

# 2012 BRAND PORTFOLIO

sunlessinc



MYSTIC TAN.



*VersaSpa*  
professional skincare™

evolv.

livesunless





# sunlessinc

## The future of Sunless is here, and it's brighter than ever.

Today's Sunless is only the beginning of how you will experience professional Sunless Tanning in the future; and Sunless, Inc. is on the forefront of these ground-breaking changes. Sunless, Inc.'s most recent advances have vastly improved the overall Sunless Experience with enhanced tanning formulations and best-in-class application methods; ensuring more widespread market acceptance and growing consumer demand.

Sunless, Inc.'s track record of innovation provides benefits for both business owners and consumers, and spans each of our category leading brands, which include Mystic Tan®, VersaSpa® and, our latest introduction EVOLV. Sidekick™, the first ever heated sunless airbrush tanning system. And, to guarantee consumers receive the best possible professional sunless experience, Sunless, Inc has created LiveSunless™, a consumer driven lifestyle brand directed at promoting, educating, and driving consumers to the front door of our Salon Partners.

Now you can easily add to your existing Sunless Portfolio or start building one with confidence.

Sunless, Inc. is fully committed to the success of the industry, as well as to the success of your Salon!





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Promoting A Lifestyle With Color.



# Mystic Tan®

## The Brand That Started It All.

50 MILLION TANS AND COUNTING.

Mystic is in thousands of salons and spas worldwide.

We didn't just perfect the spray-on tan, we invented it.

After more than 10 years of innovation, we are still the world leader in sunless tanning. People around the world are asking for their Sunless tan by name: the one and only Mystic Tan.

[www.mystictan.com](http://www.mystictan.com)

MYSTIC TAN™   
by sunlessinc



# EQUIPMENT

## MYSTIC HD

Mystic HD adds heat to your tanning experience, plus an added full body drying feature during the application process. Heating conditions the skin for maximum absorption and provides a more inviting experience for consumers.

HD Technology = High Definition Sunless

**MagneTan®** - Our patented application technology that attracts myst to every exposed surface of the skin.

**Airbrush Technology** - Patented spraying process with a sweeping side-to-side airbrush motion.

**Personal Single Use Cartridge System** - This patented system gives you and your customers choices to easily customize the tanning experience.

**Semi-Transparent Wall System** - NEW semi-transparent, perforated, deco wall system creates the feeling of an open air environment without sacrificing the feeling of privacy.

**Exhaust Fan and Filter System** - Quickly captures and removes excess spray particles during the spray session, and continuously replenishes the environment with fresh air.

**Voice Automation** - Guides customers step-by-step through the entire tanning process.

**Automated Rinse/Purge Cycle** - Automatically washes down the interior after each spray session.

**Filterless Drain Pump** - Automatically removes rinse water after each cleaning cycle.

**Tool-Free Maintenance** - No tools needed means easy maintenance to keep your system in top operating condition.

**Free Technical Phone Support** - Help is just a phone call away, at no charge.

**LED Diagnostic System** - LED Sensors monitors and quickly identifies any and all component failures ensuring the Mystic HD system is running properly at all times.

**Factory Warranty** - 1 year parts and service warranty.



# FORMULATIONS

## BUILD THE PERFECT TAN CARTRIDGE SYSTEM

Mystic Tan® invented the original UV-Free tanning solution. Who better to reinvent it? Our new formulation technology features a proprietary blend of Paraben-Free ingredients that deliver a superior natural-looking tan. Erythru-lose and DHA work in combination to produce a tan that lasts longer, fades more evenly, and provides a natural color for all skin types and tones. High concentrations of Aloe Vera, and added antioxidants such as Green Tea extract, Açai, and Larrea Divaricata, can help to protect your cells against damaging free radicals. We've also added an odor control system that helps eliminate the DHA development reaction odor. The formulations were developed in a fragrance-free, bronzer-free, clear base solution allowing for individuals to personally customize their sunless experience.

### BUILD GLOW

For only a hint-of-color for a natural, healthy-looking glow

A color building cartridge system developed in a fragrance-free, bronzer-free, clear base solution allowing individuals to personally customize their sunless experience. Our new formulation technology features a proprietary blend of paraben-free ingredients that deliver a superior, natural-looking tan. We've also added an odor control system that helps eliminate the DHA development reaction odor.

### BUILD LIGHT

For 1-3 shades darker than your natural skin tone

A color building cartridge system developed in a fragrance-free, bronzer-free, clear base solution allowing individuals to personally customize their sunless experience. Our new formulation technology features a proprietary blend of paraben-free ingredients that deliver a superior, natural-looking tan. We've also added an odor control system that helps eliminate the DHA development reaction odor.

### BUILD MEDIUM

For 2-4 shades darker than your natural skin tone

A color building cartridge system developed in a fragrance-free, bronzer-free, clear base solution allowing individuals to personally customize their sunless experience. Our new formulation technology features a proprietary blend of paraben-free ingredients that deliver a superior, natural-looking tan. We've also added an odor control system that helps eliminate the DHA development reaction odor.

### BUILD DARK

For 3-5 shades darker than your natural skin tone

A color building cartridge system developed in a fragrance-free, bronzer-free, clear base solution allowing individuals to personally customize their sunless experience. Our new formulation technology features a proprietary blend of paraben-free ingredients that deliver a superior, natural-looking tan. We've also added an odor control system that helps eliminate the DHA development reaction odor.



## + ADDITIVES

Custom Blended Additives allow you to personalize and enhance your customers experience.

Available in 3 Categories - Cosmetic Bronzers, Aromas, and Enhancers.



# RETAIL

## BUILD THE PERFECT TAN PRESTIGE RETAIL LINE

Mystic Tan® revolutionized the world of tanning in 1998 when it introduced the world's first UV-free spray-on tanning system. The primary focus of Mystic Tan is to provide customers with the smoothest, most even, natural-looking sunless tan possible. Quality and patented technology have always been fundamental to each and every product that Mystic Tan introduces. Mystic is in thousands of salons and spas worldwide. We didn't just perfect the spray-on tan, we invented it. After more than 10 years of innovation, we are still the world leader in sunless tanning. Now Mystic Tan is delivering the easiest way to maintain a healthy glow throughout the entire year. Whether you are looking to BUILD the perfect tan or to create a beautiful GLOW, Mystic Tan is the NATURAL choice to manage your color. Mystic Tan's color management system consists of products that are designed to achieve the perfect tan at home, and to enhance your spray application within our Professional Studios.

### EXFOLIATOR Skin Refining Body Wash

The perfect tan begins with the perfect skin base. Prime your skin with Mystic Tan's Skin Refining Body Wash enriched with Aloe Vera and exfoliating micro-beads. This blend refines and prepares the skin before the Mystic Tan tanning session.

### ACCELERATOR Skin-Conditioning Complex

To achieve the deepest, darkest, most natural-looking tan in as little as half the time, condition your skin with Mystic Tan's patented Skin Conditioning Complex. This complex will accelerate desired sunless results while adjusting the skin's pH and balancing its moisture level, which is essential for natural-looking results.

### HYDRATOR Skin-Nourishing Moisturizer

Instantly hydrate your skin! This skin nourishing, patent-pending lotion is designed to be applied immediately before the Mystic Tan sunless session. This unique blend of moisturizers instantly hydrates the skin, and continuously balances moisture levels throughout the entire development process.

### SUNLESS Self-Tanning Spray

Our famous patented, alcohol-free, quick-drying, deep penetrating tanning formulation, used and trusted by millions each year. This 360 degree spray technology provides ease of use, with even, controlled coverage – no rubbing required.

### SUNLESS Self-Tanning Lotion

Our famous patented, alcohol-free, quick-drying, deep penetrating tanning formulation, used and trusted by millions each year. This specially formulated tanning lotion glides on evenly for a streak-free, natural-looking sunless tan. (Applicator Mitt included for a touch free application.)

### ENHANCER Color-Boosting Moisturizer

This DHA and vitamin-enriched daily skin-nourishing lotion promotes healthy-looking skin, while boosting your sunless tanning results so your color depth is intensified and lasts longer. Can also be used as a color-boosting moisturizer to create a warm, sexy glow, with color you can control.



# VersaSpa®

## A Sunless Skin Care System.

VersaSpa® Professional SkinCare™, the next generation of automated sunless tanning treatments from the world's most innovative skincare company. It's still sunless tanning. The professionals at Sunless, Inc. just revolutionized it through advanced science.

[www.versaspa.com](http://www.versaspa.com)

*VersaSpa*®  
professional skincare™

by sunlessinc





# EQUIPMENT

## VERSASPA® PROFESSIONAL SKINCARE™

This unique skincare system combines innovation after innovation to transform your skin in just minutes. Bronze, hydrate, and smooth fine lines. Customize your tanning application by choosing from 3 levels of color, and combining all three full-body treatments – a pre-sunless, pH balancing conditioner, a sunless, skin-bronzing formula, and an anti-aging, skin firming moisturizer to lock in flawless color. Enjoy the process as much as the results and, relax – With its wide-open interior design, EZ-2Breathe Purification System, and Comfort-Dry Technology. VersaSpa applies a perfect sunless tan every time.

**Open Air Design** - Our engineers have perfected VersaSpa's design, crafting the most spacious, unrestricted interior ever. Your clients will experience an unparalleled level of comfort and relaxation with each session.

**High-Volume, Low-Pressure (HVLP) Nozzles** - Powered by HVLP, VersaSpa is unmatched in power, yet unbelievably quiet. And no air compressor is required.

**Targeted Area Application** - VersaSpa is the only system on the market that allows your clients to choose between bronzing their whole body, face only, or legs only.

**Total Customization** - Yet another never-before-seen innovation introduced in VersaSpa. By offering three professional grade solutions during a single session, your clients will have more options which will result in increased revenue.

**Superior Skincare Solutions** - VersaSpa solutions are fortified with vitamins and minerals to enhance and extend each sunless application, giving your clients a long-lasting, luminous glow.

**Comfort-Dry Technology** - With a revolutionary air-drying system available only in VersaSpa, your clients will exit ready to dress. No towel necessary.

**EZ-2Breathe Purification System** - With a stylish built-in air purification column, your customers will be able to enjoy their treatment applications without lingering overspray mist.

**Body Warming** - VersaSpa takes comfort to a whole new level with a one-of-a-kind, infrared, heated environment, creating a more inviting experience for clients.

**Voice Automation** - VersaSpa makes sunless tanning sessions worry-free by walking your clients through the process step-by-step.

**intelliSENSE Control System & EZ Gauge Solution Management** - With a state-of-the-art LCD control panel, VersaSpa makes solution management simple. Less waste means more profit.

**Concealed Solution Storage** - Easy-to-access solution drawer makes changing, and storing solutions easier than ever.

**Auto-Wash Cycle With Lifetime Air Filter** - Enjoy less routine maintenance with a self-cleaning feature and lifetime stainless steel filter.

**Easy Installation** - With only three connections; electrical, water, and drainage, adding VersaSpa to your salon is quick and easy.

**Factory Warranty** - 1 year parts and service warranty.



# FORMULATIONS

## BAG-IN-BOX FORMULATION SYSTEM

Authentic treatment solution formulated by Sunless, Inc.  
the creators of the VersaSpa® Professional SkinCare™ System.

Expect consistency and quality every time, with every formulation and every session. This genuine VersaSpa® Professional SkinCare™ solution is guaranteed to produce flawless results with every session and maintain the integrity of the VersaSpa® Professional SkinCare™ brand name. Each solution is formulated with professional-grade ingredients and packaged at the height of freshness ensuring you'll receive longer-lasting, quality solution every time.

### VERSASPA® BRONZER

Formulated to deliver multiple levels of color from light to dark

Expect perfectly flawless results every time with VersaSpa Bronzer. Formulated to deliver the perfect level tan for all skin types and tones, VersaSpa Bronzer contains instant cosmetic color for clients looking for instant Sunless Tanning results.

### VERSASPA® CLEAR BRONZER

Formulated to deliver multiple levels of color from light to dark

Expect perfectly flawless results every time with VersaSpa Clear Bronzer. Formulated to deliver the perfect level tan for all skin types and tones, VersaSpa Clear Bronzer goes on clear, for clients who desire a tan, without instant cosmetic color.

## + PRE AND POST FORMULATIONS

Allow you to personalize and enhance your customers experience.

### VERSASPA® PRIMER PREP

Formulated to balance skin's pH levels before the Sunless application

The first step in the professional Sunless application process for ensuring consistent results for all skin types and tones. VersaSpa Primer Prep instantly balances your client's skin pH levels, creating the perfect canvas, allowing for even absorption of the VersaSpa Bronzer or Clear Bronzer application.

### VERSASPA® MOISTURIZER

Formulated to nourish skin after the Sunless application

The last step in the professional Sunless application process for ensuring longer-lasting results for all skin types and tones. VersaSpa Moisturizer instantly hydrates your client's skin, creating a perfectly moisturized tan, while locking in color for extended Sunless results.





# RETAIL

## THE NEW VERSASPA® SUNLESSPRO RETAIL LINE

Formulated by the Professionals at Sunless, Inc. VersaSpa® SUNLESSPRO is the latest advancement in take-home Sunless skin care. Each product is infused with Vitamin D3, Caffeine and Avocado Oil, and contains specific ingredients to hydrate, nourish, protect, and soften your skin before, during, and after your Sunless Tan. VersaSpa® SUNLESSPRO ensures flawless results for both self-applied and Professional Sunless Tanning applications.

### PRE-TAN EXFOLIANT Advanced Refining Cream

An Advanced Refining Cream infused with Vitamin D3, Caffeine, and Avocado Oil; SunlessPro Pre-Tan Exfoliant is the key element for advanced treatment of your skin prior to your Sunless Tanning application. Pre-Tan Exfoliant works by gently stripping away dead skin cells while alpha hydroxy acids improve skin's texture and tone. Used before each Sunless Tanning session, Pre-Tan Exfoliant will create a perfectly smooth canvas for even absorption of your Sunless Tanning application.

### PRE-TAN INTENSIFIER Conditioning Color Developer

A Conditioning Color Developer infused with Vitamin D3, Caffeine, and Avocado Oil; SunlessPro Pre-Tan Intensifier is the key element for advanced development of your professional or self-applied Sunless Tan. Pre-Tan Intensifier works by hydrating and balancing your skin's pH levels while providing a perfectly conditioned canvas for the Sunless application. Used before each tan, Pre-Tan Intensifier will increase the depth and color of your Sunless Tan, as well as accelerate the tan's development time.

### TANNING BRONZER 360° Spray

A 360° Spray infused with Vitamin D3, Caffeine, and Avocado Oil; SunlessPro Tanning Bronzer is the key element for an advanced, self-applied all over Sunless Tan or maintenance of your professional Sunless Tan. Tanning Bronzer can be used at any angle and goes on evenly for professional-looking, streak-free Sunless results. Used in-between professional Sunless Tanning sessions, Tanning Bronzer can enhance and extend the life of your professional Sunless Tan.

### BODY CLEANSER Daily Color Guard

A Daily Color Guard infused with Vitamin D3, Caffeine, and Avocado Oil; SunlessPro Body Cleanser is the key element for advanced daily maintenance of your professional or self-applied Sunless Tan. Body Cleanser works by nourishing and cleansing your skin while protecting it from free radicals. Used daily, Body Cleanser will protect your color, leaving your skin fresh and moisturized; extending the life of your Sunless Tan.

### POST-TAN MOISTURIZER Daily Color Extender

A Daily Color Extender infused with Vitamin D3, Caffeine, and Avocado Oil; SunlessPro Post-Tan Moisturizer is the key element for advanced daily maintenance of your professional or self-applied Sunless Tan. Post-Tan Moisturizer works by moisturizing, and revitalizing your skin, while enhancing the depth of your Sunless Tan. Used daily after your shower, Post-Tan Moisturizer will ensure even longer-lasting results.



# Evolv.™ Sunless

## Heated Sunless Airbrushing™

Experience an Evolution in Mobile Sunless with Evolv.  
Sidekick™. The first-ever, heat-infused Airbrush  
Tanning System, developed by the professionals who  
brought you the World's most recognized and trusted  
Sunless Brands, Mystic Tan® and VersaSpa®.

[www.evolvsunless.com](http://www.evolvsunless.com)



by sunlessinc





# EQUIPMENT

## EVOLV. SIDEKICK™

The first-ever heated sunless airbrushing system. Developed by the professionals at Sunless, Inc., the world's most innovative sunless skincare company, the Sidekick combines advanced chemistry, ground-breaking engineering, and unparalleled convenience to deliver a specially-formulated, vitamin-enriched, fully-customizable, warm-my-skin, cool-my-senses, curl-my-toes, change-my-life, are-you-looking-at-me, of-course-you're-looking-at-me sunless tanning application every time you turn it on.

**Heat-Infused Application** - Heat is literally infused onto the body and into the solution with our patent-pending 2 stage process.

**STAGE 1** Warms and prepares the skin for ultimate comfort and maximum absorption ensuring a completely dry application every time.

**STAGE 2** A gently warmed spray nozzle infuses heat directly into our formulas literally creating a heat-infused application every time.

**Comfort-Control Center** - Maximize comfort and adjust for the perfect application.

Using the Sidekick's™ state-of-the-art, LED-enhanced Control Center, you can control air speed ensuring (VLO) very low over spray, and heat levels ensuring a custom comfort level for everyone.

**Perfect-Control Spray Pattern** - Spray pattern is always in your control for the perfect application every time. With an easy-to-access adjustable spray nozzle, and trigger controlled volume adjustment, you can deliver both wide spread diffusion and pinpoint accuracy from any angle, creating a custom contoured application every time.

**Quick-Change Cartridge System** - Change out cartridges with a single click.

Encased inside the Sidekick's spray gun is a cutting edge, easy-to-maintain Cartridge Formula System. With an easy-to-fill, mess-free, flip top reservoir, loading solution has never been easier.

**Storage Management System** - Sleek, functional and uncompromising.

The Sidekick's distinct shell is both sleek and functional. Encased inside the ultramodern design is enough space to store your Sunless formulations and additives, as well as the Sidekick's spray gun, and 2 extra cartridges.

**Powerfully Quiet Engine** - Engineered for an unbelievably quiet application.

Among Sidekick's most advanced features is a powerful, yet subtle engine which allows for a conveniently quiet application from start to finish. Now your clients can enjoy a relaxing airbrush tanning experience without being distracted.

**Durable Superflex Hose and Retractable Cord** - Unmatched strength, flexibility,

**and mobility.** The Sidekick's durable superflex hose is specially designed to be super lightweight without sacrificing strength and flexibility. This lightweight, flexible hose allows for optimum weight balance, and minimizes fatigue during applications. Durable flexibility also allows for easy, wrap-and-go mobility, without harmful wear and tear. Plus with an added retractable cord, becoming mobile has never been easier.

**All-Terrain Wheels** - Oversized, soft and easy-to-roll.

The Sidekick's all terrain wheels are soft, oversized and built with precision bearings. Leap small curbs in a single bound, and maneuver the Sidekick around with quiet, smooth mobility.

**Telescoping Multi-Purpose Handle** - Fully-extending handle, with easy-access spray gun dock. With a 3 stage fully extending, retractable handle and easy-access spray gun dock, the Sidekick is setting the new standard for portability and ease-of-use. Use the spray gun dock in between sessions for quick-draw applications.

**Factory Warranty** - 2 year parts and service warranty.



# FORMULATIONS

## HEAT-ACTIVATED AIRBRUSH TANNING SOLUTION

The ultimate sunless experience begins with specially-formulated, fully-customizable, heat-activated, vitamin-enriched, warm-my-skin, cool-my-senses, shower-me-with-compliments, there-aren't-enough-X's-and-O's-in-the-world, my-skin-is-a-masterpiece solutions.

Each solution is specifically engineered for the Sidekick's heated application process, creating a one-of-a-kind, is-that-just-warm-air, because-that-is-all-I-can-feel, experience.

### HEAD-TURNING: LEVEL 1 TANNING SOLUTION

For light-medium tanning results

This revolutionary, heat-activated solution intended for use in the EVOLV. Sidekick is specially formulated for the client wanting to achieve a realistic, healthy glow. Touched with a minimal amount of cosmetic bronzer, this is perfect for the fair skinned customer. For the most discerning customer, this solution acts as a base to bronzers, fragrances and accelerators so that a customized formulation can be created.

### JAW-DROPPING: LEVEL 2 TANNING SOLUTION

For medium-dark tanning results

This revolutionary, heat-activated solution intended for use in the EVOLV. Sidekick is specially formulated for the client wanting to achieve a rich, dark, bronzed tan. Touched with a minimal amount of cosmetic bronzer, this is perfect for the medium-dark skinned customer. For the most discerning customer, this solution acts as a base to bronzers, fragrances and accelerators so that a customized formulation can be created.

### COLOR-BALANCER: CONDITIONING PRE-SUNLESS AIRBRUSH SOLUTION

Formulated to balance skin's pH levels before the Airbrush Tanning application

The first step in the professional Airbrush Tanning application process for ensuring consistent results for all skin types and tones. Color-Balancer instantly balances your client's skin pH levels, creating the perfect canvas allowing for even absorption of the Heated Airbrush Tanning application.

### COLOR-LOCK: MOISTURIZING POST-SUNLESS AIRBRUSH SOLUTION

Formulated to nourish skin after the Airbrush Tanning application

The last step in the professional Airbrush Tanning application process for ensuring longer-lasting results for all skin types and tones. Color-Lock instantly hydrates your client's skin, creating a perfectly moisturized tan, locking in color for flawless Airbrush Tanning results.

## + ADDITIVES

Custom Blended Additives allow you to personalize and enhance your customers experience.

Available in 3 Categories - Cosmetic Bronzers, Aromas, and Enhancers.



# RETAIL

## TAKE-HOME SUNLESS THAT WILL COOL-YOUR-SENSES

Ignore tradition. Defy convention. And cast ordinary to the wayside as you experience the power of a flawlessly-formulated, DHA-enhanced, vitamin-enriched, über-convenient, cool-the-senses, look-at-me-I'm-glowing, where-have-you-been-all-my-life, the world-is-my-oyster line of sunless products from the most innovative name in skincare. The moisturizer. The scrub. The bronzer. Each is designed to nurture and accentuate sexy, lustrous skin while enhancing and extending sunless tans. Do not conform. Refuse to blend in.

Never fade away. Step up and Evolv.

### DAILY GLO MOISTURIZER

This isn't your mom's moisturizer. This is flawlessly-formulated, tea-tree-oil-enriched, DHA-enhanced, cell-stimulating, skin-hydrating, tan-extending, body-cooling, shake-my-soul-awake, send-chills-up-my-spine, bring-the-crowd-to-their-feet, send-the-critics-to-their-knees, steal-the-show-and-don't-apologize-for-it moisturizer. This is an evolution. It is time to EVOLV.

### SUNLESS SPRAY

This Sunless Spray is everything but ordinary. This is flawlessly-formulated, tea-tree-oil-injected, DHA-activated, color-enhancing, tan-extending, skin-nourishing, body-cooling, set-the-runway-on-fire, look-like-a-million-bucks, feel-like-a-million-bucks, I'm-ready-for-my-close-up, every-side-is-my-good-side, sparkle-is-my-middle-name, sure-I'll-sign-another-autograph Sunless Spray. This is an evolution. It is time to EVOLV.

### BODY SCRUB

This Body Scrub is like nothing you've ever seen. This is flawlessly-formulated, tea-tree-oil-fortified, DHA-triggered, skin-smoothing, tan-extending, body-cooling, kick-dryness-out, ask-silkiness-to-stay-forever, I'm-thinking-of-buying-a-whole-new-wardrobe, excuse-me-you-dropped-your-jaw-on-the-floor Body Scrub. This is an evolution. It is time to EVOLV.





# LiveSunless™

## Promoting a Lifestyle with Color.

The “LiveSunless” brand name was selected to create a meaningful, memorable connection for the consumer: joining the use of professional Sunless with its incorporation into everyday living – becoming the LiveSunless lifestyle.

[www.livesunless.com](http://www.livesunless.com)

livesunless™  
by sunlessinc



# LIVESUNLESS

LiveSunless™ was developed by the experts at Sunless, Inc., to ensure that consumers receive the highest level of service and the best results possible from their sunless provider. Sunless, Inc. is focused on growing the professional Sunless industry with our dedication to innovation in application technology and ongoing development of professional-grade formulations and products.

With LiveSunless.com, we show consumers how to incorporate Sunless into their everyday lifestyle. It's no longer just about using Sunless to get ready for rare special occasions or that one very important event. Now, it's about using today's Sunless as a part of an everyday routine to look and feel great. When people feel great about themselves, they're happier, more confident, and driven to try new things.

## Increasing Consumer Demand

LiveSunless utilizes target driven marketing directly to websites your potential new customers frequent the most.



The "LiveSunless" brand name was selected to create a meaningful, memorable connection for the consumer: joining the use of professional Sunless with its incorporation into everyday living – becoming the LiveSunless lifestyle.

The LiveSunless.com mission is to become a one-stop resource to our consumers and benefit our LSA partner locations by providing the following:

- 1) Consumer Education about how to get a flawless sunless tan, improve upon prior experiences, answer frequently asked questions, and provide a community forum where peer to peer learning can take place.
- 2) Show consumers how others have built sunless into their everyday lifestyle through videos, articles, and interactive social media, demonstrating the appeal of using sunless beyond special events; Increasing Session Frequency.
- 3) Showcase our dramatic improvements in application technology and formulations, which have elevated the sunless experience, Improving Customer Loyalty.
- 4) Increased Sunless Industry Growth by introducing the sunless lifestyle to first-time consumers who don't know about professional Sunless, and reintroducing today's Sunless and all that it now offers to experienced Sunless users.
- 5) Improved Location Profits by leading consumers to find a LiveSunless Approved location in their area, where they can relax and enjoy the best available Sunless experience. They'll keep coming back for more!

### THE LIVESUNLESS ADVANTAGE

LiveSunless is a powerful digital marketing engine, propelling approved locations with innovative and aggressive digital and social media marketing. Your approval gives your location unique exposure on both a National and Local level, bringing an ever-increasing number of NEW sunless customers to your location.

# LIVESUNLESS

## EXPOSURE ON A NATIONAL PLATFORM

LiveSunless Approved (LSA) locations are listed on LiveSunless.com, which is promoted through strategic banner advertising across the web, and a heavy focus on viral social media, as well as in our growing LiveSunless community. In addition to overall LiveSunless national advertising, LSAs can participate in exclusive promotions, coupon offers, and other direct response initiatives.

## TOOLS FOR LOCAL MARKETING

In addition to exclusive advertising and promotions, LSAs are provided with a kit of in-store promotional materials as well as access to a host of digital marketing tools on their secure Sunless, Inc. dashboard to help promote each specific location; including marketing resources and tutorials to support your local advertising efforts (coming soon), a place to upload your location photo for your LiveSunless.com profile, and mobile coupons delivered through the LiveSunless App, compatible with iPhone and Android devices.

## THE LIVESUNLESS APP

The LiveSunless App allows a consumer to find you quickly by using their current location or searching by address or zip code. Once they find your location, they can click on your profile to see what types of sunless equipment, products, and services are offered. They can even watch a demo video before they arrive.

The App also features an FAQ tab on the most common sunless questions, a personal profile page so consumers can share their sunless experience with everyone in the LiveSunless community, and even link to their Twitter and Facebook accounts for viral coverage.

The best thing about this App is the direct consumer-marketing feature. Once a consumer chooses your location as their Favorite, you will be able to send them mobile coupons with your sunless specials and promotions!

For more information about the LiveSunless mobile marketing tools and best practices, visit [www.livesunless.com/app](http://www.livesunless.com/app).

THE BENEFITS & ADVANTAGES  
FOR LIVESUNLESS APPROVED LOCATIONS  
ARE STAGGERING.

WHAT MIGHT BE EVEN MORE SURPRISING  
IS THAT LIVESUNLESS IS FREE  
FOR QUALIFIED LOCATIONS TO JOIN.

## Consumers Find You Quickly

Our exclusive LiveSunless  
App allows consumers  
to find you quickly and easily.





# LIVESUNLESS

## HOW CAN I JOIN LIVESUNLESS?

To be a part of the LiveSunless and enjoy its many advantages, each location must become LiveSunless Approved. Obtaining approval is as simple as meeting these

3 initial requirements:

- 1)** Each location must have at least one of the following professional sunless spray system models manufactured by Sunless, Inc.:

Mystic Tan® MyMyst, Mystic® HD, VersaSpa® Professional SkinCare™ System, and our latest addition; the EVOLV. Sidekick™ professional airbrush system.

LSA locations offer consumers the latest in Today's Sunless technologies, ensuring that they are using the most advanced sunless systems, products and services that are available today.

- 2)** Your location must only use authentic branded formulations manufactured by Sunless, Inc. for your approved professional sunless spray equipment and continue to use these formulations on an ongoing basis.

LSA locations give consumers confidence when choosing their sunless service provider, knowing that they are only using authentic branded formulations.

- 3)** Each location must be brand-certified by Sunless, Inc. on your approved sunless equipment, products, & services. You must maintain brand-certification with annual re-certification.

LSA locations are recognized as brand-certified experts in the professional sunless equipment, products, & services that they offer; which means that consumers will receive the best sunless service, experience, and results available.

## WHY ARE THESE ELEMENTS REQUIRED?

To deliver on our promises to consumers, it's important that participating locations provide the best in today's professional Sunless technology and authentic results in a trusted, well-informed environment. To deliver anything less would dilute the LiveSunless brand and potentially damage the reputation of other LSA locations.

## WANT TO JOIN LIVESUNLESS?

Ask your Sales Representative for complete details.

## Becoming an Approved LS Location

The benefits & advantages for LiveSunless approved locations are staggering.









To learn more, or to speak with a  
Sunless, Inc. Equipment Sales Specialist  
call: 877.688.8826 or go online to:

[sunlessinc.com/portfolio](http://sunlessinc.com/portfolio)

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