

## Our Product

Savvy Sunless is a professional sunless tanning solution available in 2-1/2 and 5 gallon containers for use with any spray tan booth or airbrush system.

Savvy Sunless Solution gives customers an instant natural bronze color and develops into a deep golden tan color with natural-looking results within 24 hours. The solution is suitable for all skin types and is ideal for salon use. Give your customers the luxurious pampering they deserve and keep them coming back for more.

Using the latest technology and research, Savvy Sunless has created a premium product that overcomes many of the challenges of sunless tanning. Instead of hearing complaints from your customers about uneven, streaked, orange, or faded tans, you will have customers buying packages of spray tans!

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High quality ingredients in a DHA and Erythrose formulation guarantee an even golden color that looks and fades like a real tan. The groundbreaking formula contains a peptide that shown to increase the body's own natural tan.

- Tans last longer than sunless tans with other premium solutions. Our unique formula and lowered pH balance allows the solution to penetrate further into the skin before the DHA fully reacts, giving customers a vibrant, sunless tan that lasts 5-9 days.

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Skin is hydrated and nourished with a formula that combines Aloe Vera and panthenol to help produce outstanding tanning results and a youthful skin appearance. Savvy Sunless is oil-free and alcohol free, making it gentle for even the most sensitive skin.

- A subtle cherry almond aroma and odor encapsulates in the solution provide a pleasant experience without the starchy odor found in other spray tanning products.

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Formulated for spray tan booth application, Savvy Sunless dries quickly, cleans up easily, and keeps spray nozzles clear.

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Popular in airbrush tanning equipment, Savvy Sunless solution optimizes evenness and reduces over-spray in HVLP/Turbo equipment.

#### The Science behind Savvy Sunless:

Savvy Sunless retained chemist services and a private laboratory to formulate and produce a sunless tanning solution with a longer lasting tanning effect and better hydration properties for a youthful skin appearance.

The solution contains an active self-tanning component called DHA (dihydroxyacetone), a colorless triple-carbon sugar. When DHA is applied to the skin, it undergoes a chemical reaction with the naturally occurring amino acids in the surface cells of the skin. This "Maillard reaction" is an aldo/keto reduction of the sugar, which produces a tanned appearance without sun exposure.

One advantage to Savvy Sunless solution is the addition of an ingredient called Erythrulose. By adding Erythrulose to the DHA, we created a 'combined active system' to develop a much more natural bronze color. This is a function of the larger molecule and its propensity to react with certain amino acids preferably over others. The reaction process is a bit slower which results in a more uniform color distribution with less streaking. Erythrulose is significantly less drying than DHA and tends to fade much more evenly with less cracking and more uniformity.

Years of development and refinement have resulted in a standout product in an over-saturated market diluted with copies of what was cutting-edge five years ago. There is no great secret to the broader concepts behind the technology of self-tanning. The products have DHA which is introduced into the stratum corneum, the outermost layer of carotinized non-living skin cells where the triple sugar, under the proper conditions, readily bonds with free nitrogen groups in and on those carotinized epithelial squamous cells instigating a cascade reaction, breaking the molecular bonds of the DHA. The resulting chromatic molecules that, ideally, reflect light in the red to yellow portion of the spectrum and just obtain a touch of the green wavelengths to achieve a bronze, natural tan pigmentation and avoid the dreaded orange that comes from only the red to yellow fraction.

A superior understanding of the biochemistry involved in DHA delivery and the chemistry of ensuring that the DHA remain stable in the product, is our real edge. We have taken special care to ensure that the DHA does not react prematurely while the product is still in the container. The formula has been meticulously engineered to deliver its entire payload to the target. When sprayed, the product is specifically designed to atomize from the spray nozzle of essentially any booth or spray gun to provide complete coverage.

In mist form, the tiny particulates of Savvy Sunless Solutions are engineered to be ionically drawn to the skin and then spread for maximum uniformity in coverage. It is at this point that the formula design truly outstrips the competition. The product is actively driven to the precise depth of the stratum corneum to provide the longest lasting tan with the most natural fade, when eventually, that comes. Precision pH balancing and solution buffering ensure that the maximum level of DHA is transported to this level before the reaction is allowed to proceed.

For the benefit of the skin, Savvy Sunless Solutions is loaded with Aloe Vera and other novel skin conditioners and moisturizers. The formula is designed to enhance the tanning capabilities of the product while nourishing the skin.

Savvy Sunless invests considerable time and effort to stay abreast of the newest technologies and trends. We are constantly evaluating new materials and honing our formula. Each material undergoes a process of research and evaluation to test for compatibility with our technology and for actual efficacy. One shining example of this continuing research is the recent addition of peptide scientifically proven to increase the production of melanin by the skin. Our product now imparts to the customer an increase in their own natural color to supplement and enhance the efficacy of the product. It delivers the benefits of a real tan without any of the negative effects associated with UV-tanning.