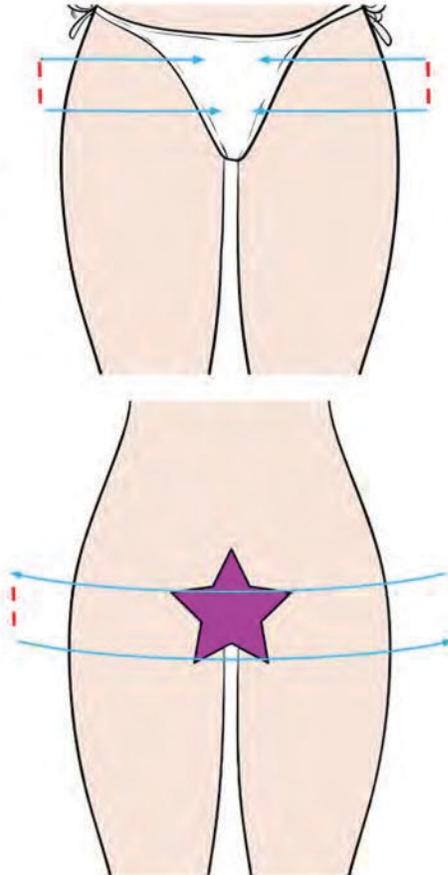
**Step 9: Bare Breasts**



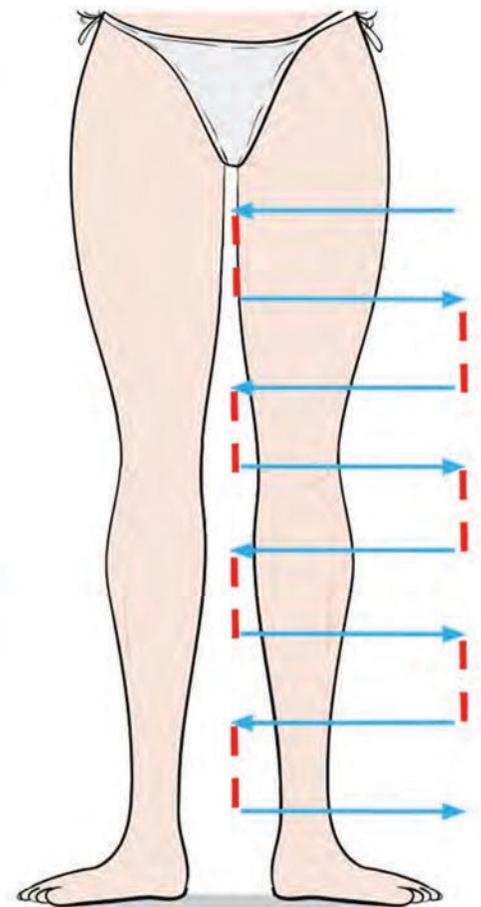
**Step 10: Abdomen**



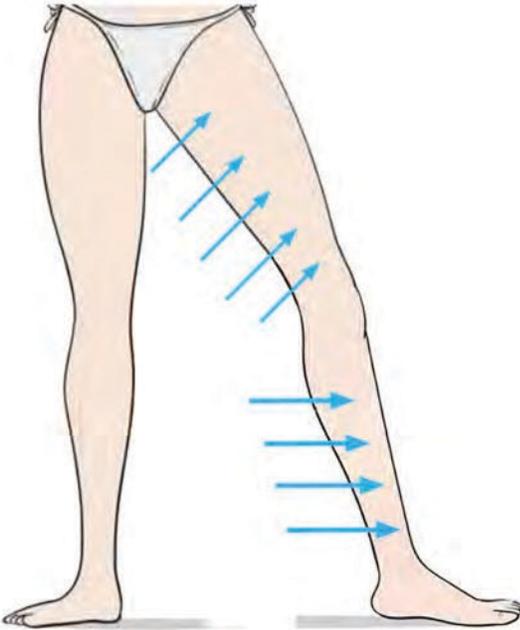
**Step 11: Bikini front**



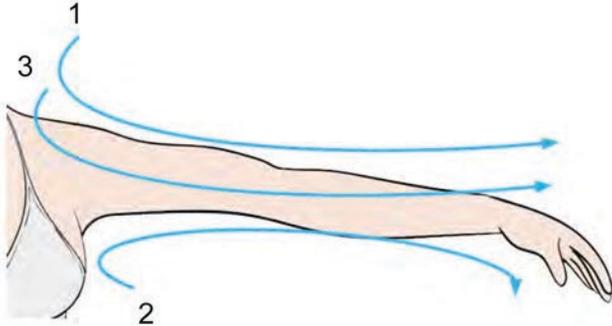
**Step 12: Leg front**



**Step 13: Inside of legs**



**Step 14: Arms front**



**Step 15: Side of body**

