

# California Tan<sup>®</sup>

## HELIO THERAPY<sup>®</sup>



January 1999

GRAB YOUR  
MAILMAN FOR SOME  
**HOT ACTION!**

Winter Heats Up This Month  
With A Bit of Spice

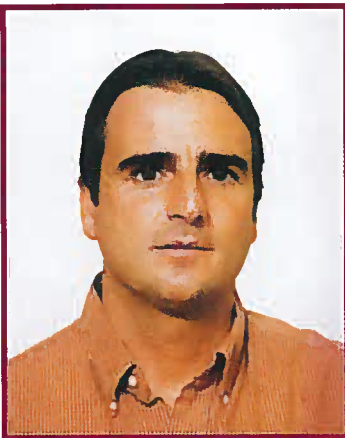
**SPECIAL SNEAK  
PEEK INSIDE**

Four Exciting,  
New Products Launching  
In February...

**WIN A FREE TRIP  
FROM  
CALIFORNIA TAN**

We Want Your

**IDEAS AND SUGGESTIONS!**



South Carolina Salon Owner

In case you didn't know, tanning salon owners in South Carolina have been struggling with strict state regulations, limiting how many times a week and for how long clients can tan.

# FIGHTS the BATTLE

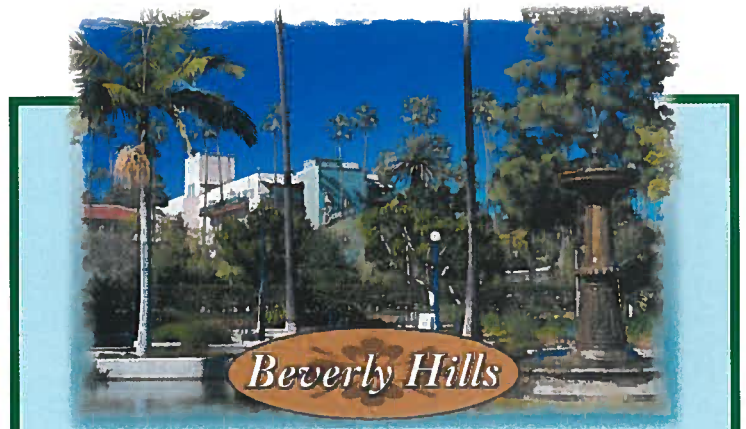
**James Mastronardi**, owner of Ultra Tan tanning salons and president of the South Carolina Tanning Association, has been spearheading the effort together with representatives from the Smart Tan Network, meeting with the state Department of Health and Environmental Control Commissioner to discuss the problems and threats facing the industry.

"We strongly favor regulation and keeping the industry at the highest professional standards," said Mastronardi. "However, unreasonable regulation from local government can have a seriously negative impact on our industry."

Recently, a tentative agreement was reached with state officials, winning an important step in an emotional battle against some of the most restrictive anti-tanning regulations in the U.S.

As of print time, the state agreed that salon owners could continue to use exposure times, as listed on tanning equipment, as a recommended guideline instead of a mandatory limit. In return, salon owners in South Carolina agreed to have all customers sign a release form, stating that they have read and understood the state's regulations.

## DID YOU KNOW



### Beverly Hills 90210 star . . .

Tiffani-Amber Thiessen is a celebrity sun-worshipper and proud of it!

In a recent issue of *Instyle* magazine, Tiffani-Amber spoke to a reporter about her long love-affair with the sun, beginning with childhood memories of her idol - Brooke Shields - and her fabulous tan. This native Californian goes on to recount fond recollections of summers, in her youth, spent by the ocean with her family. Today, Tiffani-Amber still enjoys the sun and boasts great color, year-round.

The group plans to meet again to finalize details and discuss revising the current harsh \$25,000 fine fee structure for violations.

Thanks to civil-minded salon owners, such as James Mastronardi, who are not afraid to get involved, South Carolina is now one step closer to reaching a new, more business-friendly agreement with South Carolina state legislature.

"This is an important victory, not only for salon owners in South Carolina, but for the entire industry," said Terry Katz, president of California Tan®.

California Tan contributed \$10,000 in product, to be auctioned off at a fund raising benefit, to help the worthy cause.

## FOCUSING ON THE CUSTOMER

## STRATEGIES

In keeping with California Tan's® marketing focus in 1999, the "Year of the Customer," California Tan launched our first-ever pilot focus group program in the Los Angeles area.

In December, California Tan invited owners and managers from top tanning salons from the greater Los Angeles area to visit our corporate offices in Los

Angeles. Salon owners met with California Tan's marketing staff to discuss topics and issues related to the industry, including: new product ideas, effective marketing strategies, retailing tips and the status of the tanning industry as a whole. Salon owners were also encouraged to speak out on the issues that concerned them the most.

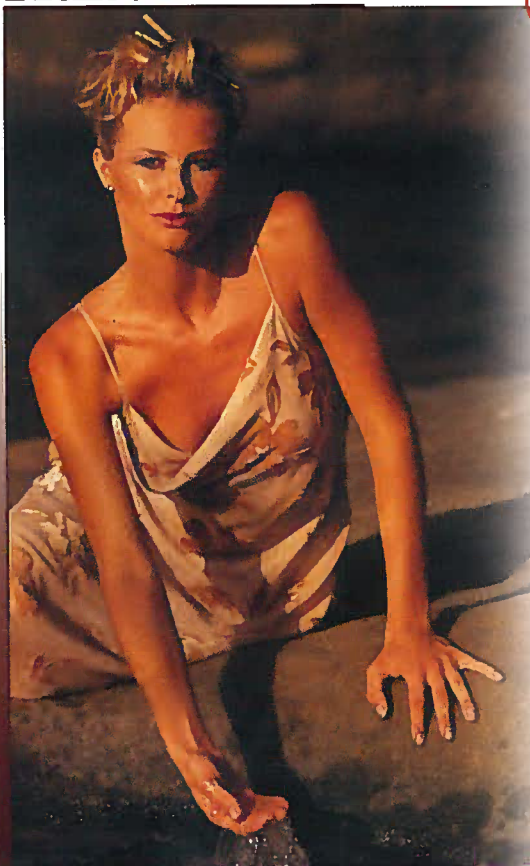
"We're looking for direct feedback from salon owners on what they are seeking as

far as products and marketing support and most importantly, what they feel their customer is asking for," said Dani Kirkeby, vice president of marketing. "Our goal is to be a partner to salon owners and support them by offering the tools they need to increase their success."

California Tan will continue the focus group program, later this year, in select markets across the U.S. Stay tuned for more information.

## TREND ALERT

# Sparkle & Shine



If you've picked up a beauty magazine, such as *Vogue*, *Mademoiselle* or *Cosmopolitan* lately, you've probably already noticed a hot new trend originally spotted on the fashion catwalks of Europe and New York.

**Shimmering glitter** is the "buzz word" right now in cosmetics and this season, you'll see it in everything from sparkling eye shadows, cheek glitter and lip shine to glittering nail polishes.

**Toasted Honey™: Develop A Sexy, Shimmering Tan.** Once again, California Tan® is one step ahead of the trends! New this season is Toasted Honey, which contains a touch of sparkling glitter to give your beginning tanners a bit of sexy shimmer while they build their tan.

### **Experiment For Special Occasions Too!**

Toasted Honey is a "dual function" product so you can use it while tanning or for special occasions. For a bit of moisturizing, shimmering sparkle during the day or at night, rub a dab onto the shoulders, chest, and arms. Make-up artists even recommend glitter to accent cleavage. You'll captivate attention as the gold-metallic flakes catch the sun's sparking rays during the day and glisten in soft evening lighting.



## WHAT'S NEW

# Grab Your Mailman For Some HOT ACTION!

Soon, California Tan® will release, to our mailing list of more than 30,000 authorized salon owners nationwide, full-size samples of two (out of our three) new hot action formulas for 1999, Sizzling Butter™ and Almond Spice™.

### **"Hot Action" Is The Hot Trend**

"Our market research shows that a growing number of people love to get a bit of 'hot action' when they tan," explains Yana Simone, marketing manager for California Tan. "Both Sizzling Butter and Almond Spice are for the adventurous tanner who craves a bit of spice and 'flavor' with their tan."

### **Almond Spice: Hot Results, Maximum Tanning**

California Tan's advanced Nutmeg Warming Complex, with nutmeg extract, offers a unique warming sensation and a crimson burst of color to this new Step-2 tanning lotion. Ideal for the tanner who wants a bit of "heat" with their tanning experience (tanners who want the maximum, "hottest" effect should try the new Caramel Spice™). Nutmeg, from the East, smoothes the skin, leaving it soft and silky while the CuO<sub>2</sub>™ tanning technology promotes sensual, dark skin and lustrous results. Evening primrose oil moisturizes and smoothes skin, leaving a silky, soft finish. Vitamin E protects skin from free radical damage caused by UV exposure. The Biosaccharide Complex helps combat the "after-tan" odor.

### **Sizzling Butter: Hot Action With A Sizzle**

Sizzling Butter, an ultra-rich, lightweight, Step-2 dark tanning mousse for advanced tanners, easily glides onto the skin for immediate moisture-rich, penetration. California Tan's exclusive skin stimulating complex, the Hot Action Complex, liquifies with the body's heat for a reddening and warming effect. DHA (dihydroxyacetone) from sugar cane, helps deliver self-tanning, golden-brown results instantly for the "impatient" tanner who wants immediate results. Advanced levels of CuO<sub>2</sub>™ saturate skin with moisture and skin conditioners while monoi oil helps condition and protect skin from moisture loss. Vitamin E helps protect skin from free radical damage caused by UV exposure. The Biosaccharide Complex combats the "after-tan" odor.



### **Contact Your Distributor**

Due for arrival in mid-February, California Tan's sampler mailing also includes deal sheets and brochures, detailing product and deal information. For more information, contact your California Tan distributor. For the distributor nearest you, please call toll-free 1-(800)-SUN-CARE.