

Sunless Tanning: It's Come A Long Way Baby

By: Jeri Ross, MPH

Today's clients are interested in more than just applying a self-tanning lotion. As an aging baby boomer in my early 50's, my body reflection doesn't match my youthful self image and it is showing with brown spots, sagging thighs, and cellulite. I've followed a healthy lifestyle and exercised regularly since I was in my 20's. Certainly that helps, but I need more now to preserve what I have and to improve what I can. I decided to buy a self-tanner to cover up the flaws and make my white body look healthier as it does with a tan. What I discovered from seeking out solutions for myself is that modern-day self-tanners have come a long way from that bright orange hue of yester years. Not only can self-tanners give you a more natural, tanned look but some also offer added value with multifunctional benefits designed to address skin rejuvenation concerns such as body contouring and cellulite.

I have become a fan of sunless tanning, but I'm not the only one. According to a recent report in Global Cosmetic Industry Magazine, worldwide sales of sun products including self-tanners exceeded \$5.6 billion in sales in 2006 with a seven percent annual growth rate. Sunless tanning is a growing industry that continues to change and improve as technology drives product development and services. What better place for women and men to learn about and purchase their safe, natural, golden tans than in the spa/salon? Here are some sunless tanning education basics and emerging product innovation:

Benefits of Sunless Tanning

Preventing skin cancer. Skin cancer is the most common form of cancer in the United States. More than 1 million skin cancers are diagnosed annually. One in 5 Americans and one in 3 Caucasians will develop skin cancer in the course of a lifetime.

A very high percentage of age-associated cosmetic skin problems can be attributed to sun exposure. Chronic overexposure to the sun changes the texture and weakens the elastic properties of the skin. In addition photoaging causes wrinkles, hyperpigmentation or freckles and age spots. The good news is that skin cancer and photoaging is largely preventable. Prevention efforts include using a broad-spectrum sunscreen UVA- UVB when in the sun and reducing as much sun exposure as possible.

For the thousands of us who desire a tanned face and body, using self-tanning products and services is a safe and effective option. Another great benefit of sunless tanning is you can have a year-round tan. If you prefer to sunbath, sunless tanning performs when the sun doesn't.

Sunless Tanning: How It Works

Skin color is produced by melanocytes present in the basal layer of the epidermis. Melanocytes determine skin color or pigment. Ultraviolet rays from the sun trigger melanogenesis, the process of increasing melanin in the epidermis that results in a darker skin color.

Natural tanning and self-tanning mechanisms are totally different. The self-tanning effect is not melanin pigmentation but a coloring of the surface layer of the epidermis, the stratum corneum. So natural sun tanning occurs in the inside layers of the epidermis while sunless tanning works on the outside layer.

A sunless tan typically lasts for 5 to 7 days and fades as dead cells shed. To maintain the tan most products suggest that you reapply the self-tanner about every three days. All self-tanners including salon spray and air brush tanning contain DHA (dihydroxyacetone) as the FDA approved active tanning ingredient. DHA is a colourless 3-carbon sugar that when applied causes a chemical reaction with amino acids in surface skin cells producing a darkening effect. DHA is

considered by experts to be completely safe. Even with a name like dihydroxyacetone, the origins of this ingredient are plant based typically from sources such as sugar beets and sugar cane. DHA is not new to self-tanning being introduced in 1960 by Coppertone's Quick Tan or QT Lotion. Other companies soon followed. However, these pioneer products cast an unattractive orange hue on the body.

Being a researcher, I had to question what has changed to produce a more natural looking tan using the same active ingredient, DHA? What I discovered is that **how** DHA is manufactured has improved which makes sense based on advancements over the years in biotechnology. So the DHA of today is not the same DHA of yesterday.

Next Generation of Self-Tanners

With the popularity of sunless tanning growing, companies have been increasingly manufacturing a diversity of performance enhancing self-tanners. Multifunctional products are on the rise and do more than just tan. Recent technology has produced products such as Solare Slim Rx (Institut' DERMEd Body) that contain DHA and actives that firm and slim the body. Some formulations are utilizing effective ingredient delivery systems like liposomes that promote deep penetration and even all-over absorption to prevent streaking. More features that are available include gradual daily tanners that also moisturize with such ingredients as shea butter, products that offer three skin-tone shades, or added skin protecting antioxidants such as A, C and E.

Quick Sunless Tanning Tips

- **Exfoliate before an air brush tan or applying a self-tanning product:** Sunless tans do best with a mild, surface exfoliation that is not an oil based product. Loofahs may contribute to streaking.
- **Wear gloves:** Self-tanners can stain the palms. If you don't want to wear gloves, wash hands immediately after applying with soap or use a hand sanitizer.
- **Moisturize rough spots:** Apply moisturizer on rough spots (knees, elbows) before applying self-tanners to avoid uneven tanning.
- **Wear sunscreen:** DHA gives no protection from the sun. If you are going to be in the sun you have to wear sunscreen. If a self-tanner has SPF in it, the amount is usually minimal.

SolaréSlimRx is a 3-in-1 beauty treatment that:

Gives the body a natural, streak-free tan without damaging sun exposure. Slims the body using a patented bio-complex of fat burning enzymes and citric acid extracts from tropical Malabar Lemon. Hydrates, nourishes, and softens skin with shea butter, aloe leaf, and olive squalane (an oil that moisturizes and creates the appearance of smoother skin)

Clinicals

In independent clinical studies using the patented slimming ingredient Lipolyse HCC (INCI name Carnitine Hydroxycitrate), 100% of participants measured a ½ reduction

in thigh circumference after 30 days and a $\frac{3}{4}$ reduction in thigh circumference after 60 days of daily use.

Active Ingredients

DHA: the only FDA approved self-tanning active ingredient

Carnitine Hydroxycitrate: an active slimming ingredient found in the fruit of the Malabar Lemon plant native to tropical climate zones. Its impressive clinicals slim and improve skin elasticity and smoothness.

Shea butter, Olive Squalane, Aloe Leaf: hydrates, nourishes and softens the skin.

Niacin: immediately provides improved micro-circulation resulting in an on-contact warmth to the skin

QuSome™: advanced penetration delivery system for a smoother, streak-free, natural tan; delivers slimming actives to underlying fat cells to promote cellular metabolism.

To use: Apply once daily over exfoliated skin where tanning is desired. Avoid the face. Wash hands thoroughly after use. Allow to dry approximately five minutes before dressing.

References

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