

Ms.Lova



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*Natural and Organic*

TANNING SOLUTIONS FOR ALL SKIN TYPES

## ABOUT MS.LOVA

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We are an Australian company with Research, Development and Manufacturing facilities based in Sydney, NSW.

Ms.Lova tanning formulas work because we use high grade DHA, and high quality natural active ingredients. [Click here](#) for more information on our ingredients and testimonials on the products. We are not satisfied with anything less than an exceptional tanning result. The company is all about making you feel good, feel sexy and free. It is about lifestyle, love and effortless beauty.

We do NOT test on animals at all! Animals are our friends.





## #MS.LOVA STORY

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I discovered spray-tans 12 years ago and since then, I've been obsessed with it and any products relating to self-tans. Tanning instantly made me feel healthy, toned, happy and glowing. Since then, I don't think I went a weekend without a spray tan! I opened my own tanning business that grew very fast. I had the privilege of working with some of the most extraordinary people, from top tv show hosts, photographers, singers and artists, to Olympic game winners. Looking back, I realise that I must have always been destined for the world of tanning.

As a professional spray-tan artist, I was always on the hunt for that next-best tanning product. I also spent a lot of time dreaming of new innovations and ways to do flawless, natural tans. This search inspired me to start my own self-named, luxury tanning line, Ms.Lova. It was always my dream to pour my passion, ideas and industry secrets into my very own brand. And finally, my brand, Ms.Lova, was built on the concept of combining the benefits of luxury skincare with a natural golden tan, to suit all skin tones.

My mission is to change the world's perception of tanning. Orange, sticky, drying, hard to apply, are all comments of the past. My products are effortless to apply and are all about making your skin not only look amazing, but feel amazing too!

My dream team and I work hard every day, so that one-day, the name 'Ms.Lova' might become synonymous with a high standard of quality in the tanning world.

Much love.

*Natasha xo*



## Natural and Organic INGREDIENTS

Ms.Lova Products are specifically designed to give you the radiance that you get from a natural, beautiful looking tan.

Ms.Lova Products are made from organic and vegan ingredients which not only nourishes and rejuvenates your body but also leaves your skin glowing and looking youthful.

**“THE FINEST CLOTHING  
MADE IS A PERSON’S OWN SKIN”**

Mark Twain



## WITCH HAZEL

Nature's preservative with the added benefit of being a skin freshener and antiseptic. Originating from North America and Asia, the bark, twigs, and leaves of the Witch Hazel plant are celebrated for their soothing properties. For centuries, the Witch Hazel plant has been renowned for its ability to ease numerous skin irritations, from blemishes and puffiness, right through to Eczema. Found in: Ms.Lova No.1 ; Tanning Mousse No 1; Tanning Mousse No 2.



## AVOCADO OIL

This vibrant, green coloured oil is rich in Sterolin which helps to reduce age spots. It also contains nutrients such as Vitamin A, D & E. Renowned for its restorative and moisturizing properties, it is the perfect nourishment for dry, mature and climate damaged skin.

From the mountains of South America, the avocado plant has spread throughout the globe. By using only the first press (organic) oil, we manage to harness all the cosmetic benefits this fruit has to offer. Whether you are protecting your skin from the harsh sun or replenishing its moisture after exposure, (perhaps years of exposure), Avocado Oil is the perfect tonic. Found in Ms.Lova Extra Dark No.3 ; Ms.Lova Dark No2.; MsLova Tan Extender No.2.



## COCONUT OIL

From the beaches of the Pacific Rim and throughout Asia, the oil from coconuts has been used as a medicine for centuries. It's rejuvenative properties are a tonic for dry, irritable skin. It has recently been proved that Coconut Oil contains 'good fats' that aid in nutrient absorption. Found in Ms.Lova Extra Dark No.3 ; Ms.Lova Dark No2.; MsLova Tan Extender No.2.

## KAKADU PLUM EXTRACT

The 'new kid on the block', this superfood contains the world's highest source of Vitamin C. The Kakadu Plum is able to stimulate the production of collagen in the skin and reduce fine lines and wrinkles. Vitamin C also protects the skin against free radical damage. Kakadu Plum is rich in ellagic acid which encourages elasticity and suppleness in aged skin. Kakadu Plum also contains gallic acid which is known for its anti-inflammatory properties, which assists in reducing skin redness and inflamed skin conditions. Found in: Ms.Lova No.3; Ms.Lova No.2; MsLova Tan Extender No.2.



## CAFFEINE

Since been discovered by goat herders in Ethiopia centuries ago, the benefits of caffeine have been long appreciated. Caffeine's medicinal properties help reduce puffiness and energize the skin. It identifies and kills damaged cells while not affecting healthy ones. Caffeine has the ability to penetrate the skin and is therefore successfully used to battle cellulite through preventing the accumulation of bad fats. It also increases the microcirculation of blood in the skin which helps in hair and new skin production Found in: Ms.Lova No.2.



## ORGANIC ALOE VERA

Called the "plant of immortality" by the Ancient Egyptians, Aloe Vera has been prized by Eastern and Western Cultures for centuries. Aloe Vera is our skins' natural healing agent.

It is renowned for its beneficial effects on skin wounds and burns. Its pure, clear gel will bring ravaged skin back to life. Beneficial in rejuvenating tired skin and stimulating its natural glow, it is now a trusted medicine, approved by the U.S. Food and Drug Authority. Ms.Lova No.1 Ms.Lova No.2; Ms.Lova No.3; Tanning Mousse No 1; Tanning Mousse No 2; MsLova Tan Extender No.2.



## NATURAL VITAMIN E

By sourcing non-GMO Vitamin E we are able to maintain the quality and stability of the pure plant oils our products offer. As it is both a nutrient and an antioxidant, it is a first-line defence against free radicals and other damaging environmental agents. Found in: MsLova Tan Extender No.2; tanning Mousse No 2; tanning Mousse No 1; Ms.Lova No1



## MACADAMIA OIL (MACADAMIA INTEGRIFOLIA)

The Macadamia nut has long been recognised by Australian Aboriginals as a natural anti-inflammatory and is plucked and eaten straight from the tree. The Macadamia nut contains oleic acid (Omega-9 fatty acid) and is now prescribed as a natural healer and preventor of scar tissue. Extremely useful for moisturising and nourishing dry, mature skin, the benefits of the Macadamia nut are unquestioned. Found in: Ms.Lova No.3; Ms.Lova No.2; MsLova Tan Extender No.2.



## GLYCERIN

A natural substance derived from vegetable oil, it is hygroscopic in nature. It increases vital water content on the skin's surface by drawing moisture from the surrounding air.

It is also used as a humectant to increase the solubility of the active ingredient, making it more easily absorbed by the skin. For over 200 years Glycerin has been used to stabilize and hold the moisture content in many products, and is second only to water in being the most popular ingredient in cosmetics. Found in: Ms.Lova No1; Ms.Lova No.2 ; Ms.Lova 3 ; Ms.Lova Mousse No.1; Ms.Lova Mousse No.2; MsLova Tan Extender No.2.

# Ms.Lova

## PROFESSIONAL RANGE



# 1

**Ms.Lova No1**  
Medium – 10% DHA

# 2

**Ms.Lova No2**  
Dark – 12% DHA

# 3

**Ms.Lova No3**  
Extra Dark – 15% DHA

As simple as 1,2,3. Ms.Lova professional range comes with three main shades to suit any skin tone.

Each tanning solution has been perfectly created to suit any skin tone. All our solutions are Australian made using natural, organic and vegan ingredients. We do not test on animals and promote cruelty free products.

The instant bronzer develops beautifully into a completely natural looking tan. Our solutions are fast drying, non-sticky and streak-free. The skin firming formula helps to rejuvenate and hydrate the skin, minimising fine lines and wrinkles. Ms.Lova is designed to create long lasting results and with proper maintenance, spray tans can last for well over a week. Tans will fade evenly giving a completely natural look.



ORDER YOUR SAMPLE PACK  
[Mslova.com](http://Mslova.com)

# Ms.Lova



## MS.LOVA NO 1

Its enriched powerful antioxidants help skin firming and rejuvenation. It also contains vitamin extracts to nourish and hydrate your client's skin. This quick drying, non-sticky and non-oily formula develops in just 2-hours, to reveal a natural and an even looking tan. This luxurious product is more than just a tan, it is an advanced tanning treatment, anti-aging and rejuvenation product.



## MS.LOVA NO 2

Enriched with luxurious skin hydrating ingredients (avocado oil and aloe vera), vitamin B5, C and E, caffeine and infused with fresh coconut oil, this dark tanning formula will leave your client's skin with a caramel tan and healthy glowing skin!

IT'S AS EASY AS 1, 2, 3..... THE PERFECT SOLUTION FOR EVERY SKIN TONE



# Ms.Lova



MS.LOVA NO 3

Ms. Lova 2hour Pro-Extra Dark Tanning Solution. This revolutionary product has been formulated using the highest quality certified natural and organic ingredients for a flawless deep bronzed tanning result. Enriched with natural hydrating oils, powerful anti-oxidants and vitamins this solutions offers ultimate skin hydration with the deepest, darkest tanning experience ever.



SAMPLES

Are you interested in trying our products before using them in your salon but can't decide what tan to commit to? We have Sample Packs available, which let you try all our professional spray tanning solutions including Ms Lova No1 - Light/medium, No2 - Dark, and No3 Extra Dark in sample size. Experience the beauty of each product before you buy.

1

LIGHT/MEDIUM

2

DARK

3

EXTRA DARK

# Ms.Lova



## VALUE PACK MS LOVA NO 1

Buy in bulk Ms.Lova Medium solution and save



## VALUE PACK 123

Want great value for money? Stock up on solution rather than frantically ordering as you're nearing the end of your last bottle.

Ms.Lova offers professional spray tan solution packs to cater for all skin tones and all your salon tanning needs! All of our packs accommodate for either a bulk buy of one particular solution or a pack which contains differing solutions that caters for all skin types and tones.



## VALUE PACK MS LOVA NO 2

Buy in bulk Ms.Lova Dark solution and save



## VALUE PACK MS LOVA NO 3

Buy in bulk Ms.Lova Extra Dark solution and save

# Ms.Lova



## GETTING STARTED KIT

This kit provides you with the basics to apply your first spray tan, AND also trial other Ms.Lova solutions suited to different skins tones. This Getting Started kit includes x 1 HVLP Machine; x 1 Deluxe Gun; x Ms.Lova No1 - Medium 1 LITRE; x 1 Sample pack; 2 x 125ml Ms.Lova No2 and No3.



## ORIGINAL KIT

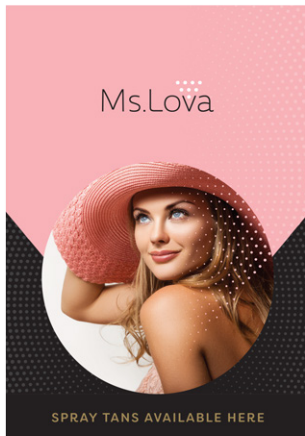
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## PROFESSIONAL KIT

This kit has everything you need to start a Professional Spray Tanning Business. The easy to use Professional HVLP Deluxe Tanning machine compressor, utilises the latest technology to deliver a fast spray tan. It provides a golden glow in less than 6 minutes. 3 x Professional Tanning Solutions for every skin tone. And all your professional and client preparation accessories. The Professional kit includes 1 Deluxe Gun; 1 Pop Tent; 3 x 1 litre Ms.Lova Professional Tanning Solutions, No1 - Medium, No2 - Dark, No3 - Extra Dark; and Accessories include 100 x Hair Nets, 100 x Deluxe G-Strings, 100 x Face Masks 100 x Gloves.

# Ms.Lova



## PROMOTIONAL A1 POSTER

Poster doesn't let your spray tanning service go un-noticed. Capture new clients in store and street traffic with these beautiful Ms.Lova A1 Posters.



## LOYALTY CARDS

Keep your clients by rewarding them. Give your customers an incentive to return for additional spray tans with these Ms.Lova VIP loyalty cards.



## AIRBRUSH TRAINING MANUAL

Feel confident Spray tanning with this comprehensive Spray Tanning Manual. It includes all you need to know to start a spray tanning business or service. It will not only introduce you to different skin types but also teach you signature airbrush tanning techniques.

Ms.Lova

RETAIL RANGE

*Take home products*

HAPPY CUSTOMERS plus  
PROFITABLE SALONS

Ms.Lova Retail range has been beautifully packaged to make it easy for salons to retail. Its contemporary design and pricing communicates a product's message and clearly sets Ms.Lova apart from other brands. Take home retail range allows your clients to keep that glow 24/7 and keep coming back for more.

Ms.Lova range extends beyond professional tanning solutions to include gradual Tan Extender and Self-Tanning Mousse in two beautiful shades.



# Ms.Lova



## TANNING MOUSSE MEDIUM 1

Create a professional looking tan at home. Super hydrating, quick drying, non-sticky and easy to apply, this 1 Hour Medium Tanning Mousse will give you an undetectable, even and streak free tanning result. Enriched with skincare grade Vitamin C and E, Aloe Vera this luxurious tanning formula will leave your skin with flawless, chocolate brown tan and healthy glowing skin.



## TANNING MOUSSE MEDIUM 2

Create a professional looking tan at home. Super hydrating, quick drying, non-sticky and easy to apply, this 1 Hour Dark Tanning Mousse will give you an undetectable, even and streak free tanning result. Enriched with skincare grade Vitamin C and E, Aloe Vera this luxurious tanning formula will leave your skin with flawless, chocolate brown tan and healthy glowing skin.

# Ms.Lova



## APPLICATION MITT

The Ms.Lova Mitt enables you to apply a streak free, self-tan perfectly, without staining your hands.



## TANNING MOUSSE plus MITT GIFT SET

Gift somebody with a healthy glowing tan. The Ms.Lova gift pack includes our easy application, at home, 1 hour Medium or Dark Tanning Mousse + Application Mitt. The Ms.Lova mitt allows you to apply a streak free self tan perfectly without staining your hands. Ms.Lova Mousse is hydrating, quick drying, non-sticky and will give you an undetectable, even tanning result. Enriched with skincare grade Vitamin C and E, Aloe Vera this luxurious tanning formula will leave your skin with a flawless, chocolate brown tan and healthy glowing skin.

**Tanning packs - perfect gift for every season**

We are constantly creating new gift packs that include great savings for your clients.



### TAN EXTENDER DARK

Ms.Lova tan extender is a 3 in 1 self tanner, tan extender and nourishing moisturiser. The new dark and fast absorbing formula extends the life of any tanning solution or gradually builds a natural bronzed complexion. It is infused with Aloe Vera, Macadamia Oil and Coconut Oil to ensure an even and smooth skin tone.

Ms.Lova  
*for men*

Coming Soon...





# Ms.Lova

## SOCIAL MEDIA

### MS.LOVA SOCIAL MEDIA ACIVITY

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Social media is an effective sales tool for business. With valuable content shared daily across a range of platforms, you will be able to leverage off Ms.Lova's social media activity to build your own business and customer loyalty.

### MAXIMISE YOUR MARKETING AND MAKE YOUR LIFE EASIER

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We help Ms.Lova stockists with their marketing and it's absolutely FREE! Our talented graphic designer and art director create amazing looking email marketing campaigns, including everything from e-newsletters, in-store posters to social media graphics. All content will be emailed to you once a month for easy download. This means you can take the time and money that you save and invest it back into other areas of your business that you feel more comfortable and confident in, like developing your team, perfecting your treatments and creating customer service excellence.

Each month You will get:

#### Email newsletters

Pre-designed email newsletters for you to insert easily into your email software e.g. mailchimp, shortcuts etc.

#### Social Media Graphics

Social media graphics for you to easily upload and share on your Facebook & Instagram pages to promote deals, specials and exclusive offers to your clients.

#### Monthly Specials and Promotions

Specials and Promotions Artwork (posters; specials) This will create interest in your products and services.

### 4 EASY STEPS:

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1. Open Ms.Lova's newsletter and view monthly marketing sets and promotions.
2. Print out display posters that are designed to showcase your monthly tanning special.
3. Send out pre-designed email newsletters to your clients..
4. Upload and share your social media graphics to Instagram and Facebook to promote deals, specials and offers to your clients.

# Ms.Lova

BUILD YOUR  
PROFITABLE BUSINESS



Ms.Lova's entire range of Professional and Retail Products were formulated to be of the highest quality.

Our Products are all about natural, lasting results and creating loyal clients who love the brand and love your salon because you use our high-quality products. We believe that great products need to be packaged as beautifully as they perform. By providing your clients with something that looks amazing, feels fantastic and delivers great natural results, you will have retail success and profit will follow.

On the next page are basic numbers that are achievable, even if you are just a start-up business.

## COST OF THE SOLUTION PER TAN

Spray tanning has a great ROI (return on investment). To give you an idea, one litre of Ms.Lova solution (in any shade) will cost \$99.00 per bottle, and provide enough solution for about 20 to 22 people. Your Cost of Goods Sold (COGS) is \$4.95 per tan.

The good news is, you can purchase our solution in bulk for as little as \$79 per bottle, which brings your COGS down to \$3.95 per tan.

## PRICE PER TAN

On average, the cost of a tan is anywhere between \$25 to \$65. If you charge \$55.00 per tan, you are making a profit of around \$1,000 on that litre of solution alone! With professional solutions like Ms.Lova brand, you can charge a premium!

## COST OF WAGES PER TAN

Assuming one team member tans 3 clients in an hour and you pay her \$20/hour.

$$\begin{aligned} \text{REVENUE} &= 3 \text{ CLIENTS} \times \$55 = \$165 \\ \text{COGS} &= \$3.95 - \$4.95 \text{ (LETS SAY } \$4) \\ \text{WAGES} &= \$20/\text{HOUR} \\ \text{PROFIT FOR 3 TANS IN 1 HOUR} &= \$133.00 \end{aligned}$$

This doesn't even include retail products that your clients will fall in love with and keep coming back for more!

TOTAL WEEKLY PROFIT \$1,330\*

Based on 1 team member working 10 hours a week doing spray tans.

PRICE	# OF TANS	SALES P/DAY	SALES P/WEEK	SALES P/MONTH	SALES P/YEAR
Studio \$35	4	\$140	\$700	\$2,800	\$33,600
Studio \$35	6	\$280	\$1,400	\$5,600	\$67,200
Studio \$35	8	\$350	\$1,750	\$7,000	\$84,000

\*Time spent – based on 30 min appointment  
 \*Week – estimated work week Tuesday – Saturday  
 (10 min set up / consultation; 10 min tanning;  
 10 min payment/close out)

# Ms.Lova

## TRAINING



Learn how to tan Ms.Lova's way and become a certified spray-tan technician and business owner. At Ms.Lova, we strive to achieve the best, natural looking tan. This comes both with using the right solutions and the correct tanning technique. We have helped many businesses get started and can help you to start your Spray Tanning career as quickly and conveniently as possible. Our Tanning Classes are suitable for anyone, as you don't need any prior industry knowledge, qualifications or experience. We offer you the flexibility to choose a learning method that suits you.

### SUBJECTS THAT WILL BE COVERED:

1. How spray tan works
2. Pre-Tan Preparation
3. Post-Tan Care
4. Practical Application
5. Introducing Ms.Lova Products
6. Marketing and Social Media advertising
7. Business Skills
8. Tips
9. Ongoing Support.



Discounts on professional Ms.Lova solution  
and retail product range will be available to students upon completion of the course.

For more information email us [info@mslova.com](mailto:info@mslova.com)  
or call us on 1300 402 562



For more information on starting your own spraytan business or  
becoming a Ms.Lova's master spray tan expert visit  
[www.airbrushtanningacademy.com.au](http://www.airbrushtanningacademy.com.au)  
for a full list of workshops and online course to suit your needs.

Ms.Lova

SHARE THE LOVE BY FOLLOWING @MS.LOVA\_TAN AND TAGGING #MSLOVATAN OR #ILOVAMSLOVA  
IN A PICTURE OF YOU OR YOUR CLIENT'S BEAUTIFUL TAN.

FOR FULL CUSTOMER SUPPORT EMAIL [CUSTOMERSUPPORT@MSLOVA.COM](mailto:CUSTOMERSUPPORT@MSLOVA.COM)  
OR CALL MS.LOVA 1300 402 562



[WWW.MSLOVA.COM](http://WWW.MSLOVA.COM)