



Beauty Today. Health for Life™



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Our Signature HVLP Solution

For the most natural sunless tan possible for cool & neutral skin tones

Who's It For?

- There are 3 basic skin tones: cool, neutral, and warm. HVLP Solution is used best on cool & neutral skin tones.
 - **Cool:** Your client's natural hair color is light to medium brown, and they have either greenish, hazel, or blue eyes and they burn easily. Their complexion is very fair to pale.
 - **Neutral:** In between cool and warm.
- Our traditional world-renowned Aviva Labs sunless solution is formulated to give the optimal color to the broadest variety of skin tones. Our trademark color includes a hint of reddish undertones that especially compliments cool and neutral skin tones, ensuring an "off the beach" appearance so convincing that even your clients will think they're just back from a tropical vacation.
- Aviva Labs' HVLP/Turbo solution has been performance-tuned to HVLP equipment, with optimized 1) viscosity (thickness), 2) adherence to skin, and 3) spray characteristic while exiting the gun nozzle, resulting in the most even coverage possible.

Instructions for Use:

HVLP/Turbo Solution is specifically formulated to minimize overspray and drying time and deliver a smooth, even tan using HVLP/Turbo equipment. For best results, exfoliate thoroughly using **Aviva Labs Exfoliant** before application. Adjust spray equipment until no overspray is visible. Apply in light strokes or circular motions for even coverage. **Show off after 7-8 hours.** Moisturize liberally using **Aviva Labs Moisturizing Crème** on daily basis after spray tan to extend the life and evenness of tan.

The Menu Descriptor:

Option 1: Aviva Labs™ Custom Sunless Tan

From the most trusted name in sunless, this 10 minute treatment will leave you with a sun-kissed glow that is so natural, friends will ask if you just got back from vacation. Imagine a beautiful, golden tan in just one



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session that is customized to satisfy the look that most satisfies you. Our experienced professionals will apply your sunless tan that will leave you glowing for 5 – 7 days. The color is natural, fragrance free, hypoallergenic and fades like a suntan without the damaging effects of UV rays.

Option 2: Aviva Labs™ Custom Sunless Tan

A treatment guaranteed to get friends to ask, “Where did you go on vacation?” From the most trusted name in sunless, this 10 minute treatment is applied by our experienced professionals and will leave you glowing for 5 to 7 days. *Fragrance Free & Hypoallergenic.*

Suggest Service Charge: \$40

Get the Word Out:

Step 1: Sell the EXPERIENCE, Not the Service

The goal of any salon or spa offering indoor & sunless tanning should be to stand out in the very crowded marketplace by offering a unique experience. Adding something new and constantly creating marketing movement within your business will continue to increase profits and attract new clients. Imagine if at stylists’ station or in the front at the reception desk clients see **an offer to lose 15 pounds in 15 minutes?** What do you think the response would be? Sunless Tanning makes people look younger, more active and thinner. Being crafty with your positioning can entice not only the 10% of consumers currently using sunless tanning regularly, but can blow open the doors to the remaining 90% aren’t.

Step 2: Cross Promote Services on Your Menu & Increase Your Service Ticket

If your staff isn’t doing it now, they need to be. Take a look at your highest ticket services and find ways to upgrade clients and get them to add on additional services. Your stylists should be asking clients if they want to try the new Aviva Labs Sunless Tan with their cut & style, bridal preparation, prom preparation, facial or hair coloring service. Also when the service is complete, have the client paraded past your stylist station in a round-about from the room they have been sprayed at back to the front. Have your stylist compliment the client walking by on their new tan...which serves two purposes. It boosts the clients’ confidence and also raises the curiosity of existing clients sitting in the chair to want to learn more about sunless tanning. Also train your front desk person to ask clients if they need to purchase the Aviva Labs post tan products to maintain the look of their tan. Better yet, get the spray technician to write down and go over the products after the service and put them in the clients hand as a “skinscription” for a longer lasting tan.