

# what **TANNING LOTIONS** do for **YOU**

## moisturizers



Moisturizers are a GREAT idea as often as possible. They can be used prior to or following a tanning session. Be careful of excessively fragrant moisturizers as they can contain alcohols that can lessen the benefits of the product.

## accelerators

Accelerators are a good place to start if you haven't been using tanning products. The better lines of product feature quality vitamins and minerals, which are fantastic for your skin.



## bronzers

Bronzers take your basic accelerator and add tinting oils. A common one might be walnut oil. Bronzers are not a good idea for a new tanner as they can look slightly orange on light skin, however; bronzers look fantastic against a good base tan.

## tingle

Tingle products do exactly what the name suggests. They tingle, usually as a result of rubbing niacin on the skin. Niacin will cause the body to believe it is hot and rush blood past the skin. Melanin is released from the melanocyte cell located in the skin. Blood carries nutrients to the cells of our body. Increased blood flow increases nutrients to the melanocyte cell. The tingle effect usually wears off after 30 minutes to 1 hour.



## why not all in one?

Oh yeah... they do that too. Moisturizer, accelerator, bronzer and tingle in one bottle? **YOU BET!**



## To tan, or not to tan...

If you have been on the fence about whether or not to try out our tanning beds, we applaud your caution. Tanning beds aren't for everyone, especially those who have trouble developing a tan in natural sunlight. If you don't tan in the sun, you probably won't in a tanning bed, either. But if you are capable of developing even a light tan, you might enjoy our tanning services.

Research suggests that a few minutes in a tanning bed, a couple of times a week, might help to relieve the symptoms of Seasonal Affective Disorder (SAD.) SAD is basically the winter 'blahs', caused by a lack of exposure to natural sunlight in the colder months of fall and winter. SAD makes some people feel depressed and lethargic, even when they are exercising regularly and eating right.

Tanning also helps to show off muscle definition, which is why bodybuilders get as tan as possible before competitions. Pale skin reflects light to a higher degree, making it harder to see muscle definition. Just as a black dress or suit promotes a more slender appearance than white, tanning can promote the illusion of a slimmer body.

Tanned skin seems to have a healthy glow about it, but most of us are aware of the associated risks, including premature (photo) aging. If you decide to tan, it's a good idea to use a high quality moisturizer to keep your skin from drying out. We offer a great line of tanning products called Swanky Girl, all of which include effective moisturizers and are formulated to help you get the best tan possible.



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