



aroma
trend

TANNING EXPERT

TRAINING MATERIAL FOR SOLARIUM EMPLOYEES

Dear Expert, our company Aroma Trend is a leading manufacturer and distributor of tanning cosmetics. For 20 years, we have been gathering experience in the tanning business, offering high-quality cosmetics with **quality certificates** recognised all around the world. It enabled us to introduce our brands **SOLEO** and **SUPERTAN** in 30 countries across Europe, Asia, and the Middle East.

Aroma Trend is a trusted partner of tanning salons, providing marketing and educational support. We provide our partners with POS materials, samples, testers, and training materials.

What you are reading is a professional tanning guide, a source of practical advice on the tanning process, how to conduct a successful conversation with a Customer, and a list of tools to boost sales of tanning services and cosmetics in your salon.

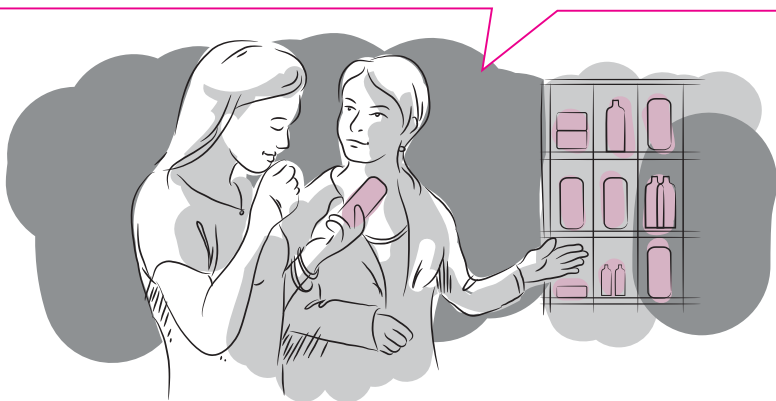
You are the first to greet the Customer in the solarium. It depends on you if the Customer will make full use of the tanning service with cosmetics. Whether the Customer intends to enhance their looks, boost their levels of energy, replenish vitamin D, or follow their doctor's recommendation, the cosmetic will provide a significant increase in the quality and comfort of tanning and skin care.

Remember that only specially dedicated cosmetics are meant for use in the solarium. Tanning without a cosmetic or with a product not intended for this purpose (not specialised) can result with dry and sensitive skin, fading tan, and damage to the acrylic sheet of the tanning bed.

This Aroma Trend guide will help you serve every Customer with professional care and convince them to keep using tanning cosmetics in the solarium.

With our advice, your success and your Customer's satisfaction are guaranteed!
Subscribe to our newsletter for professionals at <http://aromatrend.pl/ekspert/> and stay updated!

REMEMBER, MODERN TANNING IS WITH A COSMETIC.



You must have surely noticed how the skin tone varies across Customers, some have it very fair, others dark even without tanning. Skin colour depends on the amount of melanin, a natural pigment found in skin. This pigment is mainly protective in purpose. It prevents UV rays from penetrating deeper layers of skin. UV radiation causes the melanin levels to rise and the skin to darken. **This is how suntan works. The process takes 48 to 72 hours, which is why the Customer needs to be asked to wait for the results with patience.**

Benefits of tanning include:

- Attractive and healthy look
- A controlled process of tanning
- Better mood - tanning releases endorphins - the happiness hormones!
- Intensified synthesis of vitamin D, improving health
- Decreased sensitivity to sun rays

TANNING AT A SOLARIUM VS. ON THE BEACH

Professional cosmetics

Specialist tanning cosmetics available at tanning studio, which help create a deep tan while maintaining a perfect condition of the skin.

They make the skin bronze faster as well as protect and care for it. Solarium cosmetics enable us to take full advantage of a tanning session. As a result, the tan is healthier, darker, and more noticeable already after the first session.

It should be noted that if no solarium cosmetic is used during a tanning session, only 40-60% of that time is spent effectively.

Solarium cosmetics are not the same as cosmetics for beach use!

Solarium cosmetics are specialised products meant only for use at tanning studio. They differ from cosmetics for beach use chiefly in the lack of UV filters and the way they work. The purpose of beach cosmetics is to delay the tanning process and protect the skin against UV rays. We usually lie on the beach for a long time, which is why we require such protection.

We pay for a visit in tanning studio to get a fast, effective and beautiful tan and solarium cosmetics are made just to help us with that.

Solarium cosmetics contain primarily substances accelerating the tanning process and bronzing substances which enhance the skin's tanning capability. Obviously, any skin exposed to intensive UV radiation requires equally intensive care and protection. Hence, aside from tanning accelerators and bronzers, there are high-quality moisturising, anti-oxidising, and film-forming agents, which make tanning safer and more efficient. For skin regeneration, after-tanning products soothe irritations and, most importantly, greatly prolong tan attractiveness while keeping the skin in good condition. It is well worth getting such a cosmetic and using it as an every day body care lotion. Remember that the condition of tanned skin considerably influences the speed of tanning and its end results. **A well-cared-for skin is tanned more easily and efficiently and takes on a beautiful golden bronze colour.**

How do tanning cosmetics work?

Cosmetics are important for care and protection in the tanning process. They deeply moisturise the skin, provide it with valuable active substances used during tanning, and neutralise the unpleasant smell of skin after tanning. This is what makes using the proper cosmetics so important. Remember that the Customers are in the first place concerned with the result of tanning, which cosmetics enhance. **Therefore, recommend cosmetics and satisfy your Customers' needs.**

Types of solarium cosmetics:

Tanning accelerators - recommended for those who begin tanning and those already tanned. They contain tyrosine, the only agent confirmed to boost tanning speed. Tyrosine works like a lens, enabling for a larger amount of UVA to be absorbed into the skin, speeding up the tanning process. This way, tan appears faster, shows more distinctly and lasts longer than when no cosmetics are used.

Bronzers - recommended for non-tanned (mild bronzers) and tanned (medium and strong bronzers) Customers. They contain bronzing agents—DHA, plant extracts (e.g. from nuts), beta-carotene - which oxidise on the skin and quickly lend it an attractive bronze shade. The effect is noticeable already after a few hours.

Tingle/Thermo - recommended for tanned and heavily tanned Customers. They warm up the skin considerably, produce a slight tingling sensation, expand blood vessels and stimulate microcirculation, thus enabling for deepening even a very dark tan. Thermo products are a lighter variant, which provide the warming up without tingling. The effect is visible immediately after tanning. It is also recommended for already tanned and heavily tanned persons.

After tanning - products recommended for everyday care of tanned skin. They prolong and highlight the golden colour of the skin as well as moisturise and regenerate it. The effect is noticeable immediately after applying the product.

IDENTIFYING THE NEEDS OF THE CUSTOMER

Try to find out as much as you can about your Customer's expectations and determine their skin type in order to be able to pick an appropriate number of minutes, equipment, and cosmetic for them.

Remember not to open the conversation by asking, „How many minutes?“ Your Customer does not really know what is best for them. You are the tanning expert; you know the intensity of the lamps and the quality of the equipment. It is up to you to help them make this choice.

Phototype: a classification based on observing skin reactions after its first 30-minute exposure to sunlight at noon.

Type	Characteristic traits	Reaction to sunlight
I celtic	pale white skin, often freckled; blue, green or hazel eyes; blond or red hair	always burns and does not tan
II fair-skinned European	fair skin; blue or green eyes light blond or brown hair	easily burns and tans poorly
III dark-skinned European	darker white skin; brown and dark hair	tans after initial burn
IV mediterranean	light brown skin	burns minimally, tans easily
V northern African	brown skin	very rarely burns, tans easily and darkly
VI african	dark brown or black skin	never burns, always tans darkly

Contraindications to using a tanning bed

- Very light complexion (skin type 1: celtic)
- Allergy to sunlight
- Vitiligo
- Rosacea
- Numerous moles, discolourations, and melanocytic nevi
- Unhealed tattoos and scars
- Pregnancy and breastfeeding
- Recent surgeries
- Severe cardiovascular, kidney and thyroid diseases, epilepsy, and other serious chronic diseases
- Certain medications (information in the brochure)
- Recent cosmetic treatments with active effects (in particular, involving retinol, fruit and glycolic acids, or whitening agents; cleansing and depilatory treatments)
- Cosmetics containing the above-mentioned substances, shampoos with birch tar, perfumes, or deodorants must not be used immediately before a tanning bed session

When in doubt, ask your Customer to consult a doctor or beautician.

Your Customer's experience with tanning studio

In order to obtain the desired skin tone, it is necessary to tailor the tanning bed session length and the frequency of visits to the solarium to the complexity type. People with darker complexion can afford longer and more frequent sessions as their skin is richer in melanin, a pigment conditioning a darker skin tone and better absorption of sun rays.

Based on their experience with indoor tanning, we can distinguish four types of customers:

Novice - has never been to a tanning salon; has not tanned in several months; no tan and potential high susceptibility to skin irritations. This person requires to be given professional advice, have their skin type identified, and be recommended appropriate cosmetics, equipment, and number of minutes.

Beginner - tans intermittently; minimal tan and potential high susceptibility to skin irritations.

Intermediate - tans regularly, maintains their skin mildly tanned; low susceptibility to irritations.

Advanced - tanned, visiting tanning salons frequently; skin resistant to irritations.

Learn:

- Whether the Customer wants to see instant results or maybe goes on holiday and wants to precondition their skin?
- When was the last time the Customer tanned; do they tan regularly?
- How do they tan—how many minutes do their sessions last; do they redden easily or do they get a golden tan right away?

Based on the information gathered, you will be able to provide a flawless recommendation for the number of minutes, equipment and cosmetic.

THE FORMULA FOR A SUCCESSFUL SALE

THE KEY TO A SUCCESSFUL SALE ARE
PERTINENT QUESTIONS.

Do not ask questions to which the Customer can easily reply, „No.” Therefore, do not ask, „Maybe some cream?”

● Instead offer:

„For the fastest results, I would like to recommend an intensive accelerator with collagen.”

COUNTERARGUMENTS

● I already have a cosmetic

„Is it a specialist cosmetic? Are you aware that products from a chemist are not suitable for use at a solarium?”

„Only specialist cosmetics are tested in tanning salons for efficiency and skin safety.”

● I'm allergic

„What are you allergic to?”

„All Soleo and Super Tan products are dermatologist tested.”

„Please apply a little amount on your forearm and see how the skin reacts.”

COUNTERARGUMENTS

● The product is too expensive

„Please tan 2-3 minutes shorter today, but with a cosmetic. The result will be just as good, but it will be much milder on your skin.“

„How much do you value a beautiful, tanned, and well-cared skin?“

„The price corresponds to the quality and efficacy of the cosmetics.“

● The cosmetic doesn't seem to work at all

„When and what cosmetics have you been using? We will offer one more suited to your needs.“

„There are two kinds of tanning products: those which contain a bronzer giving immediate results after use, and those with an accelerator, the effect of which appears within 72 hours, but lasts longer.“

● It's sticky

„Which product have you tested? In this case, please try another. I recommend...“

● I don't have time to apply it

„It shouldn't take longer than two minutes to apply the lotion to the entire body but the end result will be much better.“

„Tanning with a product is more efficient. You can take less minutes but the results will be more satisfying.“

● No because reasons (I don't feel like it)

„Why is that?“

„Perhaps you would prefer to get a faster, nicer tan after all?“

„You are giving up a faster tan and moisturised skin.“

● I don't like how my skin smells after tanning

„Do you remember what you've been using most recently? Soleo and SuperTan products contain marvellous fragrances which neutralise the skin smell after tanning.“

● But who will apply it on my back?

„Fortunately, thanks to its large and even surface and a thin layer of grease, the back tans the fastest, so you don't need to apply the product on it.“

ARGUMENTS

● We do not like to refuse

We are by nature unable and disinclined to say no. A negative response evokes bad emotions and upsets the other person, especially if the question is formulated in a way that makes it hard to say no to. Instead of: „Would you like a cosmetic?“ Ask:

„Which product would you prefer, an accelerator or a bronzer?“

„If you care for your skin, I suggest a moisturising lotion which prevents the skin from drying up.“

● We like to feel good

We are fond of kind words, compliments, and attractive looks, all of which influence our mood. Why not improve your looks with tan, then?

„You have such a lovely, smooth complexion. To prevent wrinkles, please use Face Tan, which has a powerful anti-ageing effect.“

„A good tanning accelerator with a bronzer will accentuate your shapely legs.“

● We need advice

We listen to those we consider smarter than ourselves, thus expert knowledge on tanning is highly desired when you are an employee.

„Tyrosine will greatly boost the tanning process.“

„Tanning dries up the skin. Only a specialist cosmetic will ensure that it stays properly moisturised.“

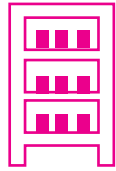
● We want the same thing as the majority

It is easier to follow the majority in making decisions as it is less likely that we will end up being wrong and disappointed. Therefore, it is a great sales point to take advantage of your or previous Customers' experience.

„Five people already bought this cream today.“

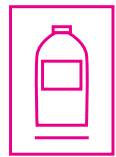
„It is one of my favourite cosmetics; you will not be disappointed.“

Aroma Trend provides you with all the necessary tools. Use them. Aside from cosmetics, you are given catalogues, brochures, testers and samples. Use them in a right way and you will see that sales of cosmetics is very simple.



DISPLAYS

Showcase cosmetics so that they attract the Customer's attention. If you are afraid that the little bags on the counter will mysteriously vanish from the display, either tie them with a rubber band or put the display somewhere clearly visible to the Customer.



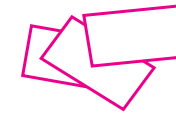
POSTERS

Make sure that your Customer is exposed to the cosmetics inside your tanning salon as well. **Good posters which show the products in a pleasant environment attract the attention of your Customer** and make it easier to convince them to use the cosmetics.



CATALOGUES

The Customer is not familiar with all the cosmetics yet. Neither will you remember all the names and properties initially, so make use of a catalogue. When telling your Customer about cosmetics, show them the page with its photo and description, which will substantiate your talk. **Put catalogues in the tanning session waiting area. Encourage the Customers to browse them and help them choose the right product.**



BROCHURES

If a Customer is in a hurry, hand them a brochure so that they can read up on the offer and properties of various cosmetics in the comfort of their home. In the case of a returning Customer, refer to this material during their next visit and ask them which product they are interested in. Lay down some brochures in a manner accessible for your Customers.



SAMPLES

Samples are for the Customer to delight in the scent and to examine the consistency of the product. They are of invaluable help when a Customer is reluctant to buy a cosmetic explaining it with allergies. Encourage them to apply some to their forearm and wait a few minutes. **Keep in mind that 5 ml of a product is not enough to apply to the entire body.** A sample is meant for testing on a small part of the body.

How to use a sample? Learn more on the SuperTan channel at [YouTube.com](#).



TESTERS

If a very stubborn Customer needs convincing to a product, give them a tester. This free but full-value product will enable the Customer to see how it works. A Customer who receives a product free of charge will feel grateful and obliged, and more eager to make a purchase next time. **Testers are also good to add to a subscription card.** The Customer will feel even more honoured. It is important that the Customer shares their opinion after using a tester. If they admit themselves that they enjoyed the product, they will be more likely to buy it during their next visit.

How to use a tester? Learn more on the SuperTan channel at [YouTube.com](#).

In most cases, tanning services end with the run-of-the-mill

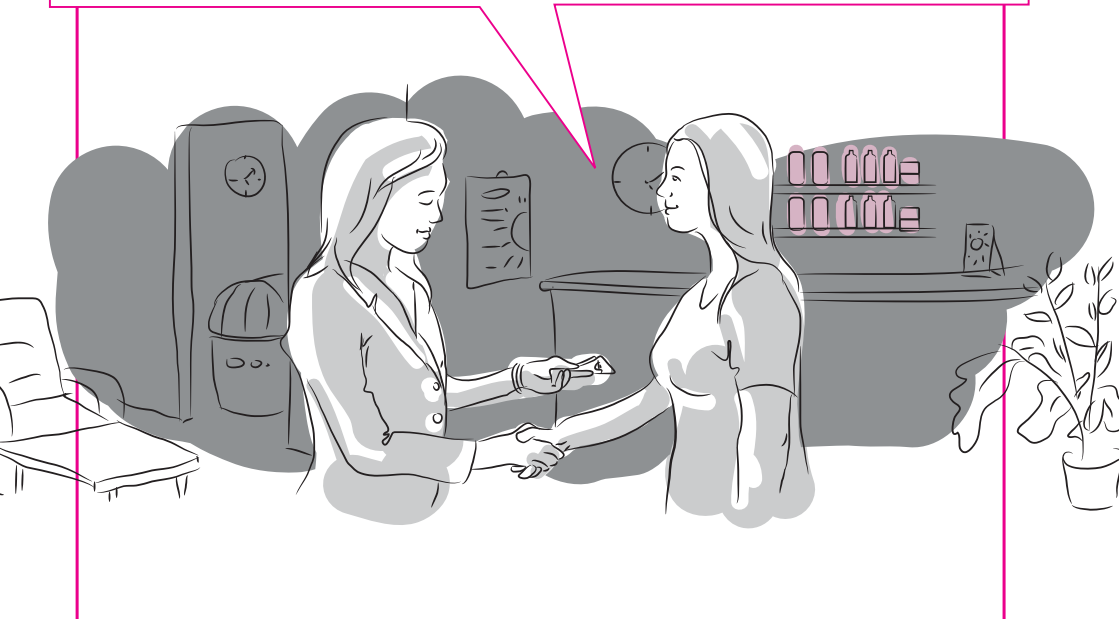
„Thank you, goodbye.”

It is a squandered opportunity to build a relationship with the Customer and to ensure they come again.

Always ask your customer when to schedule their next visit for. This will remind them that tan needs to be strengthened and cared for.

It also presents a great opportunity to ask about their experience with the cosmetic. If the Customer confirms themselves that they are happy about the results, they will be more likely to use it next time. You can also use this opportunity to recommend an after-tanning product for at-home use.

ALWAYS ASK YOUR CUSTOMER WHEN TO SCHEDULE THEIR NEXT VISIT FOR. THIS WILL REMIND THEM THAT TAN NEEDS TO BE STRENGTHENED AND CARED FOR.



Start using these guidelines today. Set little, easily achievable goals for yourself:

„I will offer a cosmetic to every Customer today.”

„By the end of the week, I will have sold three more products than last week.”

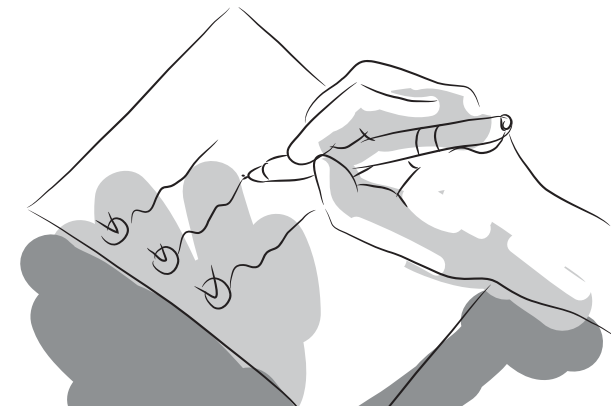
„I will ask every Customer about their tanning session experience for five days.”

You will observe how often-repeated mechanics become regular habits and soon yield noticeable results.

Make a point of marking down your efficiency every day:

- **How many Customers visited the tanning salon?**
- **How many Customers were offered a cosmetic?**
- **How many Customers bought a cosmetic?**

Make regular checks of changes in your efficiency over time.

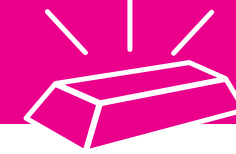




Seven steps for efficient service

- 1 Prepare your work station. Put products, brochures, and catalogues on display
- 2 Greet the Customer
- 3 Learn their expectations and needs
- 4 Suggest a product, equipment, and number of minutes
- 5 Ask their opinion after the tanning session
- 6 Schedule their next visit
- 7 Record your efficiency

It lies on your involvement whether your Customer will see you as a true tanning expert.



Seven golden sentences

- 1 „Would you prefer an accelerator or a bronzer?”
- 2 „You have a beautiful complexion. For the best results possible, I recommend...”
- 3 „Today, five people already bought...”
- 4 „This is my favourite product. It helps me get this tan.”
- 5 „Would you like to keep the tan longer? It will last longer if you use...”
- 6 „We use appropriately tested cosmetics for tanning at our salon.”
- 7 „Do you want fast results? No problem; with ... you will notice a golden tan already in the evening.”

With these sentences, that were tried and tested in many tanning salons, you will have a much easier time convincing your Customer!



Twenty years of experience in the business



Presence on 30 markets across Europe, Asia, and the Middle East



World-class services of the highest quality



A wide range of products



Product certification in accordance with applicable law



Cooperation with proven suppliers



Complex marketing and logistics



POS support (samples, testers, posters)

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— *your best partner in business*

(+372) 53 47 05 45, (+372) 55 59 26 53

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