



## **SUNKISS™ SUNLESS TAN FOAMING MOUSSE**

Maximum Strength 10X

- Anti-Aging
- Anti-Wrinkle
- Skin Softening
- Reduced Odor
- Longer-Lasting
- Deeper-Penetrating
- More Natural Results
- Fortified with Vitamin B 6

### **BACKGROUND**

Many people believe that getting a tan the old-fashioned is healthy. The problem is that absorbing too much ultra violet radiation from sunlight or tanning beds is the worst thing that you can do for your body, specifically your skin. So how much is too much? The best way to analyze this is to understand that 'average' skin begins to receive enough radiation to cause a burn, or damage to the skin, both short and long term, within 10 minutes.

Years ago, especially growing up in the 60s during the baby boomer generation, we lathered on baby oil with iodine, worshipped the sun with aluminum reflectors and fried ourselves into submission each and every day. We did not know any better and today we understand that we could not have done anything worse to our skin. We now know that absorption of radiation causes cancer.

Then came the advent of the tanning beds. Hundreds of clinical studies prove beyond a shadow of a doubt that these are worse than sun exposure because they do burn the skin, they emit massive doses of UVA radiation, which causes accelerated aging of the skin, and it is hundreds of times more potent because you are so much closer to the bulbs.

By the way, tanning booths tell you that you don't burn but you do. It is barely noticeable on most people but you do burn. Tanning beds contain 4 – 6% UVB bulbs and this is enough to cause absorption of UVB radiation, which does cause a burn, causes skin cancer and kills. The one thing that they do not tell you is that you are receiving massive doses of UVA radiation, destroys the dermis which creates leathery skin and deep wrinkles, causes skin cancer and kills.

Fact: The #1 killer in the U.S. today of young women, ages 20 – 29, is skin cancer.

Today, we know better and the American Academy of Dermatology is adamant about going into the sun for prolonged periods of time with or without sunscreen protection, and to stay out of tanning beds.

Some people even state that sunscreen should not be worn because we need Vitamin D from the sun. We do need Vitamin D but only 10 minutes a day, 3 days a week will give your skin all the Vitamin D it needs.

So is there is safe way to get color? Anyone who wants to add some color to their skin can optimize this desire by using a self tanner with Dihydroxyacetone (DHA), which tricks the skin to produce melanin, or color. DHA goes into the upper layers of the dead skin cells (horny layer) and the Stratum Corneum. An enzyme activity automatically creates a reaction with DHA and protein in the skin's epidermis, where it temporarily darkens the skin's appearance. Once the coloring occurs, it does not wash off. It will gradually fade as the dead cells continue to slough off. In most cases, the color is gone within 5 – 7 days. **Sunkiss™ Sunless Tan will last at least 2 weeks.**

Dihydroxyacetone is a non-toxic simple sugar. It is the only color additive recognized by the Food and Drug Administration (FDA) for use in sunless tanning products. The FDA data indicates that no harm exists to the human body with this ingredient. Studies and data have been ongoing since 1982. This is the same ingredient used in all self tanners or tanning accelerators. So, why is the multitude of products so different?

First, you have to look at the concentration of DHA. Most companies will not tell you how much is in the product. It must be listed under ingredients in order of concentration, but this is not always the case. We prefer to let you know on the label as to the concentration. We understand the desire to get good color and find it important that you know what you are using. Our 10X is the highest amount of DHA that we have found available in any product so it will give you the greatest color.

Next, you have to analyze the other ingredients. Adding vitamins and moisturizers simply makes for a better product to use on the skin. We use high quality ingredients, specifically pharmaceutical-grade.

### **HOW TO USE A SELF TANNER**

#### **Basic guidelines**

**1. Exfoliate** the skin by sloughing off top layer cells from the epidermis is the only means of getting a superior even layer of color. This also allows the DHA to get into the skin faster and work better. You can use a loofah but we created our Micro Dermal Power Beads (body or face, two strengths) just to make this task more manageable.

**2. Dry the skin.** Application of any self-tanner must be done to perfectly dry skin. The room should be steam-free. It is also advisable to remove any excess hair on legs a few hours before application.

**3. Moisturizing** the skin before applying **SUNKISS™ Sunless Tan** is not necessary. Many companies tell you to add a moisturizer prior to applying the self-tanner but we use Glycerine and Vitamin B6 (Panthenol) in this product to add nutrients and vitamins into the skin.

**4. Apply** a self tanner lightly and evenly. Where areas are thicker, such as elbows, knees, ankles and knuckles, use a little less since these areas do not tan as much. Otherwise, these areas will end up darker. Also, you can avoid darkening your eyebrows and hairline by covering them with a very thin layer of petroleum jelly.

Start with one leg. Pump a handful of foam onto your hand. Start at the top of the foot and then move on to the ankle. Spread the foam in an upward circular motion against the hair growth. Spread evenly and pull as much product as you can after leaving a moist layer on the skin. Use less on the heels, sides of the feet, ankles, knees where you tend to normally tan less. Repeat on second leg.

Do your abdomen, back (you may need assistance or pick up a back lotion applicator brush at your local pharmacy), arms, face then neck. When doing your arms follow the same routine as the legs, just use smaller amounts. When applying on the hands, face and neck, you

may want to use a makeup sponge. Be sure to use sparingly on eyebrows and hairline and ensure that product blends. Don't forget your ears, behind the ears and the back of the neck.

If not using latex gloves, we recommend washing hands every so often to keep them from staining. \* The hands contain 40% more pores than most of the body, which is why hands may stain so quickly. Once finished, thoroughly wash your hands, again, and use a nail brush to get fingernails clean. There is nothing natural-looking about bronzed palms and fingernails.

Wait as long as possible before dressing or getting into bed, even longer than the several minutes recommended on most self-tanners. Ten minutes should do the trick. This will minimize the chance that the product will rub off. Avoid excessive sweating, exercise, showering or swimming for the next six hours or up to 14 hours for darker tans.

## COLOR

You have control over the color. This is based on which product you use, how you apply it as well as how long and how often.

Achieving a golden brown to brown color is based on amino acids on 'live' skin. This product contains amino acids. An orange color appears when amino acids are left on dead skin. This is typical of products throughout the industry. We have carefully formulated this product to be free of any ingredients which can cause the orange effect that normally occurs with most self tanners.

A 7 ounce foamer bottle contains enough solution or at least 3 – 4 full-body tans and will give you the deepest, truest color of any sunless tanner on the market.

To eliminate any chance of blotches or streaking, use our Power Beads Microdermal Body Polish. This will slough off upper cells that need to be exfoliated, leaving your skin smoother and more readily in tune with receiving the self tanner.

Getting a deeper tan does not require reapplication every few hours or days. Just leave the solution on longer, following the directions. When you are happy with your color, shower and go on with your day.

This product also softens and moisturizes the skin as well as reduces the appearance of wrinkles with each use.

## ODOR

The biggest complaint that people have about self-tanners, in general, is the odor. The cause for this is a chemical reaction between the epidermal layers of dead skin and the DHA. It's this reaction that causes your skin to turn color. Many products smell for days to even weeks.

The odor from this product will disseminate itself within minutes of application. If you are concerned about this, try a sample on your skin and wait a few minutes to see what it is like.

## SUN PROTECTION

Do self tanners offer protection from UV radiation? No self-tanner offers one bit of sun protection. We used to think that getting a tan meant additional protection. Not only is this not true, but it's the exact opposite. Furthermore, a sun or tanning bed tan stimulates many negative reactions in the skin. It's simply an indicator telling you that you have received excessive amounts of radiation.

In order to keep you protected, we highly recommend the use of our **Pro-Tect SPF20 Sunscreen Lotion**. This will keep you from burning and receiving additional damage from harmful UV radiation.

Today, you can find self-tanners with SPF protection. These, however, have inherent problems and concerns:

- These typically have low SPF levels (UVB protection) so they offer little protection from the rays that burn the skin
- SPF only relates to UVB radiation and has nothing to do with UVA (aging radiation).
- Even if these say 'broad-spectrum', they most likely offer very little protection for UVA. Only independent lab testing can prove this. We recommend that you ask for the specific test results. Unfortunately, we are the only company that seems to be willing to give out this so-called 'secret' information.
- Another concern is that none of these products are waterproof or water-resistant, which means that they will come off quickly even when you begin to perspire, leaving you with no protection.
- Sunscreens cannot activate if they are on wet skin. Since the self-tanner is wet, the sunscreen may never activate properly rendering the sunscreen worthless.
- Many self-tanners use a fragrance to help with the odor. Fragrance is one of the worst enemies of sunscreen rendering them relatively ineffective.

You will be much better off using a self-tanner without sunscreen, applying it, letting it dry, and then adding a high quality broad spectrum sunscreen to your daily regimen

**WARNING:** A sunless tanner cannot and does not give you any additional protection from Ultra Violet (UV) Radiation. It is highly recommended that you wear a very high quality broad spectrum UVA, UVB and UVC sunscreen. Do not be misled by high SPF values, which only add 1 to 2% protection compared to our SPF20. For example, an SPF20 and an SPF30 are identical in overall protection values, solely based on FDA standards in required protection levels. An SPF50 is only 1% greater UVB protection than an SPF20 but with the addition of many chemicals to reach this level. More importantly, the SPF number has nothing to do with UVA protection. Based on this, we can honestly say from testing results that you are much better off with our **Pro-Tect SPF20 Sunscreen Lotion** than sunscreens at SPF50 and even SPF60 because many of them are not waterproof, water-resistant, and sweat-proof. *None of them gets stronger as the day goes on but ours does. Most actually begin to degrade rapidly, certainly in less time than they should. Ours actually lasts 24 hours on the skin without reapplying and it has to be washed off with soap and water.*

## RISK

Sunless tanning products are generally regarded as safe and are considered significantly favorable to sun tanning and tanning beds. The FDA finds this ingredient to be perfectly safe when applied topically to the skin.

The risks, if any, would be through inhaling or ingesting DHA. At this time, there are no known cases. It is highly recommended that if a spray-on tan is applied, close your eyes and hold your breath until application is complete. You should consider eye protection and nose plugs.

You may have seen ads for self tanning pills. These products are not safe and are not approved by the FDA. These contain large amounts of a color additive known as canthaxanthin. Large amounts can remain in the body and can turn your skin orange to brown. It has also

been found to cause canthaxanthin retinopathy, the formation of crystals in the retina of the eye. Tanning pills also cause nausea, cramps and diarrhea.

## WHO SHOULD NOT USE A SELF TANNER

Being updated at this time

## INDICATIONS

- To create a tanning effect on the skin without exposure to Ultra Violet radiation.
- This product offers a true alternative, improved performance and control, and safety compared to UV exposure from the sun or a tanning bed.

## KEY FEATURES

- Great color without ultra violet sun damage
- Fortified with Vitamin B-6
- No damage from ultra violet light in tanning beds
- Easy to apply
- Reduced odor
- Anti-aging
- Anti-wrinkle
- Skin softening
- Longer-lasting
- Deeper penetrating
- More natural results
- Dries quickly

We have carefully formulated this product to be free of any ingredients which can cause the orange effect that normally occurs with most self tanners and to minimize the odor left by similar products. This product softens and moisturizes the skin as well as reduces the appearance of wrinkles with each use.

## DIRECTIONS

The skin should be perfectly dry to start. Apply lightly and evenly preferably with latex gloves to all areas of skin that you wish to tan. Allow to dry for ten minutes before dressing or going to bed. Leave on for at least 7 hours (lightest color) and up to 14 hours for the darkest color. If you are pleased with the shade prior to 7 hours, simply rinse off earlier. May be worn under clothes but avoid excessive perspiration until the tan is completely developed and you rinse off any residue at that time. Use regularly (approximately every other week) to keep a better, longer-lasting tan.

To improve performance of this product, we recommend the use of our Microdermal Power Beads to help slough off dead cells to improve penetration of this product into the skin. This can be performed in the shower the same day and prior to applying **SUNKISS™ Sunless Tan**. We highly recommend the use of our **Pro-Tect SPF20 Sunscreen Lotion** once you have achieved your coloration. This will minimize the risk of UV damage, which can burn the skin and increase the accelerated aging of the skin. It will improve the performance of this product and protect your tan even longer.

## CAUTION

May be applied near the eyes but do not get into the eye area. External use only. Do not ingest. Keep away from mucous membranes. Keep away from small children. Do not store near high heat.

## INGREDIENTS

Purified Water, Dihydroxyacetone, SDA-40-2, Propylene Glycol, Polysorbate 80, Lauramidopropyl Betaine, Glycerine, Sodium Hyaluronate, Fragrance, Diazolidinyl Urea, Panthenol, Methylparaben, Propylparaben.

## SKIN TYPE / TREATMENT USE RATE

A 7 ounce foamer bottle contains enough product for at least 3 full-body tans and will give you the deepest, truest color of any sunless tanner on the market.  
(add chart)

## ITEM / PACKAGE DETAILS

SIZE	ITEM	UPC	CONTAINER	PH	SHELF LIFE
1.7 oz / 50 ml	82501		foamer, travel size	3.65	1 year; 90 days once opened
7.0 oz / 207 ml	82507		foamer, retail size	3.65	1 year; 90 days once opened

## SELLING TOOLS

Sell as a kit with Power Beads, either face or body. This will work much better when using a strong Exfoliator.

Sell with Pro-Tect SPF20 Sunscreen to give as complete protection as possible from UV radiation. This will also extend the life of your tan.

## TERMINOLOGY

Self Tanner: sunless tanning product

Tanning Accelerator: a chemical component or a device that acts as a catalyst to create a faster tan

Tanning Extender: same as self tanner

## QUESTIONS & ANSWERS

**Can blotching occur?** Yes. Anytime you apply a solution to the skin and either overlap the coverage or miss areas, you can get blotching. You should not have an overlap problem with this product. As for missing areas, simply reapply to an area that you missed.

**What areas need more attention to get an even tan?** Areas where skin is thicker, specifically the hairline, feet, ankles, knees and elbows take a little more effort. Your best bet is to exfoliate these areas first to be certain that dead cells are removed.

**How safe is DHA?** Sunless tanning products are GRAS (generally regarded as safe) and are considered significantly favorable to normal tanning and tanning beds. The FDA finds this ingredient to be perfectly safe when applied topically to the skin.

**Is there a difference between a fake tan versus a real one?** Absolutely! A fake tan tricks the skin to do the same thing without creating the exposure and negative side effects from the skin.