



Aviva Labs Sunless 101

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

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

Welcome to the fastest way to start a successful spray tan business.

Today you are going to learn EVERYTHING you need to know to get your new business started and flourishing. From best practices to tips & tricks to secrets of the pro's, this training program is the best, fastest step to success. Here's what you'll get today in our easy-to-follow system:



Education

- What you need to know
- Ingredients
- Why they matter
- How they affect the tan
- How to choose the best solutions
- How to market the best solutions



Business

- The proven step by step roadmap to start a spray tan business
- How much it costs to start
- The equipment that is essential to your business
- How to start mobile/part-time
- How to effectively price your services and products



Marketing

- How to get your first clients
- How to provide amazing service and turn customers into walking, talking marketing machines!
- How to wield the power of social media
- How to exponentially grow your customer base over time
- How to keep clients for the long term



Hands-On Technique

- YES! We bring professional equipment to class to practice together!
- Learn directly with our most experienced Master Artists
- Discover our flawless spray technique to help you confidently spray ANY client
- Practice live in an amazing environment with other excited students!
- Build your confidence!

About Aviva Labs

Since 2003, Aviva Labs has had 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.

Beauty Today. Health for Life.™

About the Aviva Academy

Aviva Labs started the world's first spray tan business courses. Graduates of our Sunless 101 course can reach success up to ten times faster than other learning techniques!

Scan to learn
more about Aviva



In this workbook:

- Chapter One: Bronzers and DHA
- Chapter Two: Spray Tan Basics
- Chapter Three: Skin Types
- Chapter Four: Color Theory 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*

The two key components that spray tan solution is made up of

What is a Bronzer?

The immediate color you see when you are spray tanned

- ◆ Fact 1 *Color added to solution that provides an instant tan appearance.*
- ◆ Fact 2 *Acts as a cosmetic placeholder while tan is developing*
- ◆ Fact 3 *Usually made from food coloring*
- ◆ Fact 4 *Designed to match the future developed tan*
- ◆ Fact 5 *Gets very dark as tan develops*
- ◆ Fact 6 *Washes off during first shower*

NOTES

What is DHA?

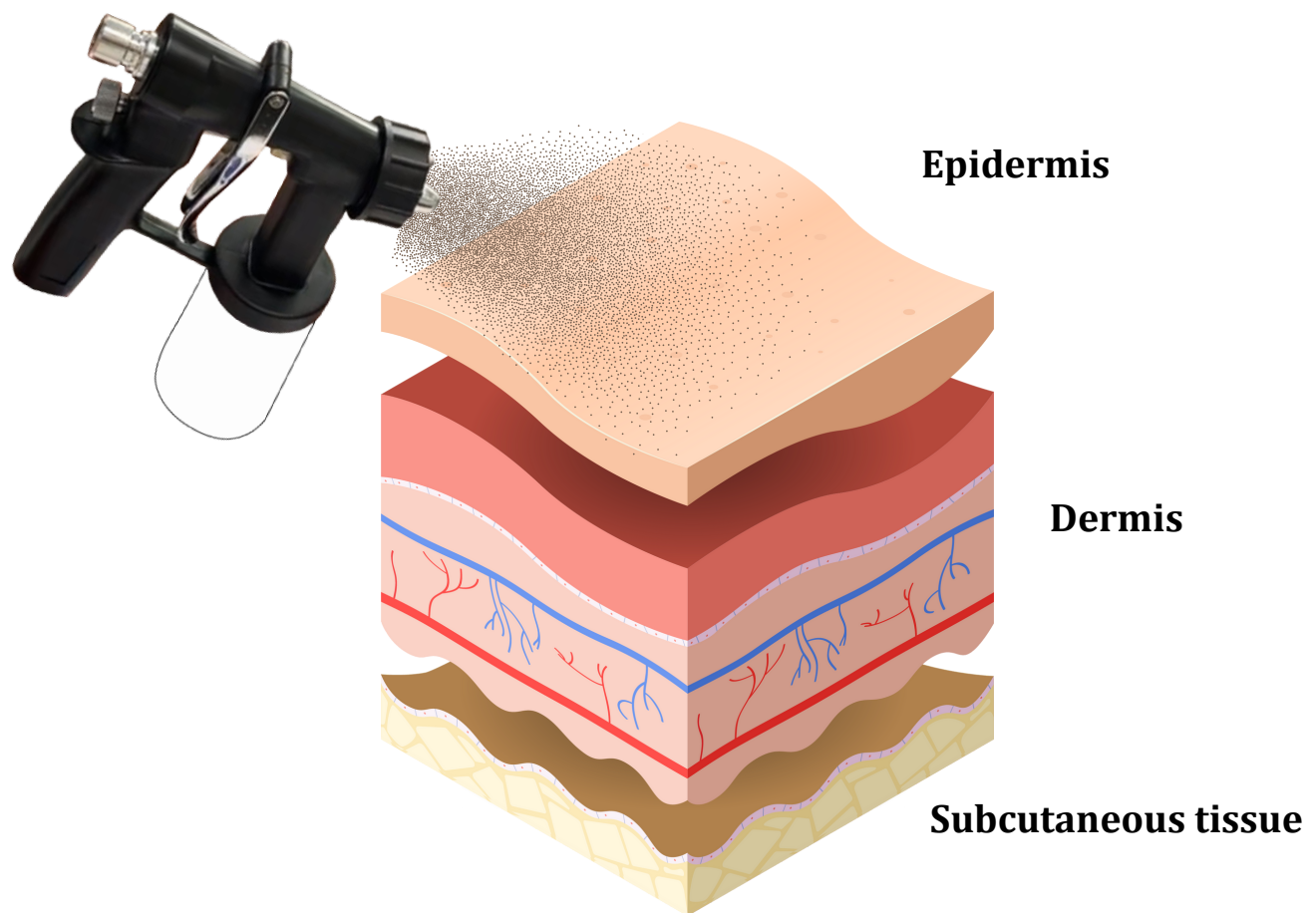
- ◆ *Dihydroxyacetone*
- ◆ *Discovered in the 1920s*
- ◆ *White powder created from sugar*
- ◆ *Looks and smells like powdered sugar*
- ◆ *Produces Mailliard reaction (skin darkening)*
- ◆ *Turns clear when mixed with water*

NOTES

Chapter Two

How Does A Spray Tan Work?

A spray tan is the result of the Maillard reaction: DHA reacts with amino acids in the skin to produce melanoidins, which are responsible for the brown color. DHA does not penetrate beyond the epidermis and therefore is very temporary, lasting 7-10 days before the skin cells naturally shed off the the body.



The DHA needs to be in contact with the skin cells for a certain length of time to produce this darkening affect. The skin cells should be completely clean, with no barriers between the DHA and skin or it will compromise the development process.

There are two different kinds of solution.

Traditional Set Time

These solutions are sprayed on your clients skin and left on from 8-12 hours. 8 hours is the minimum time that this solution needs to remain on the skin to produce a developed tan. 12 hours is recommended to maximize darkness level. To accommodate all skin types and levels of darkness, the Traditional formulas are created with different %'s of DHA. We offer 2 different color selections in our Traditional line with DHA %'s ranging from 6% to 16%. Choosing the best color and %'s will be determined by clientele and the seasons.

Rapid Rinse Set Time

These solutions are sprayed on your clients skin and left on from 8-12 hours. 8 hours is the minimum time that this solution needs to remain on the skin to produce a developed tan. 12 hours is recommended to maximize darkness level. To accommodate all skin types and levels of darkness, the Traditional formulas are created with different %'s of DHA. The Aviva range of DHA is 6% to 16%. Choosing the best %'s will be determined by clientele and season.

NOTES

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

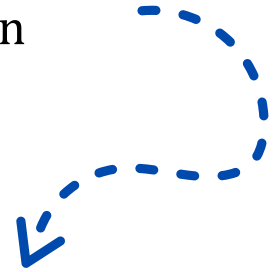
- Hour Zero: DHA starts to develop the moment it touches your skin
- 12 Hours: Time it takes for majority of tan to develop
- Up to 24 Hours: Some Experience Slight Additional Darkening
- 7 to 10 Days: Average Amount of Time a Spray Tan Lasts

NOTES

Client Tanning Timeline

Before Appointment

- Give your client pre-appointment instructions in advance
- The DHA needs to come in contact with clean skin to produce the Mailliard reaction
- This is essential to the outcome of the spray tan



During Set Time

- The solution is the carrier of the DHA and needs to remain undisturbed on the skin
- Clients will want to avoid certain activities that would remove the solution
- There are three main ways to interrupt a setting tan



Post Appointment

- Advise your clients on how to best care for their spray tan to maximize life span
- The spray tan is confined to the top layer of skin so it's important to take extra care
- Certain activities and products can lead to early fading

What Should You Do Before Your Appointment?

Safe-Exfoliation

- Washcloth
- Washcloth with baking soda
- Loofah
- Sunless Exfoliants
- Exfolating mitt
- Oil-free Exfoliant

Keeping the Skin Clean

- No lotion
- No makeup
- No perfume
- No oil-based soap or shampoo
- No oily exfoliants
- No shaving gel/cream or moisture strips

NOTES

What Should You Do During Your Set Time?

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

How To Take Care Of Your Tan

Tan Fading Activities

- Pool/Ocean Water
- Scratching
- Tight Clothing
- Exfoliants
- Acne Medicine
- Sun Burns
- Brastraps
- Purses

What Should You Do

- Moisturize Daily
- Use Tan-extending lotion
- Use Tan Safe Body Wash
- Use Waterproof SPF
- Use Hydrating Skincare products (i.e. face moisturizer)

NOTES

Chapter Three *Skin Types*

The Fitzpatrick Scale

					
TYPE I Light, pale white Always burns, never tans	TYPE II White, fair Usually burns, tans with difficulty	TYPE III Medium, white to olive Sometimes mild burn, gradually tans to olive	TYPE IV Olive, moderate brown Rarely burns, tans with ease to a moderate brown	TYPE V Brown, dark brown Very rarely burns, tans very easily	TYPE VI Black, very dark brown to black Never burns, tans very easily, deeply pigmented

- Type 1 – typically has light, ivory skin but when exposed to the sun always burns and peels but never tans.
- Type 2 – has a light, fair complexion and burns quickly when exposed to the sun and rarely tans.
- Type 3 – usually has a beige tint to the skin and may burn when exposed to the sun but is capable of tanning.
- Type 4 – this is a person with an olive skin or light brown tone and will not freckle when exposed to the sun. This person rarely gets a sunburn and tans regularly.
- Type 5 – is a dark brown or black skin tone, rarely gets a sunburn and always tans under sun exposure.
- Type 6 – is black and is the darkest skin tone. This person never burns and tans quickly when exposed to the sun.

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

Aviva Labs Solution Key "Cheat Sheet"

Identify your clients Skin Type number and their Desired Level of Darkness letter to find their perfect solution

Fitzpatrick Scale Skin Type

- 1 = Never tans, always burns
- 2 = Tans lightly, burns easy
- 3 = Tans medium, sometimes burns
- 4 = Tans dark, hardly burns
- 5 = Tans deeply, dark skin, rarely burns
- 6 = Never burns, darkest pigment

Desired Level of Darkness

- A = Subtle Glow
- B = Natural Tan
- C = Bold Tan
- D = Daring Tan

Aviva Solution Color Categories & Undertones

Traditional 8-Hour Set Time Solutions

1A	Winter Glow	3A	Original 8%	5A	Gimme Brown 8%
1B	Original 8%	3B	Original 10%	5B	Gimme Brown 10%
1C	Gimme Brown 8%	3C	Gimme Brown 8%	5C	Gimme Brown 12%
1D	Gimme Brown 10%	3D	Gimme Brown 10%	5D	Gimme Brown 14%
2A	Winter Glow	4A	Original 10%	6A	Gimme Brown 10%
2B	Original 8%	4B	Gimme Brown 10%	6B	Gimme Brown 12%
2C	Gimme Brown 8%	4C	Original 12%	6C	Gimme Brown 14%
2D	Gimme Brown 10%	4D	Gimme Brown 12%	6D	Gimme Brown 16%

City Tan & Silk Rapid Rinse Set Times

FITZPATRICK SCALE	SUBTLE TAN	NATURAL TAN	BOLD TAN	DARING TAN
TYPE 1	30 Minutes	1 Hour	1.5 Hours	2 Hours
TYPE 2	1 Hour	1.5 Hours	2 Hours	2.5 Hours
TYPE 3	2 Hours	2.5 Hours	3 Hours	3.5 Hours
TYPE 4	2.5 Hours	3 Hours	3.5 Hours	4 Hours
TYPE 5	3 Hours	3.5 Hours	4 Hours	5 Hours
TYPE 6	4.5 Hours	5 Hours	5.5 Hours	6 Hours

Traditional 8-Hour Rinse Time

Name	Color	Tone
Winter Glow	red	golden pink
Original	red	golden pink
Gimme Brown	red	mocha brown

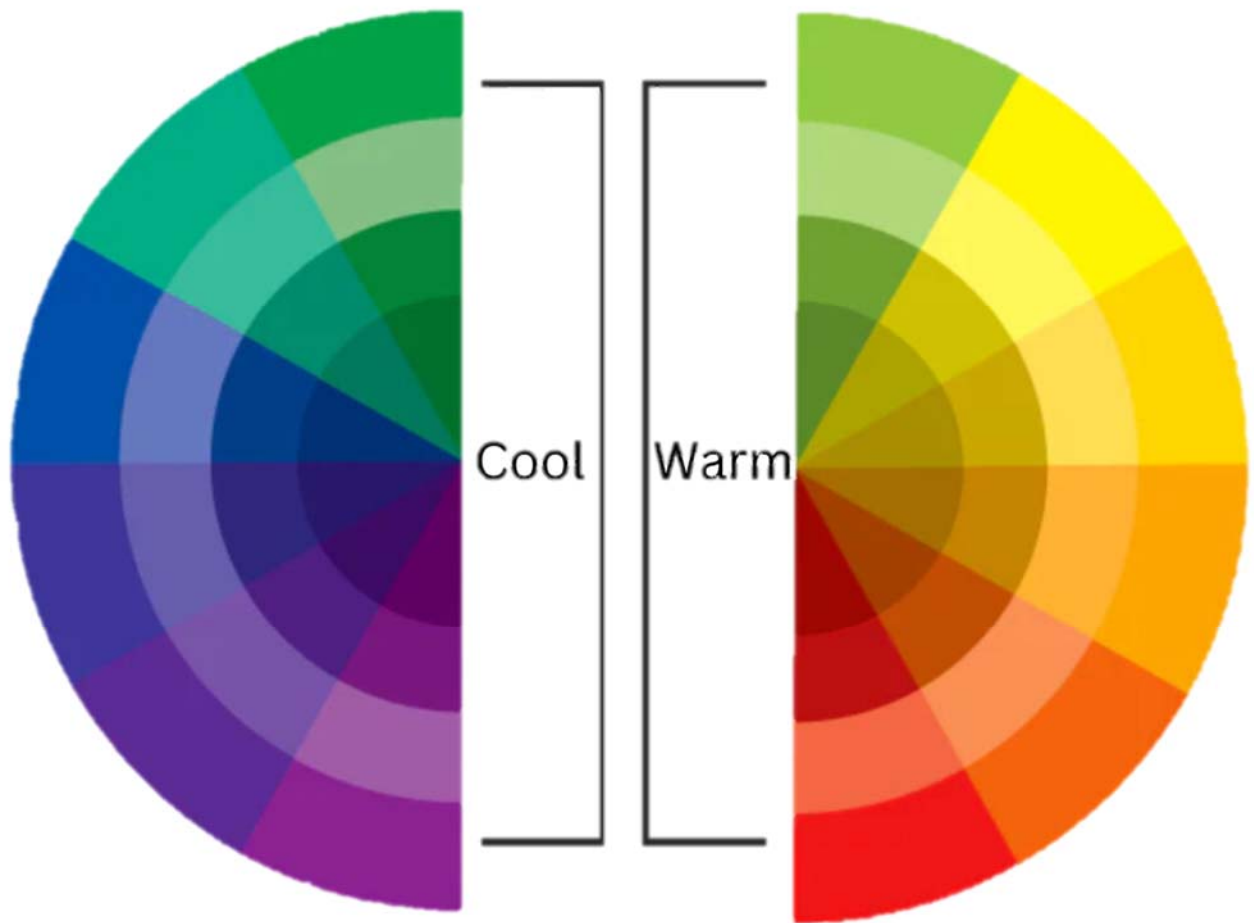
City Tan Rapid Rinse

Name	Color	Tone
Hollywood	golden	honey
Honolulu	brown	cinnamon
Vegas	violet	Plum
Miami	red	ruby

Silk Super Moisturizing Rapid Rinse

Name	Color	Tone
Aruba	brown	caramel
Bali	ash	taupe
Bermuda	green	olive
Capri	brown	pure brown
Cayman	yellow	butterscotch
Hawaii	brown	cinnamon
Ibiza	violet	cool orchid
Samoa	brown	espresso
Santorini	ash	sable

Chapter Four *Color Theory and Undertones*



- Consists of three primary colors (red, yellow, blue), three secondary colors (green, orange, purple) created when primary colors are mixed, and six tertiary colors (blue-green or red-violet) created from primary and secondary colors.
- Draw a line through the center of the wheel, and you'll separate the warm colors (reds, oranges, yellows) from the cool colors (blues, greens, purples).
- Complementary colors are opposites on the color wheel-red and green for example. The two colors produce a strong contrast which makes for bold imagery.

Customize the Resulting Tan



Solution
Undertone



Skin Undertone



Resulting Tan

NOTES

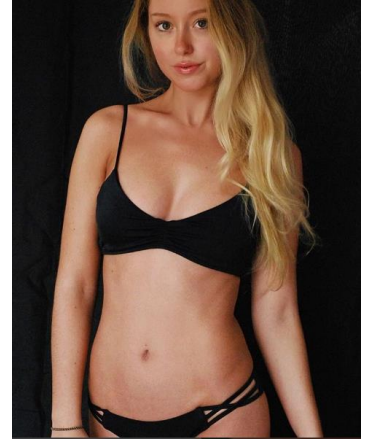
Understanding Undertones



Warm, More
Olive and Brown
Undertones



Cool, Pinkish
Undertones



Neutral:
Combination of
Warm and Cool
Undertones

NOTES

Effect of Undertones

➤ Each solution has its own undertone as well



Warm
Olive Brown
Undertone

Cool
Pink/Golden
Undertone

Neutral
Pure Brown
Undertone

NOTES



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

Client's Undertone	Lighter/Natural (Tan Level)	Bold/Darker (Tan Level)
Cool tone	Golden, Pink	Olive, Brown, Violet
Warm Tone	Olive, Brown	Pink, Red, Violet
Neutral	Pink, Brown	Violet

NOTES

Chapter Five

Product Guide: Spray Tan Solutions

Key Benefits of Aviva Labs Solutions

Aviva Labs solutions are formulated with care and health in mind. All solution lines are Hypoallergenic and do not include known skin irritants. Your clients can be confident in your choice of solution for their skin health. The Aviva Silk Island collection, which contains 12 certified Organic and 12 Anti-Aging ingredients, can elevate your client's experience even more! Silk provides the best skin nourishing solution in the world that can set your business apart from all the others.

All Aviva Solutions



no oil
no alcohol
no fragrance
no parabens
no nuts
no deodorants (Ordenone®)
no erythrulose

Silk Island Collection



exotic anti-aging

vitamin C	witch hazel
vitamin B3	glycolic acid
resveratrol	hyaluronic acid
CoQ10	palmitoyl tripeptide-5
caffeine	hydrolyzed silk peptide
squalane	panthenol provitamin B5



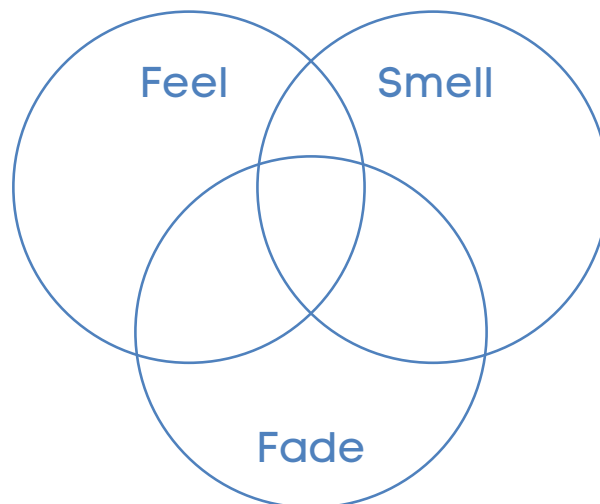


moisturizing organic

acai berry	orange blossom
coconut milk	glycerin
aloe vera	lavender petal
guarana seed	hibiscus petal
green tea	baobab fruit
rose water	red beet root



Not only are you thinking of your client's health when using Aviva Labs solutions, you will be creating a superior spray tanning experience for you client. Being formulated with the the best ingredients and leaving out unnecessary fillers, the Aviva solution will Feel, Smell, and Fade differently than any other spray tan they have received.



The Aviva Solutions

Traditional Set Time Solutions 8-12 hour set time



City Tan Rapid Rinse Solutions 30min-6 hour set time



Silk Rapid Rinse Solutions 30min-6 hour set time



DHA %'S



Original
8-12 hour set time

COLOR

Base category: Red
Undertone: Warm
Description: Golden Pink



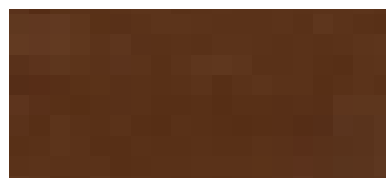
DHA %'S



Gimme Brown
8-12 hour set time

COLOR

Base category: Red
Undertone: Cool
Description: Mocha



DHA %'S



Winter Glow
8-12 hour set time

COLOR

Base category: Red
Undertone: Warm
Description: Golden Pink



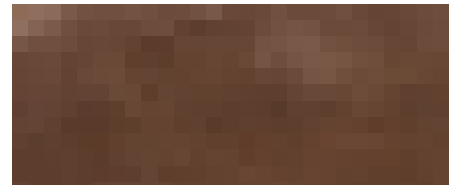
RAPID RINSE



Hollywood
30min-6 hour set time

COLOR

Base category: Golden
Undertone: Cool
Description: Honey



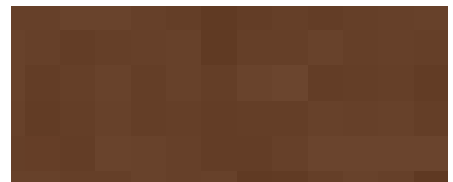
RAPID RINSE



Honolulu
30min-6 hour set time

COLOR

Base category: Brown
Undertone: Warm
Description: Cinnamon



RAPID RINSE



Vegas
30min-6 hour set time

COLOR

Base category: Violet
Undertone: Warm
Description: Plum



RAPID RINSE



Miami
30min-6 hour set time

COLOR

Base category: Red
Undertone: Warm
Description: Ruby



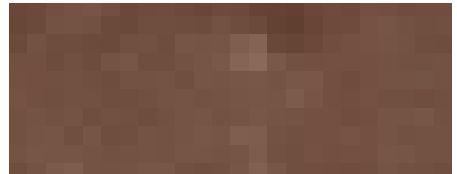
RAPID RINSE



Silk Aruba
30min-6 hour set time

COLOR

Base category: Brown
Undertone: Cool
Description: Caramel



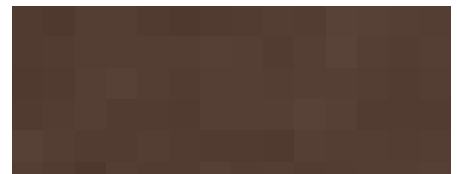
RAPID RINSE



Silk Bali
30min-6 hour set time

COLOR

Base category: Ash
Undertone: Cool
Description: Taupe



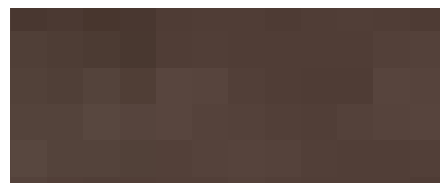
RAPID RINSE



Silk Bermuda
30min-6 hour set time

COLOR

Base category: Green
Undertone: Warm
Description: Olive



RAPID RINSE



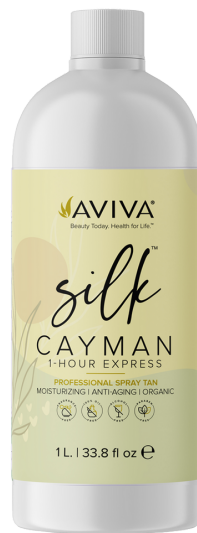
Silk Capri
30min-6 hour set time

COLOR

Base category: Brown
Undertone: Neutral
Description: Pure brown



RAPID RINSE



Silk Cayman
30min-6 hour set time

COLOR

Base category: Yellow
Undertone: Warm
Description: Butterscotch



RAPID RINSE



Silk Hawaii

30min-6 hour set time

COLOR

Base category: Brown
Undertone: Warm
Description: Cinnamon



RAPID RINSE



Silk Ibiza

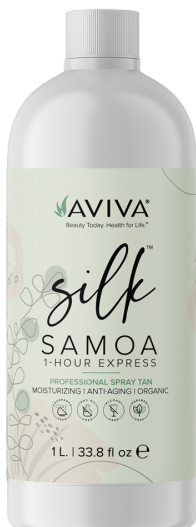
30min-6 hour set time

COLOR

Base category: Violet
Undertone: Cool
Description: Orchid



RAPID RINSE



Silk Samoa

30min-6 hour set time

COLOR

Base category: Brown
Undertone: Cool
Description: Espresso



RAPID RINSE



Silk Santorini

30min-6 hour set time

COLOR

Base category: Ash

Undertone: Warm

Description: Sable



Booster Drops

35% DHA



HOW TO USE

Up the level of DHA in any of our Traditional Set Time Solutions. Add drops directly to the solution in your spray cup. 11 drops will increase the DHA by 1% per ounce.

BRONZER



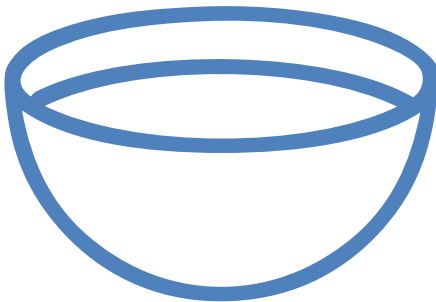
Up the Bronzer level in any of our solutions for a dramatic “Dark for a day” look. Does not contain DHA and will not add to the darkness level of the developed tan. Add drops directly to the solution in your spray cup.

Solution Life Span

Over time, any sunless solution that contains cosmetic bronzers will start to break down. When a solution has expired the brown cosmetic bronzers will have turned green in color. This is completely normal but the good news is that Aviva Labs solutions have great longevity.



The Aviva Labs solutions are designed to last between 12-14 months, opened or unopened! Keep solution stored upright in a cool location to maximize longevity.



To test the solution to see if it's still viable, pour a small amount in a white dish/bowl to check for color. If it appears brown, then it's still good. If it appears green, do not spray on a client.



GUARANTEE

Aviva Labs is so confident in the integrity of our solution that we offer a 6-month solution quality guarantee. If you have solution that has expired prior to 6 months from purchase date we will replace it for free!

Chapter Six

*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 tanner 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



Skincare Giftbags:

Great easy add-on to spray tan service to introduce your client to the Aviva Skincare line! Perfect for clients who are traveling. Great giveaway for brides or spray tan parties. Can be customized or unlabeled upon request.

Includes:

- Deep Clean Pecan Shell Exfoliant (1oz)
- Skin Glow Light Tan Extender (1oz)
- Velvet Soft Moisturizing Cream (1oz)
- Shower Glow DHA-Infused Body Wash (1oz)



SKINCARE NOTES

Chapter Seven *Marketing and Technique*

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

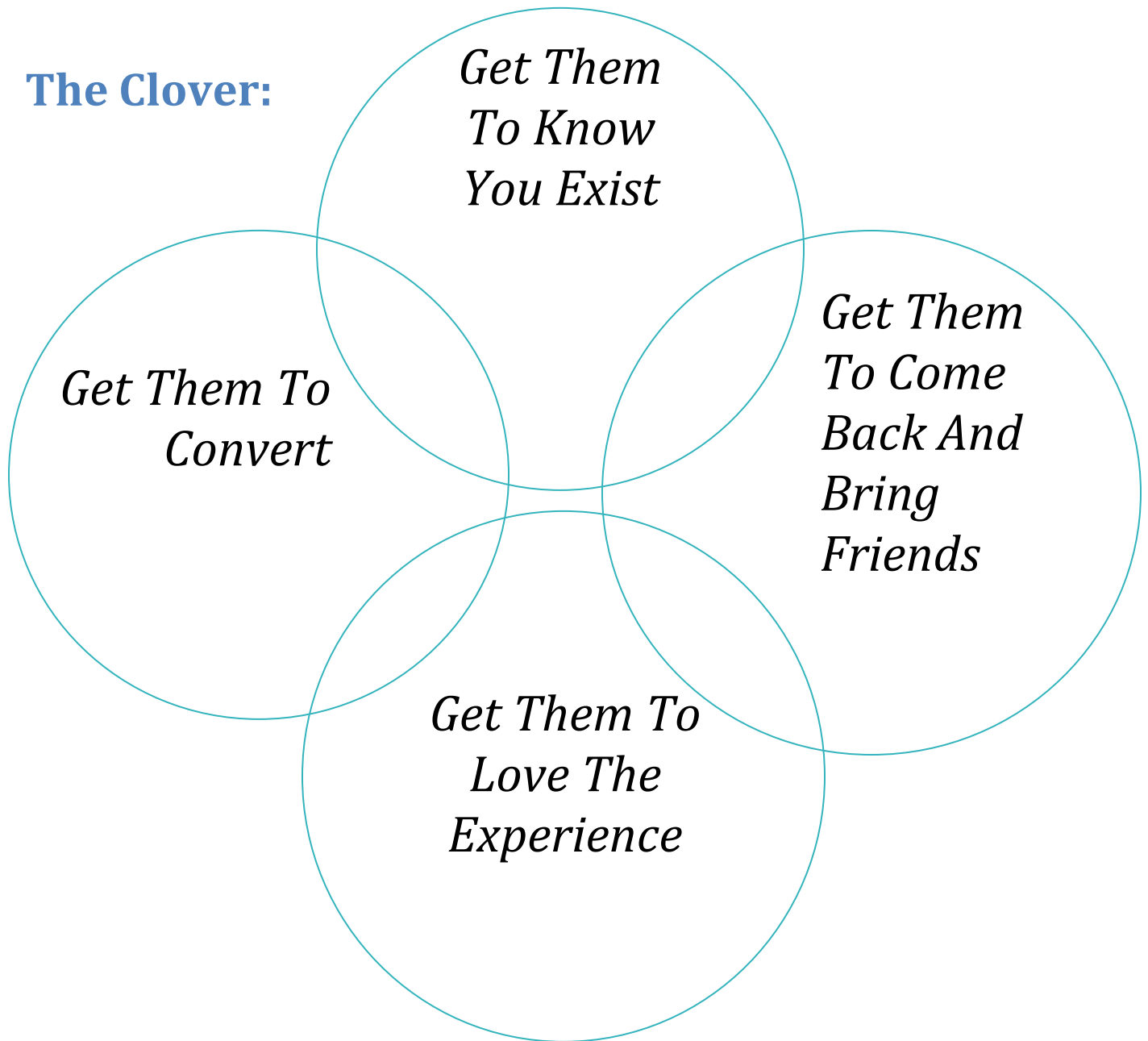
Client Pays You	Clients Per Day	Daily Income	Weekly Income	Monthly Income	Yearly Income
\$40 per spray tan	2	\$80	\$400	\$1,800	\$21,600
	4	\$160	\$800	\$3,600	\$43,200
	5	\$200	\$1,000	\$4,500	\$54,000
	10	\$400	\$2,000	\$9,000	\$108,000
	14	\$560	\$2,800	\$12,600	\$151,200

Client Pays You	Clients Per Day	Daily Income	Weekly Income	Monthly Income	Yearly Income
\$59 Mobile Spray Tan	2	\$118	\$590	\$2,655	\$31,860
	4	\$236	\$1,180	\$5,310	\$63,720
	6	\$354	\$1,770	\$7,965	\$95,580
	8	\$472	\$2,360	\$10,620	\$127,440
	10	\$590	\$2,950	\$13,275	\$159,300

NOTES

Marketing Your Spray Tan Business

The Clover:



NOTES

Marketing Your Spray Tan Business

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

Getting Them To Convert

Great Promos

- New client specials
- BOGO deals
- Refer-a-friend
- Holiday sales
- Monthly memberships
- Gift card deals
- Loyalty program

Great Web Presence

- Google Business Profile
- Website
- Social media accounts
- Online booking software

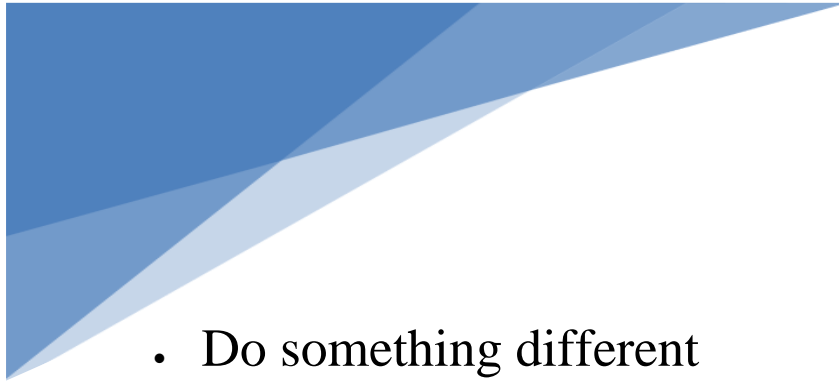
Great Reviews

- Google Reviews
- Auto-generated review requests
- Customer incentives for 5-star reviews

NOTES

Marketing Your Spray Tan Business

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 friend



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

NOTES

Marketing Your Spray Tan Business

Social Media



- Fill out your profile
- Create an aesthetic across all socials
- Add your branded hashtags
- Post often
- Post reels for higher engagement
- Ask clients to tag your business
- “Follow us on Social Media”: Cross-Promote
- Use unique or branded social icons on your website
- Promote your social accounts in email marketing

The Fool Proof Technique

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

In spray tanning it is so important that you must first master the basics because your technique determines whether the tan the client is going to live with for a week after the first shower matches the beautiful tan you spray on the client during her appointment. 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 that 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 is very easy allow the solution to 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, so just follow the sequence rather than trying to completely 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. Often this is because the sprayer thinks she should be spraying in a single coat. This usually also 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, rendering you unable to focus on your client.

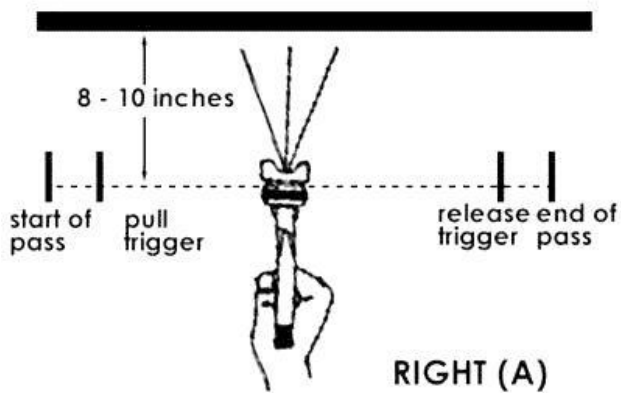
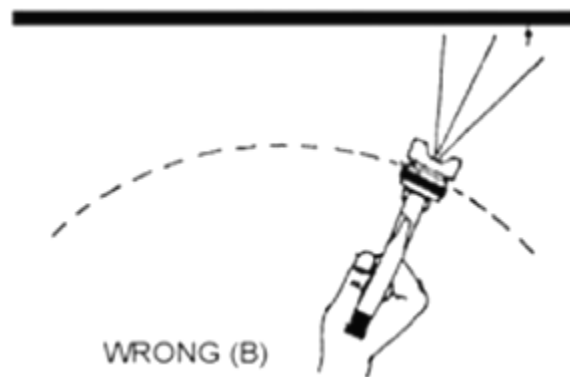
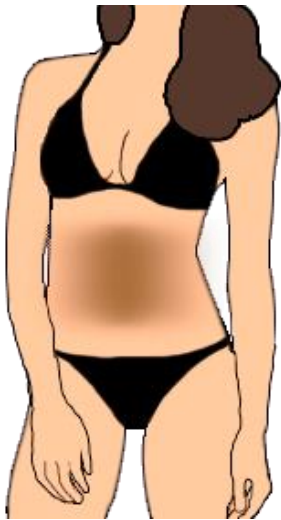
You can never undo what you have sprayed on to a client. This is why spraying slowly and controlled, in multiple coats, to build the tan is much better than rushing and trying to get it just perfect in one single fast out-of-control pass.

6 . Do NOT spray in ONE single coat

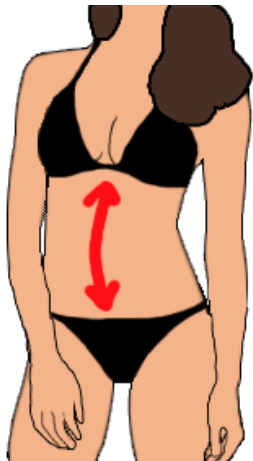
As mentioned above, multiple light coats is far superior to trying to get everything in just one coat—and giving yourself only one shot. One coat means you have the solution coming out too fast, you have to concentrate too much on technique instead of client, and it makes you much more prone to mistakes.

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

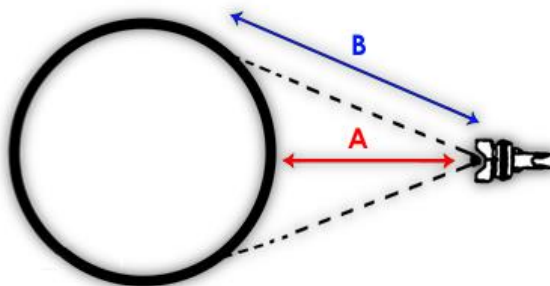
For the most even spray tan, you want the spray gun to always be the same distance from the skin. If you keep your hand (and the spray gun) in the same place and spray by twisting your wrist side-to-side, the distance is closer at A than B and you will end up with heavier bands of spray on the client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

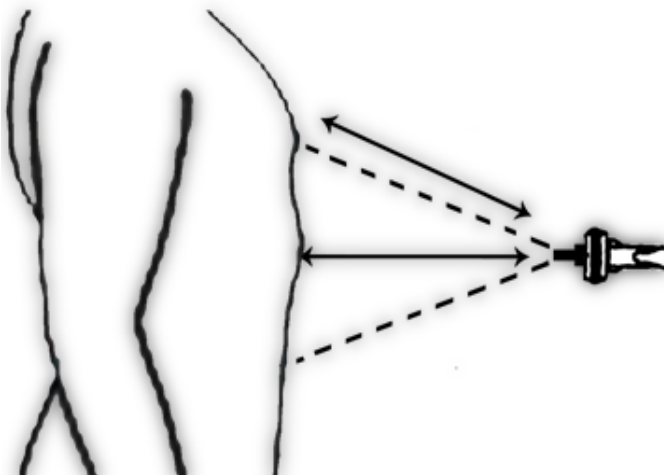


- Why?
- The human body is like a big pole
- If you spray with a horizontal pattern, you deposit a greater amount of color molecules in the center of the spray with a lighter deposit at the edge.
- Not a fool proof way to spray

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).

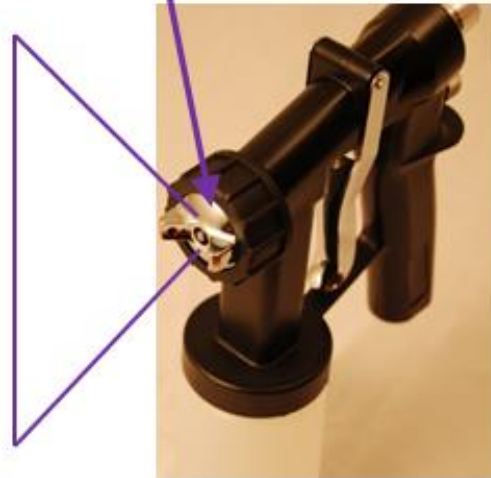


- GO VERTICAL! The distance from the nozzle to the center of the spray and towards the edges is almost always equidistant, so you achieve a most consistent deposit of color molecules on the surface of the skin

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

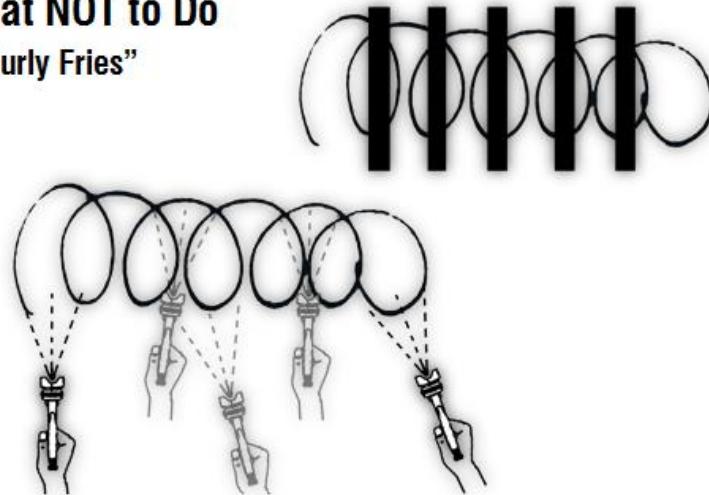
11. Do NOT change direction over the skin

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.

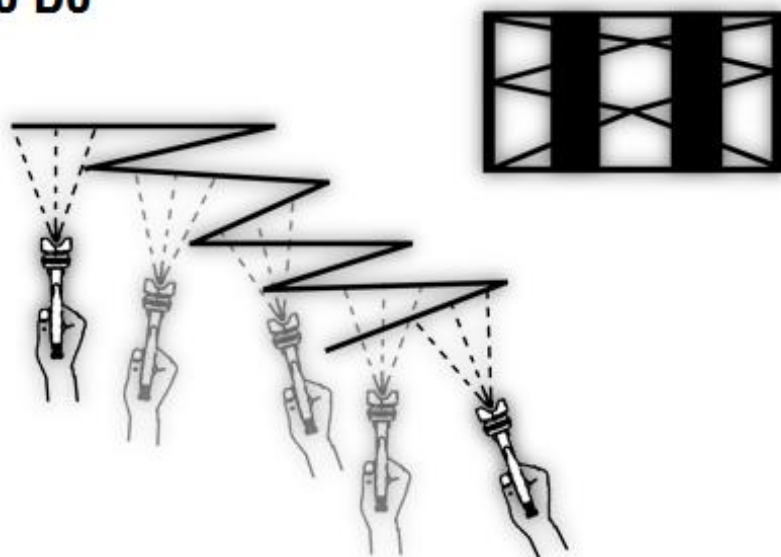
What NOT to Do “Curly Fries”



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

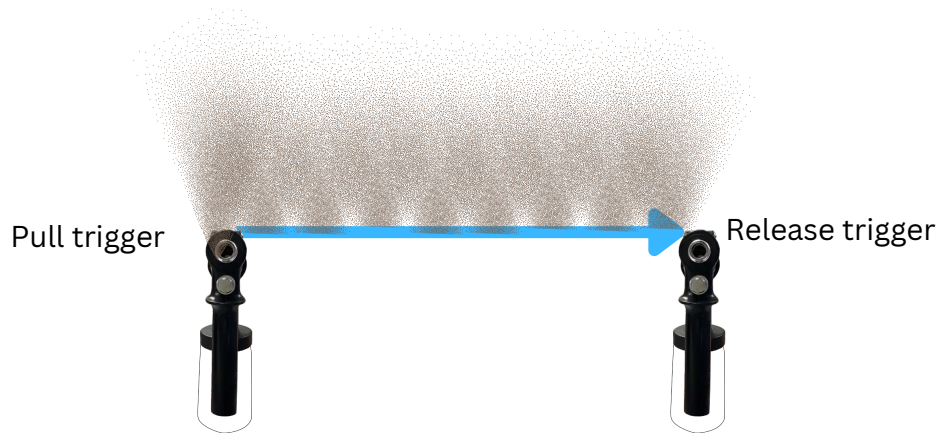
Either one greatly increases the risk of spraying too much liquid, too heavily, too thickly, getting runs, or if you stop to sneeze or have a distraction you are more likely to make a mistake.

In contrast, our two coat process allows you to blend and gives you the ability to build the bronzer making the process more foolproof. Additionally the bronzer looks slightly different when it’s wet than it does when it’s dried within 30 to 60 seconds.

TECHNIQUE NOTES

**The blue line represents the spray pass
(when the trigger is pulled).**

The spray gun will follow the path of the blue arrows.

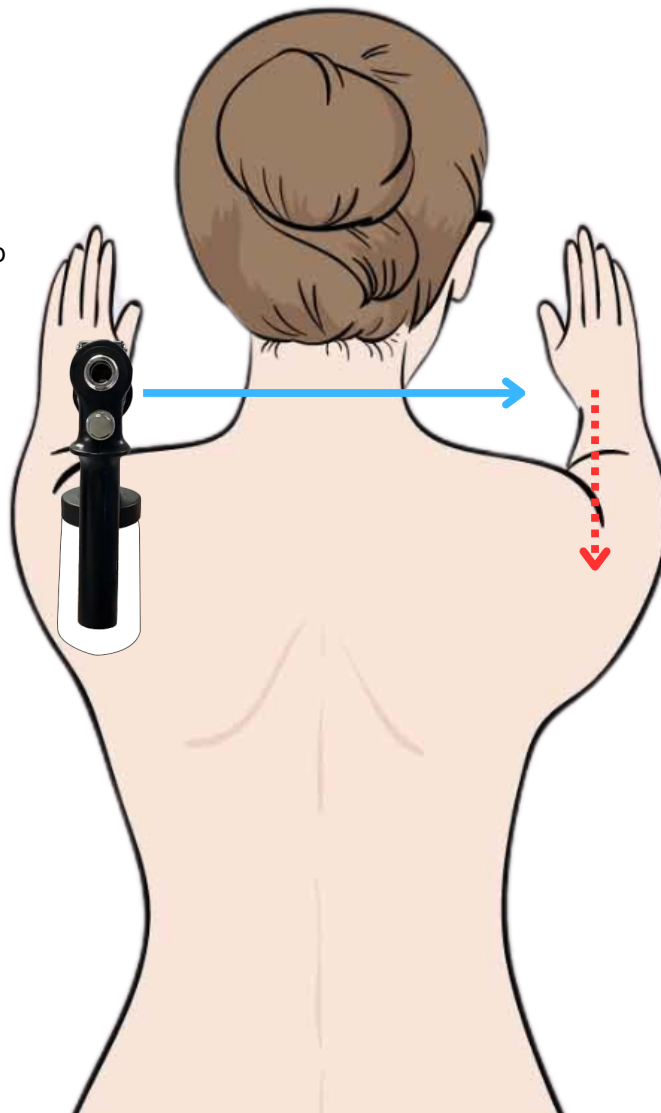


1

Pull the trigger 2" to the side of the skin

2

Nozzle of spray gun should be 6-8" back from the skin



3

Release the trigger 2" to the side of the skin

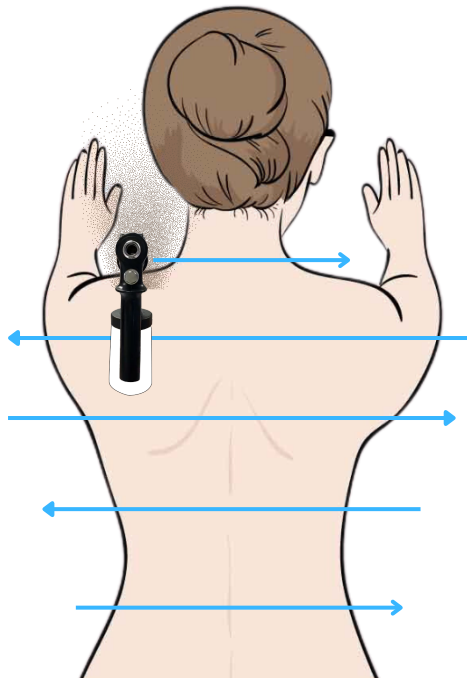
4

Without pulling the trigger, lower the gun 2-3"

Step 1

Neck and Back

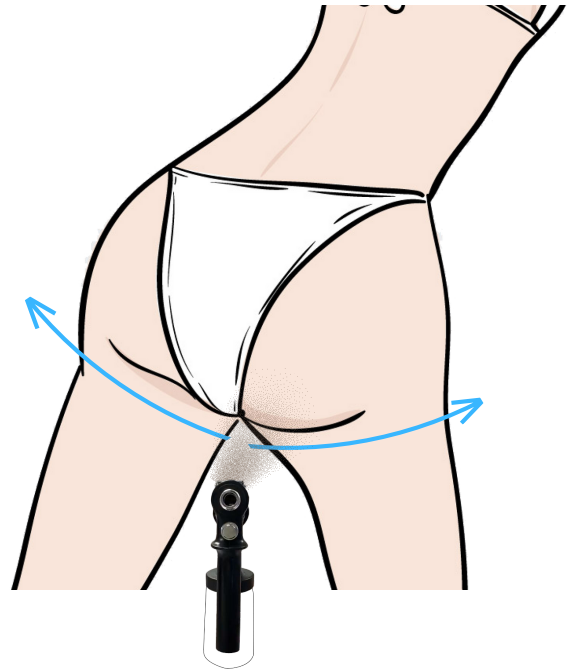
Client in Mummy Position



Step 2

Bum “Smile Lines”

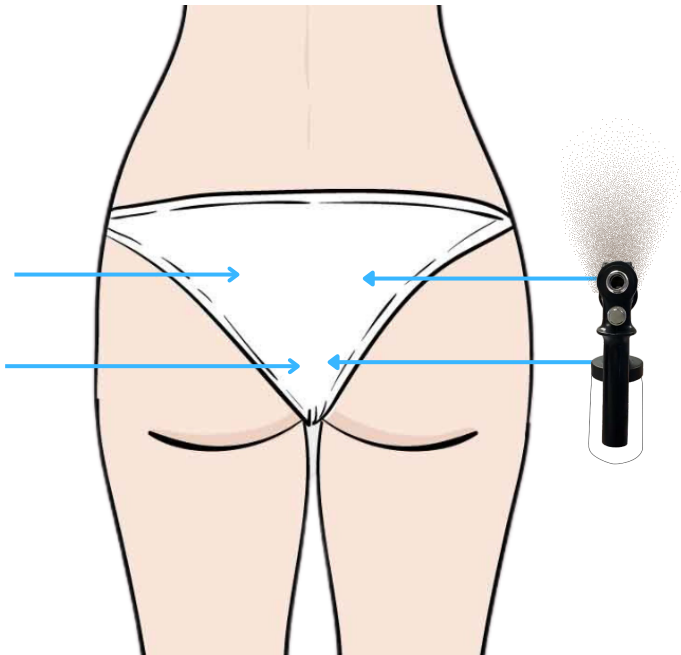
Client’s knees bent, sticking bum out



Step 3

Bum

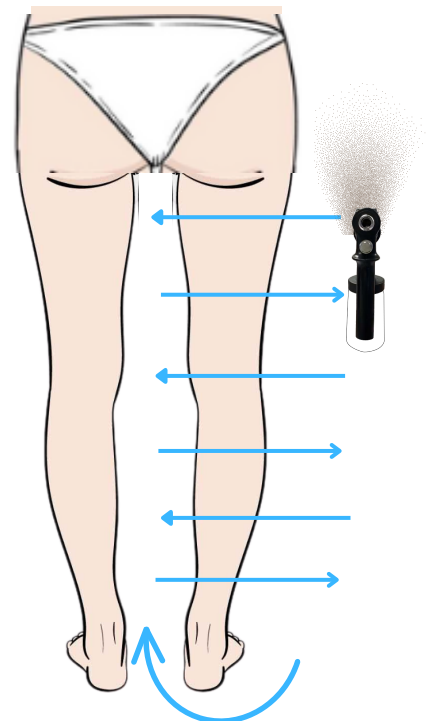
Client’s legs straight with hands on head



Step 4

Back of Legs

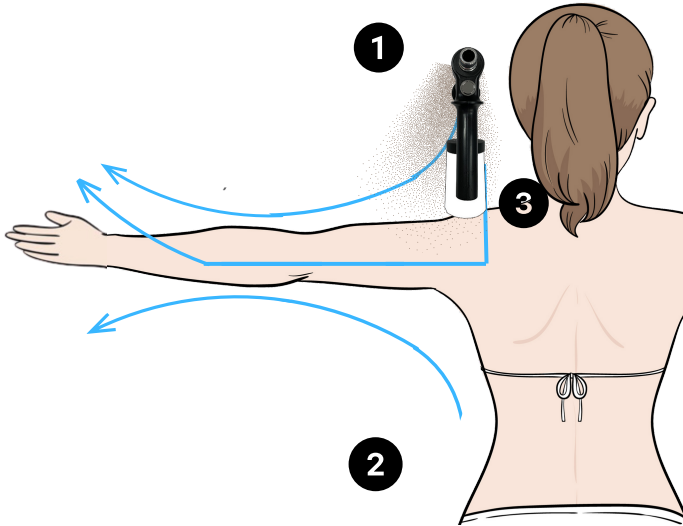
Client’s legs straight, feet hip width apart



Step 5

Back of arm

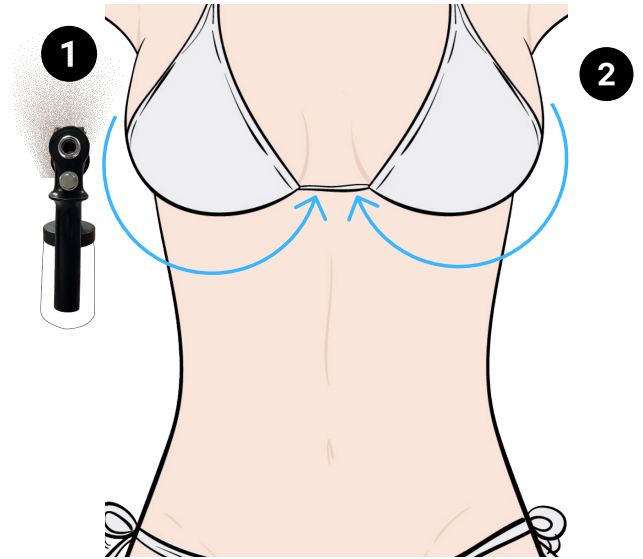
Client's arms out in "T" shape, showing back of hand with fingers clawed



Step 6

Under the breasts

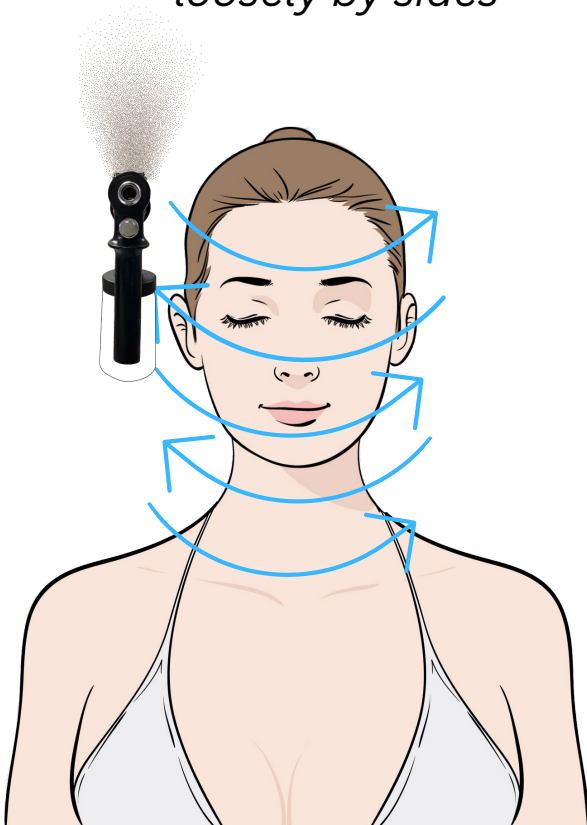
Client's arms resting on head



Step 7

Face & Neck

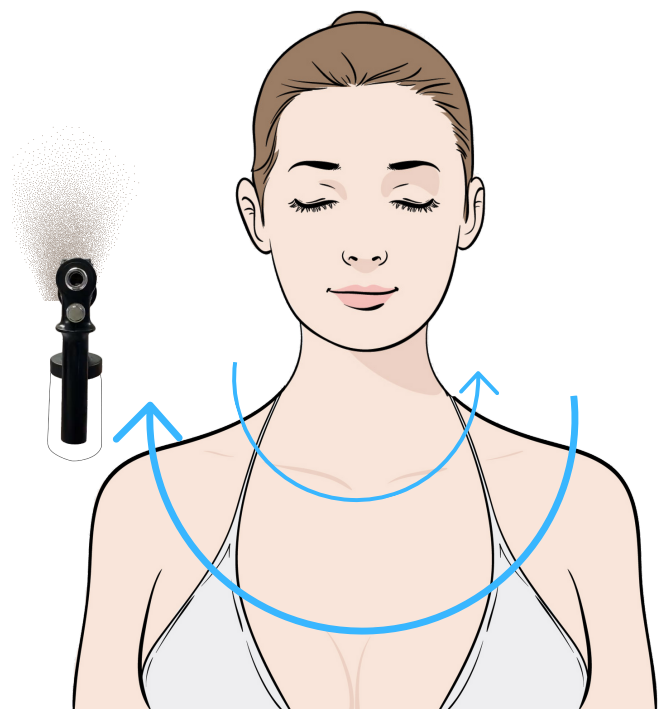
Client's arms hanging loosely by sides



Step 8

Chest

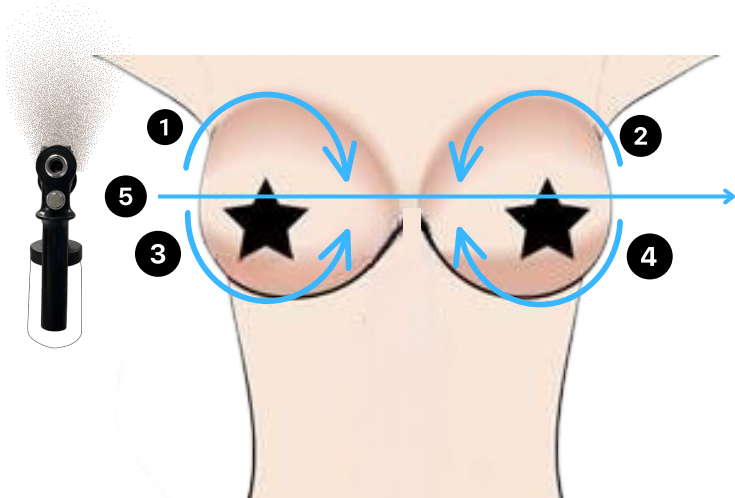
Client's arms hanging loosely by sides



Step 9

Breasts

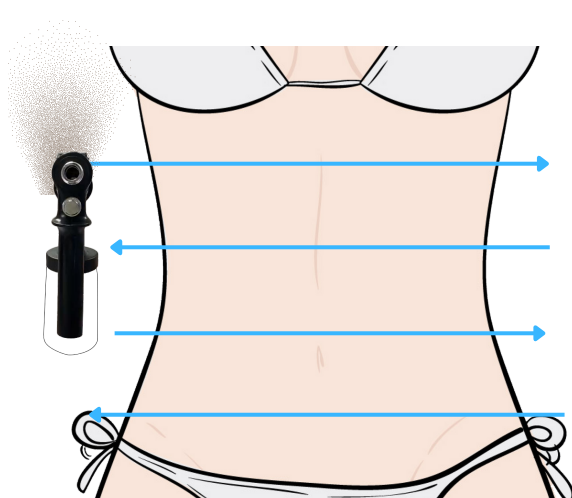
Client's arms resting on head



Step 10

Stomach

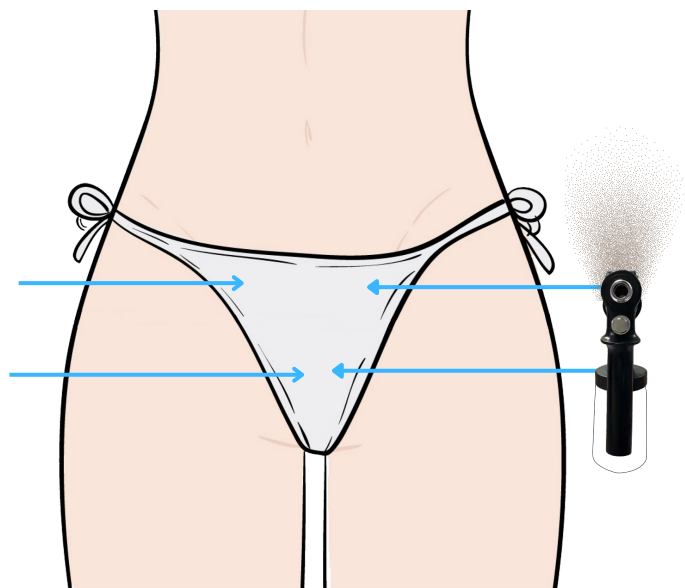
Client's arms resting on head



Step 11

Bikini

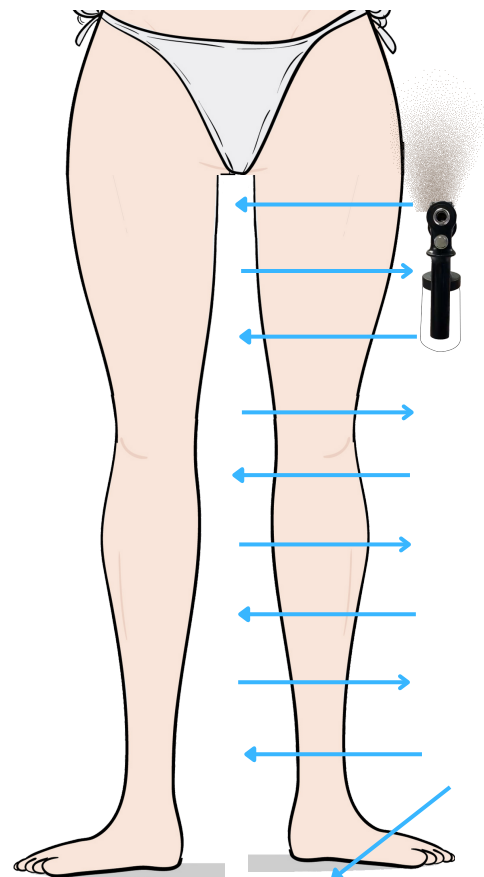
Client's legs straight, feet hip width apart



Step 12

Front of legs

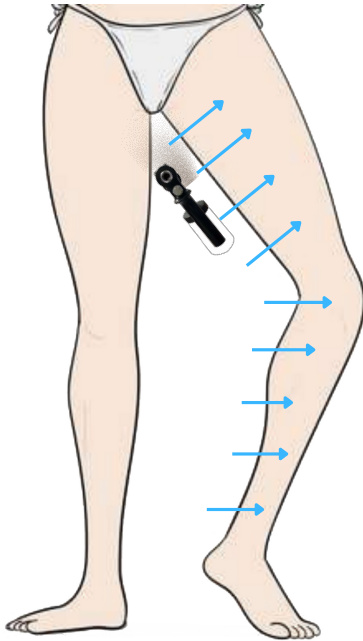
Client's legs straight, feet hip width apart



Step 13

Inside of legs

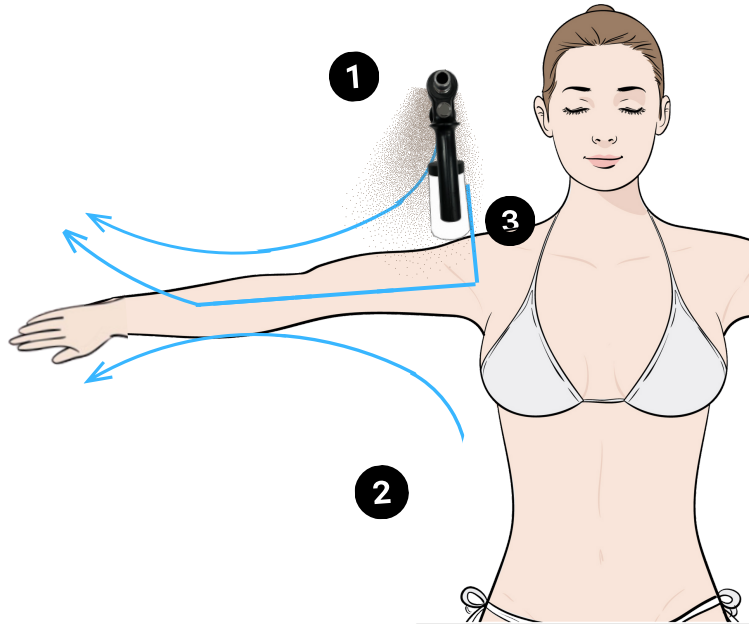
Client's foot turned out, knee bent



Step 14

Front of arms

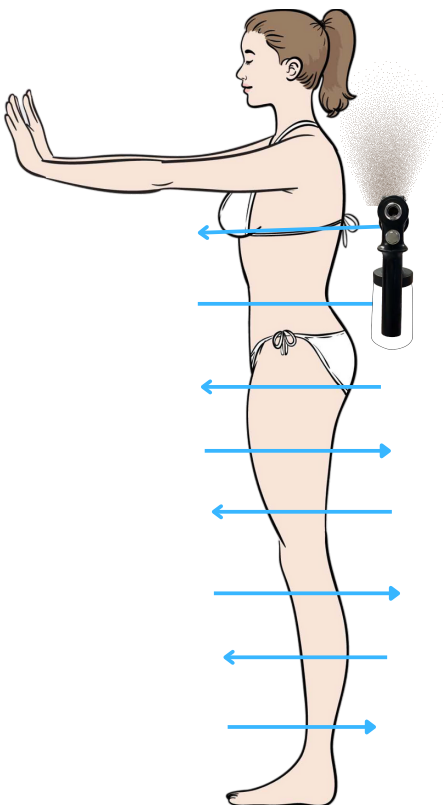
Client's arms out in "T" shape, showing back of hand with fingers clawed



Step 15

Side of Body

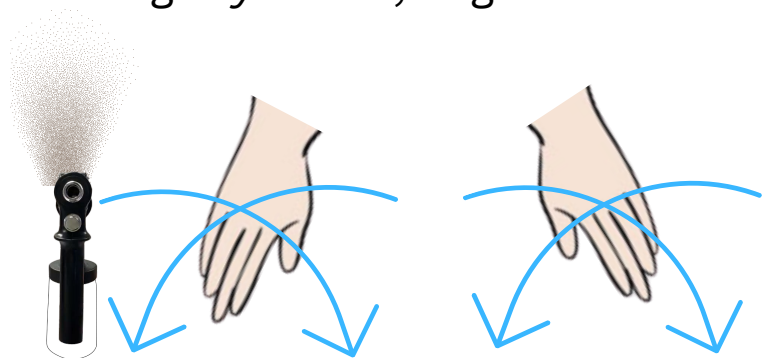
Client facing sideways in mummy position



Step 16

Hands

Client facing forward, hands slightly raised, fingers clawed



Valuable Resources

Booking Software

Vagaro – Gloss Genuis – Booksy – Square Appointments – Tan Track

Website Hosts

Happy Tans – Square Online – Square Space – Wix – WordPress – Salon Builder

Marketing Material

Canva – Fiverr – Vista Print – Zazzle – Swag-logo on Products

Bulk Email Software

Constant Contact – Mail Chimp – Sendinblue - Cakemail

Bulk Text Software

Twilio – Eztexting – Textedly – SimpleTexting - SlickText

FDA Requirements

Eye Protection – Disposable Panties – Chapstick – Nose Filters

Other Helpful Items to Carry

Hair Nets – Sticky Feet – Windex (for instant removal of solution, up to ten minutes on skin) – Body Wipes/Make up Remover – Finishing Powder (Glow by Erin or make your own)

Other than Aviva (Supplies)

Amazon (Carrying case for spray machine and solution) - The Tanning Store
