



Beauty Today. Health for Life™



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Gimme Brown!™

At last, the solution for warm skin tone clients

Who's It For?

- Gimme Brown! is specifically formulated for warm skin tones clients. Client's whose natural hair color is black or brown (brown with reddish or copper flecks). Clients who are Mediterranean, Hispanic, African American, Italian, Spanish, etc. Their eyes are brown, and their complexion is olive or golden & they tan easily.
- Gimme Brown! gives you the ability to customize your client's tanning experience with the most natural color possible to compliment their natural skin tone.
- There are 3 basic skin tones: cool, neutral, and warm.
 - **Cool:** Your client's natural hair color is light to medium brown, and they have either greenish, hazel, or blue eyes and they burn easily. Their complexion is very fair to pale.
 - **Warm:** Your client's natural hair color is naturally black or brown (brown with reddish or copper flecks). Their eyes are brown, and their complexion is olive or golden and tans easily.
 - **Neutral:** In between cool and warm.

Instructions for Use:

Gimme Brown! is formulated for perfect application by either airbrush or HVLP. For best results, exfoliate thoroughly using **Aviva Labs Exfoliant** before application. Adjust spray equipment until no overspray is visible. Apply in light strokes or circular motions for even coverage. Wait 6-8 hours before showering or exercising strenuously. Moisturize liberally using **Aviva Labs Moisturizing Crème** on daily basis after spray tan to extend the life and evenness of tan.

The Menu Descriptor:

Aviva Labs™ Custom Sunless Tan for Warm Skin Tones

From Aviva Labs, the most trusted name in sunless, this 15 minute treatment will leave you with a sun-kissed glow that is so natural, friends will ask if you just got back from vacation. Imagine a beautiful, golden tan in



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just one session that is customized to satisfy the look that most satisfies you with a color that compliments your natural skin tone. Our experienced professionals will apply your sunless tan that will leave you glowing for 5 – 7 days. The color is natural, fragrance free, hypoallergenic and fades like a suntan without the damaging effects of UV rays.

Suggest Service Charge: \$40

Get the Word Out:

- How many of your clients are warm skin tones? Today, now more than ever people want to be consulted on a beauty treatment that is their own. Adding Gimme Brown! to your menu allows you to truly customize a client's sunless experience to be the most natural and complimentary to their own skin tone. Don't marginalize your clients by spraying everyone with the same solution. One size does not fit all.
- Upsell to clients already coming in by offering a complimentary skin health assessment. Along with a recommendation for products & treatments for their face, offer a "face glow" treatment complimentary after prescribing their own unique sunless color with the booking of a salon or spa treatment. Cross promoting items on your menu that clients haven't tried yet is a great way to give them a taste of a new treatment.
- Complimentary spray tans for the whole salon & spa staff to all have a healthy glow! From the stylists to the front desk person, everyone should be talking to clients about how natural it looks.
- Promote the new service without discounting. Never offer low price discounts to new clients...they rarely become long term loyal customers. Instead, cross promote your services and sell more packages, adding in sunless tanning as an upgrade.
- Small index card sized 4x6 photo holders at stylist stations offering your new Gimme Brown! treatment for warm skin clients are a great way to raise interest while the client is getting a treatment.
- During phone call bookings, sell the new service to clients to upsell their service ticket and offer a discount for the added on service by selling a complete package. A cut, color & Gimme Brown! treatment is a great way to start offering clients a makeover as opposed to different, separate services.
- If clients are taking more time in between facials or body treatments, reach out to them, positioning Gimme Brown! as a great way to improve their appearance and skin at a fraction of the cost of a facial.