



## Press Release

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### **Kona Tanning Company's Sunless Tanning Solution Now Available for Distribution to Spa/Salon Owners Nationwide**

*For salons/spas nationwide that want to offer a luxurious sunless tanning service to their clients, Kona Tanning Company is now distributing their famous formula for professional use.*

Irvine, CA – March 12, 2010 – A Kona Tan is a healthy alternative to traditional tanning booths and extended exposure to harmful UV rays, and now cosmetologists and beauty professionals who are looking to give their clients a sun-kissed glow can also offer the luxurious Kona color. The KTC Tanning Solution is now available for distribution for professional use by health and beauty professionals nationwide. Each key ingredient is specially formulated to provide a liquid confidence boost to people with skin imperfections such as varicose veins, bruises, stretch marks, cellulite, scars, and broken blood vessels, by minimizing and camouflaging in a flawless, healthy, odorless glow that lasts about a week.

Like many great companies, Kona Tanning Company began in the kitchen. In 2005, an enterprising young couple named Katie and Kenny returned home from their Hawaiian honeymoon, tired of striking out with tanning beds and smelly spray tans that didn't compliment Katie's fair skin and freckles. They decided to customize a formula just for Katie, and then went one step further by adding skin nourishing ingredients and extracts. Once the formula had been perfected, Katie knew that the other challenge to achieving the perfect tan was in the application. She spent countless hours studying the curvature of the human body through the eyes of a makeup artist, in an effort to discover ways to accentuate key muscle groups, and highlight attractive features through shadow manipulation. Because of this approach to sunless tanning, a Kona Tan has become a security blanket for those continuously in the public eye, and fashion and media tastemakers. The most notable Kona Tans were seen on the Victoria's Secret runway at their latest nationally televised fashion show.

Makeup artists and service providers alike can utilize this solution to produce beautiful golden undertones in a variety of skin types, and on clients seeking a polished, head-to-toe coverage, everyday. Airbrush tanning with the KTC Tanning Solution allows for a more personalized and luxurious tanning experience, sans the traditional challenges associated with spray tans. This sunless spray tan option does not require a costly equipment investment, expensive maintenance, or time-consuming setup, and is a healthy menu item that will be an added convenience for clients to include in their weekly beauty regime, that won't break the bank.

