



Beauty Today. Health for Life™



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106 Cummings Park, Woburn, MA 01801 | www.avivalabs.com



Stage Tan Bronzer Solution

Designed to provide the darkest tan under the bright stage lights for body builders, models & performers.

Who's It For?

- Clients such as body builders, models & performers who need to have a dark bronzer only tan under the bright stage lights
- Clients who require an ultra-dark solution that magnifies muscle definition under bright light
- Your client who needs a rich tan that can be washed off after the event with just soap & water

Instructions for Use:

Stage Tan is scientifically formulated for perfect application by either airbrush or HVLP. Adjust spray equipment until no overspray is visible. Apply in light strokes or circular motions for even coverage. It also may be applied by hand with cloth or a sponge applicator. Dries in seconds. **Show off after use with soap & water.** Oil-free, water-based formula will not stain clothing. Alcohol-free, will not cause dry, itchy skin.

The Menu Descriptor:

Aviva Labs™ Stage Tan

Do you need a dark, rich temporary bronze for a competition? Our Stage Tan Bronze Treatment is designed to provide the darkest tan under the bright stage lights. Stage Tan gives you an instant, ultra-dark, gorgeous-looking tan in just seconds. The color is super dark but without any unnatural orange appearance, emphasizing every cut, curve and form in your muscles and figure so you'll win maximum points. Plus the gentle hypoallergenic formula is oil-free, alcohol-free and fragrance-free. And once the competition ends? The DHA-free bronzer washes off with just soap and water.

Suggest Service Charge: \$25



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Get the Word Out:

- In every area of the country and perhaps in your own client list are fitness models, body builders, actors & performers who require an ultra dark temporary bronzer for competitions and shows. Stage Tan lets you reach out to them with a service that is fragrance-free, oil-free & alcohol-free.
- From acting troops, to gyms, this is an ideal service you can reach out to local businesses and offer at a discount to their performers to build great word-of-mouth about your salon or spa and services.
- Keeping good record on your clients is key. Find out their occupations and record it in your system. Upsell to clients already coming in. Cross promoting items on your menu that clients haven't tried yet is a great way to give them a taste of a new treatment.
- Complimentary spray tans for the whole salon & spa staff to all have a healthy glow! From the stylists to the front desk person, everyone should be talking to clients about how natural it looks.
- Promote the new service without discounting. Never offer low price discounts to new clients...they rarely become long term loyal customers. Instead, cross promote your services and sell more packages, adding in sunless tanning as a upgrade.
- During phone call bookings, sell the new service to clients to upsell their service ticket and offer a discount for the added on service by selling a complete package. A cut, color & Stage Tan treatment is a great way to start offering clients a makeover for their big day as opposed to different, separate services.