

# SJÖLIE

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LUXURY BRAND



SOLUTION PRODUCT THEORY

## ABOUT SJOLIE SUNLESS

Sjolie Sunless (show-lee) established in 2007, has grown from a small-time family-owned business into a leading company in the sunless tanning industry. Sjolie has surpassed the competition by offering superb product lines and excellent customer service to back it. Sjolie Sunless started with a simple mission:

To make better sunless tanning product by building a better company.

Sjolie Sunless is built by a team of licensed and certified individuals who care deeply about the success of the brand, your business and the health of your consumers. Sjolie takes pride in their dedication to make every experience you have with the company a positive one. Whether you're a mobile tanning technician, a salon owner, or a distributor, Sjolie will always do what's right, and our clients will forever feel a part of the family.





## WHY CHOOSE SJOLIE

Sjolie Sunless chooses to source the world's finest naturally derived ingredients to create products in which you can be confident. At Sjolie, we have direct involvement with products from conception through distribution.

Sjolie Sunless has direct partnerships with ingredient manufactures, allowing us to send our blending experts the ingredients at peak freshness, with minimal time in transit. These direct partnerships provide guaranteed demand for their harvest, to better plan production of specialty ingredients just for Sjolie, while improving their livelihood in the process. Sjolie Sunless is proud to be part of every facet of product creation from our agriculturists all the way to our development and design.

## SJOLIE PRODUCT

After years of development, Sjolie Sunless has formulated a spray solution unparalleled in the sunless tanning industry. Sjolie solutions will leave you with a flawless, natural, and healthy glow. The unique blends are enriched with Aloe Vera and Vitamins A, C, and E. We further supplement the formula with natural extracts for added moisture and tan longevity.

Sjolie Sunless products are naturally derived because to us; this is more than looking good on the outside. Sjolie cares very deeply about the overall health of the consumer and strives to create products that align with healthy living.

- ✓ Naturally Derived Ingredients
- ✓ Certified Vegan by PETA
- ✓ Paraben Free
- ✓ Erythrulose Free
- ✓ Gluten Free

### Omitted Ingredients


























- × **Parabens** – typically used as a preservative to extend shelf life, Parabens mimic actions of estrogen and are harmful if swallowed or inhaled. Parabens are also known to irritate the skin, eyes, and respiratory tract.
- × **Diazolidinyl Urea** – a primary cause of contact dermatitis, this contains formaldehyde. Urea is considered carcinogenic and is toxic by inhalation.
- × **Mineral Oil** – a petroleum byproduct, can clog pores and slow down the skin's functions/cell development. Mineral Oil can potentially result in premature aging. Other forms of Mineral Oil include Liquidum Paraffinum, Paraffin Oil, Paraffin Wax, and Petrolatum.
- × **Erythrulose** – this can work in conjunction with DHA; however, it is not approved by the FDA for sunless tanning



## SJOLIE SUNLESS VS. COMPETITORS

Unlike many of the well-known sunless brands on the market, Sjolie Sunless products contain naturally derived ingredients certified vegan by the PETA Foundation. Sjolie stands by these products and in the commitment to making the safest and most ethical solution in the industry.

Sjolie urges all technicians to research their sunless brand thoroughly to truly understand the benefits of the solutions they use and the disadvantages that may come with them.

SUNLESS BRANDS	CONTAINS PARABENS	CONTAINS ERYTHRULOSE	CONTAINS GLUTEN	CONTAINS UREA	CONTAINS ADDED FRAGRANCE	NOT VEGAN
<b>SJÖLIE</b>						
NORVELL						
 <b>South Seas</b>						
Tampa Bay Tan						
						
 <b>AVIVA LABS</b> ORGANIC SPRAY TANNING						
ST. TROPEZ						

## PRE-TAN PRODUCT

It is especially important to prep your client before applying spray tan solution to improve the outcome of the tan. Although you will be using last minute prep product immediately before sunless application, clients should still follow the proper spray tan prep regimen at home before arriving at their spray tan session.

### pH BALANCING SPRAY

This product is a non-drying, moisture-enhancing formula designed to fight the leading causes of uneven fading and discoloration. The Sjolie pH Balancer acts as an astringent by bringing the pH of the skin to ideal levels for DHA absorption.

**How to use:** Apply the pH Balancing spray before sunless solution. Lightly mist pH Balancer over face and body. Ensure the product is absorbed before applying the solution by patting with a pad or air drying with your turbine hose.

#### Key Ingredients

**Witch Hazel Extract** – derived from the leaves; astringent, anti-inflammatory, soothes and heals.

**Rosemary Extract** – derived from the rosemary plant; stimulates, purifies and invigorates.

**Arnica Extract** – an astringent (a solution that removes oil from the skin) and to treat skin disorders. The herb has also been used externally to treat bruises and sprains. It has anti-inflammatory and soothing properties.

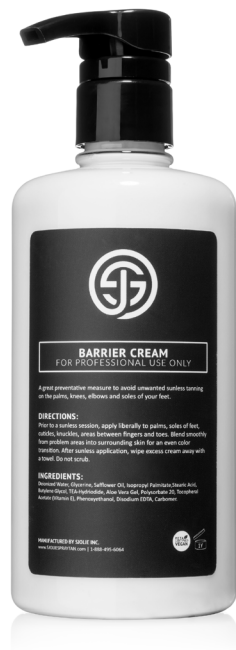
**pH Balancer Ingredients:** Deionized Water, Aloe Vera Leaf Extract, Witch Hazel Extract, SDA 40B, Glycerin, Arnica Extract, Rosemary Extract, Butylene Glycol, Capryl Glycol, Phenoxyethanol, Potassium Sorbate, Citric Acid

pH Balancing Spray should be used on every client. pH Spray will help to ensure a perfect tan by prepping the skin for solution and removing any residue potentially left on the client upon arrival.

When spraying a client with large or open pores, cool your pH spray by storing in fridge before using. The cold product will “shock” the pores closed allowing for an even surface for application.



It is important to use a Barrier Cream designed for Spray tanning rather than utilizing an over the counter lotion. Why? The Sjolie Barrier Cream is specifically designed to block out DHA to minimize its development while leaving behind no residue which could potentially transfer and affect your client's fresh spray tan.



## BARRIER CREAM

Barrier cream is a great way to prevent solution buildup on the palms, elbows, and soles of the feet. Our barrier cream blocks DHA from penetrating areas of the body where it is applied. This product is natural and safe for external use.

**How to use:** Apply the Barrier Cream to areas where minimal color is wanted. The Cream does not need to be rubbed into the skin entirely, leave a noticeable amount of product on the surface of the skin. Remove barrier cream with a towel after the session, before dressing.

### Key Ingredients

**Safflower Seed Oil** – odorless plant oil containing essential fatty acids to help hydrate and moisturize the skin.

**Butylene Glycol** – an agent that attracts moisture to the skin to aid in retention.

**Glycerine** – derived from vegetable oil; a humectant, emulsifier, and skin softener.

**Barrier Cream Ingredients:** Deionized Water, Glycerin, Safflower Oil, Isopropyl Palmitate, Stearic Acid, Butylene Glycol, TEA-Hydroiodide, Aloe Vera Gel, Polysorbate 20, Tocopherol Acetate (Vitamin E), Phenoxyethanol, Disodium EDTA, Carbomer

## PROFESSIONAL SOLUTION

All skin is not created equal. Customer diversity and makeup is why it is vital to understand what solution is best for each client. Sjolie offers a wide variety of solutions that will accommodate every skin type and will allow you to customize accordingly. Identifying the solutions and different shades will set you apart from the competition.

**Application:** We recommend 1 or 2 light coats of solution per client, at most. Extra application passes are unnecessary and can pose issues with your client's spray. The skin can only absorb so much product; your client may feel very tacky or wet, smudge easily, experience uneven fade or odd color development if the product is over-applied. Applying multiple layers of the solution will not allow the client to develop a darker color. The DHA % you are spraying with will not increase, you will only be adding layers of the cosmetic bronzer, which has a temporary effect. If a client wants to obtain a darker tan, we recommend using a darker solution or try utilizing DHA Booster Drops to achieve the tan your client desires.

**How to use:** Clean and prep the body before spraying. It is recommended you use the pH Balancing Prep Spray before applying any of our spray tan solutions. Add 2 oz. to 4 oz. of solution for each person sprayed. Clients should be able to dress after application, when comfortable. Shower times will vary based on the solution used.





## SJOLIE ORIGINAL ALOE VERA OLIVE UNDERTONES

The Original Line of professional solutions features an Aloe Vera base with Olive undertones. These solutions will leave the skin hydrated and healthy while providing a gorgeous golden glow, perfect for any skin type.

The nourishing Aloe Vera formula will help to nourish the skin and improve the tan longevity. Consumers can estimate tans to last 7-12 days when following the proper care regimen. The Aloe Vera solutions require a minimum of 8 hours before showering to achieve full development.

### KEY INGREDIENTS

**Aloe Barbadensis Leaf Extract** – has been found to reverse degenerative skin changes by stimulating collagen and elastin synthesis. Acts as a biological vehicle to aid penetration and absorption of other bio-active ingredients into the skin.

**Dihydroxyacetone** – derived from sugar cane and sugar beets; reacts with the skin's amino acids to produce pigment.

**Walnut Extract** – derived from walnut husks; commonly used for acne treatments and as a skin soother; provides natural coloring.

**Aloe Vera based solution Ingredients:** Deionized Water, Aloe Barbadensis Leaf Extract, Dihydroxyacetone, Ethoxydiglycol, Cetearyl Isononanoate, Ceteareth-20, Cetearyl Alcohol, Glyceryl Stearate, Glycerin, Ceteareth-12, Cetyl Palmitate, Caramel, Walnut Extract, Polysorbate 20, Tocopherol Acetate (Vitamin E), Retinyl Palmitate (Vitamin A), Ascorbic Acid (Vitamin C)

No. 9



No. 9



### SOLUTION NO. 6 – LIGHT BLEND

Solution No. 6 is for clients with naturally fair skin, who tend to have more pink undertones. This solution is ideal for use during the winter months on clients looking to achieve a “winter glow.” The logic behind the winter glow is that this solution provides less contrast to the client’s natural winter skin coloring which tends to be lighter.

### SOLUTION NO. 9 – MEDIUM BLEND

Solution No. 9 is our Aloe Vera medium blend solution ideal for those clients with medium toned complexions. This solution is used most frequently due to its versatility throughout the entire year, allowing a range of skin tones to take advantage of its color and hydrating formula.



### SOLUTION NO. 9 CLEAR MEDIUM BLEND WITHOUT BRONZER

Solution No. 9 CLEAR is excellent for any client or technician who prefers no bronzer in the spray tan formula. You will not receive instant color with this solution, but you will develop a natural looking golden tone. The color payoff is identical to our Solution No. 9 with bronzer. Solution No. 9 CLEAR has a light Green Tea scent, unlike the other Sjolie Solutions which do not contain an added fragrance.

### SOLUTION NO. 12 – DARK BLEND

Solution No. 12 is designed for deep-toned complexions and top-rated in the summer months. This solution is also an excellent color for clients with medium skin tones who’ve developed a darker natural tan during summer time.



### SOLUTION NO. 14 – DARK DEPTH

Solution No. 14, also known as Dark Depth is our darkest Aloe Vera blend solution best used on darker complexions or as a “base color” for a fitness competition and stage performances. If you have a naturally darker skin tone and are looking to deepen and enrich the skin color, this solution is your go-to formula. Dark Depth is considered a pre-competition color. Meaning, it may not be dark enough to meet judging protocol. Try spraying with Dark Depth 2-3 days before a competition. Apply a temporary competition color day of to deepen the color for stage presentation.



## SJOLIE ICON RESERVE ALCOHOL OLIVE UNDERTONES

Sjolie Icon Reserve Line will cater to those clients who do not like the benefits the Aloe Vera based solutions provide them. Because of the Alcohol content, this solution will leave the client feeling dry immediately after application while providing them with the same gorgeous golden glow the Aloe Blend delivers.

The quick-dry formulas are fast drying and convenient. This solution line will still require clients wait a minimum of 8 hours before showering to obtain the full development, with the exception of Ultra One Rapid Tan. Consumers can estimate tans to last 5-7 days when following the proper care regimen.

### Key Ingredients

**Dihydroxyacetone** – derived from sugar cane and sugar beets; DHA reacts with the skins amino acids to produce pigment.

**Ascorbic Acid** – known as Vitamin C, protects from damaging free-radicals, helps increase the amount of collagen production in the skin.

**Retinyl Palmitate** – derived from retinol; an antioxidant stimulates skin rejuvenation. Also, known as Vitamin A.

**Alcohol based solution Ingredients:** Deionized Water, Dihydroxyacetone, Ethoxydiglycol, Cetearyl Isononanoate, Ceteareth-20, Cetearyl Alcohol, Glyceryl Stearate, Glycerin, Ceteareth-12, Cetyl Palmitate, Caramel, Walnut Extract, Polysorbate 20, Tocopherol Actetate (Vitamin E), Retinyl Palmitate (Vitamin A), Ascorbic Acid (Vitamin C)



## ICON RESERVE - TIER ONE

Tier One contains 10% DHA making it great for medium skin tones. This solution is very versatile throughout the year for medium complexions.



## ICON RESERVE - TIER TWO

Tier Two contains 12% DHA, ideal for dark complexions and excellent for a summertime color.



## ICON RESERVE - ULTRA ONE RAPID

Ultra One Rapid Tan is excellent for clients who need a rushed tan. Maybe the client has a dinner date or is receiving their tan on a lunch break; this quick dry formula will help anyone achieve their tanning goal with minimal time. This solution is not intended to stay on longer than the recommended 4-5 hours, and is the only solution designed for rinsing before 8 hrs.

2 hours – 6% DHA    3 hours – 9% DHA    4 hours – 12% DHA

Technicians should remind clients of the importance of hydrating and moisturizing. Because of the Alcohol content, clients may experience a quicker fade or uneven complexion. Hydration with Tan Extend and proper moisturizers will improve the tan longevity and prevent from uneven fade.

## SJOLIE LUXE ALCOHOL VIOLET UNDERTONES

LUXE is the newest formulation of professional spray tan product Sjolie has to offer. This blend is alcohol-based, to provide quick-drying benefits similar to the Icon Reserve Line. Consumers will enjoy the deep brown tones this product has to offer. Available in limited 8-hour blends, and 1 Quick Rinse, these violet tones will compliment any skin tone but effortlessly enhance those with warm undertones. This Violet solution will help to compliment your clients yellow and gold tones.

The quick-dry formula is fast drying and convenient. This solution will require clients wait a minimum of 8 hours before showering to obtain the full development, with the exception of Ultra Violet Rapid Tan. Consumers can estimate tans to last 5-7 days when following the proper care regimen.

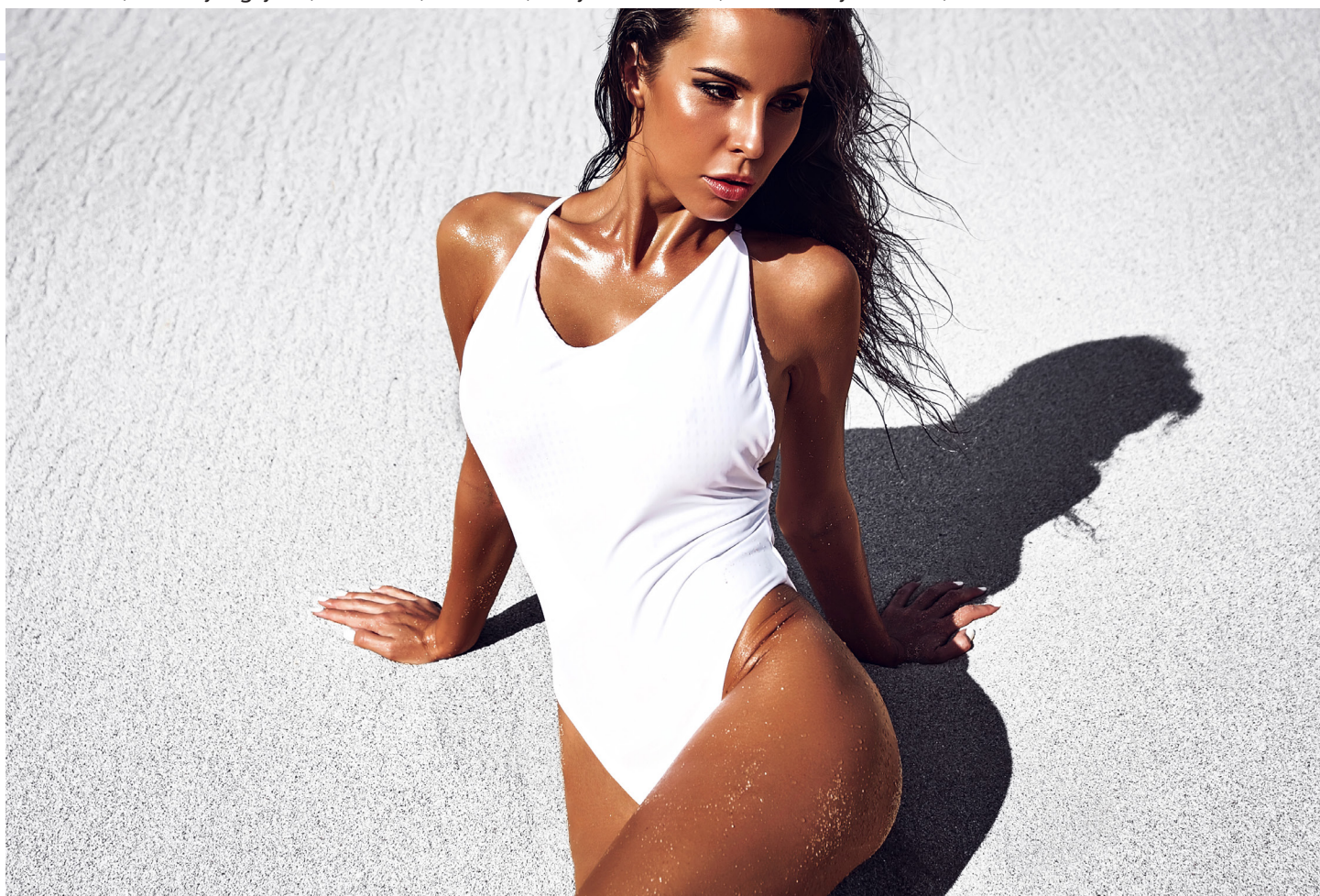
### Key Ingredients

**Glyceryl Stearate** – derived from vegetable fatty acids; soothes and softens the appearance of the skin and slows the loss of water from the skin.

**Dihydroxyacetone** – derived from sugar cane and sugar beets; reacts with the skins amino acids to produce pigment.

**Caramel** – a natural colorant imparts a brown color

**Violet Alcohol based solution Ingredients:** Deionized Water, Dihydroxyacetone, Cetearyl Isononanoate, Cetareth-20, Cetearyl Alcohol, Glyceryl Stearate, Cetareth-12, Glycerin, Cetyl Palmitate, Ethoxydiglycol, Caramel, Sorbitol, Polysorbate-20, DMDM Hydantoin, Ext Violet #2





## LUXE VIOLET NO. 9 - MEDIUM BLEND

Luxe No. 9 is a perfect year-round color. Luxe No. 9 is ideal for medium complexions or those with lighter skin tones who've gained a natural base tan during summer months. This solution can be used on all undertones but will most definitely compliment someone with warm undertones.

## LUXE VIOLET NO. 12 - DARK BLEND

Luxe No. 12 can be used all year on darker complexions and become very popular on medium complexions during summer months when they've attained a natural base color. LUXE No.12 is ideal for all skin tones but will undoubtedly compliment those with warm undertones or those clients who feel they look unnatural when sprayed with the Sjolie Original Line.



## LUXE VIOLET - ULTRA ONE RAPID

Luxe Ultra is for your on-the-go clients who can't wait the 8-hour processing time before showering like our other solution formulas. This solution is formulated to cater to all skin tones; your client's shower time will determine the tan outcome. This Violet solution will help to compliment your clients yellow and gold tones while allowing your clients to shower quickly. This solution is not intended to stay on longer than the recommended 4-5 hours.

2 hours – 6% DHA    3 hours – 9% DHA    4 hours – 12% DHA

## Solution FAQ

Q: How many tans will 1 Quart of solution produce?

A: The number of tans achievable from 1 Quart of solutions is dependent on the amount of solution used per client. Based on the use of 2 oz. of solution per client, you can achieve 15-16 tans.

Q: How long will a spray tan last?

A: At home maintenance, spray tan preparation and the solution formula are all factors that determine a spray tan's longevity. If a client is taking the proper preparation steps and following a strict maintenance regimen, a spray tan can last up to 12 days. The solution formula will also affect this; alcohol-based solutions will result in fewer days because of the drying ingredients while an Aloe Vera based solution will increase a spray tan's duration.

Q: What is the proper way to store solution?

A: Solutions should be stored in a climate-controlled environment (65-75°F) away from direct sunlight. Exposure to extremely hot or cold temperatures can deactivate the DHA causing the solution to incorrectly develop once applied to the client. Refrigeration is not required. If a solution is in question, Sjolie recommends completing a test swatch. Allow the area to develop per solution instructions.

Q: What is the shelf life of Sjolie solutions?

A: Solutions stored correctly have a shelf life of 3-5 months when opened. The shelf life of unopened solutions is 6-8 months.

Q: What is the difference between the Alcohol and Aloe Vera based solutions?

A: The Aloe Vera blends contain a built-in moisture lock which is especially significant at hydrating the epithelial layer of the skin and allowing the DHA to achieve full absorption. These healthy benefits provide a longer lasting tan when proper pre and post care instructions are done. The alcohol blends accomplish a less sticky, less "tacky," feeling but come at the cost of the tan longevity, as alcohol is a drying agent to the skin. Clients who are already exhibiting dry skin need to consider this when using the alcohol blends.

Q: The Original Solution Line contains Walnut; can I use this product on someone with a nut allergy?

A: The walnut used in the Sjolie solutions (6, 9, 12, 14, Icon Reserve, & Ultra One) is an extract derived from the husk of the nut to provide immediate color. Because this ingredient is extracted from the husk, those with allergies should not experience a reaction considering it is not an extract from the nut itself. However, we always recommend completing a test swatch to be safe. Technicians should also supply their consumers with a detailed ingredient list, so they and their doctor can review the ingredients together.

## Solution FAQ Continued...

Q: My client is hesitant to use violet undertones, what should I do?

A: A mix of 50% LUXE and 50% Original solution can gradually introduce a client to the new tones. A 50% mixture will allow clients to take advantage of the color benefits without being overwhelmed.

Q: What makes these products considered organic/all natural?

A: Sjolie Sunless manufactures solutions using only the freshest ingredients, working together with local sources to provide you with a solution containing only the freshest and naturally derived ingredients. Sjolie is PETA approved, certified vegan and excludes harmful ingredients like Erythrulose and parabens. Sjolie Sunless also meets all administered qualifications to be considered organic by the U.S.

Q: Can Sjolie Solutions be applied with a tanning mitt?

A: Application with a mitt is not recommended. Sjolie professional solutions should be applied using a HVLP or Airbrush system for the best application due to its formulated viscosity. We cannot guarantee a good tan if applied otherwise.

Q: What are bronzers?

A: Bronzers are used in our solutions simply as a color guide. As a technician it will be extremely helpful to see where the solution is going on the body and see where you have sprayed already. The bronzers will allow that instant color but will wash off once your client has showered. If they call you panicking that their tan has “washed off” after the first shower, let them know that what they see rinsing off will be the bronzers and that the DHA of their tan is still developing!

Q: Can I spray tan a pregnant client?

A: Technicians should supply customers with an ingredient list and consult their doctor prior to spray tan session.

Q: Are the Sjolie Solutions Hypoallergenic?

A: Yea!

Q: Are Sjolie products Gluten Free?

A: Yes. All Sjolie Sunless products are Gluten Free!

## Selecting an appropriate solution for your client

There are numerous formulas and color options when it comes to choosing a solution best for your client, and it can be overwhelming. We've broken down these determining factors in order of importance, so technicians can have a better understanding of which solution to use during their next spray tanning service.

### Determine your clients skin tone

Determining your clients skin tone is the first most important step to finding a solution perfect for the customer. Determining your client's skin tone is easy and will allow you to further supplement their tanning wants and needs. Refer to General Characteristics in the skin type chart to determine your clients skin tone. (see pg.19)

### Select a DHA percentage

Whether you carry one or more solution blends, selecting the appropriate DHA level is crucial in deciding which solution will look best on your client.

Why is DHA so essential? Dihydroxyacetone or DHA is a simple carbohydrate derived from sugar cane and sugar beets. DHA reacts chemically (non-toxic) with the amino acids in the cells on the surface skin. Various amino acids respond differently to DHA, causing the pigment we know as a spray tan.

Choosing a DHA percentage close to the client's natural skin tone is recommended. Spraying with an appropriate solution color will give favorable results and allow your client to have a long-lasting tan without any unnatural looking contrast between spray tan and natural skin tone. Spraying your lighter complexion client with the wrong color solution, say a very high DHA percentage, could result in strange color, streakiness, uneven fade, and worse a lousy client review!

### Decide on a Formula

Based on your client's preferences and skin type, you will want to select a moisturizing formula or a quick dry formula to fit their needs.

Moisturizing formulas will hydrate and nourish the skin as the spray tan develops. Moisturizing solutions are known for providing a longer lasting spray tan and a less noticeable fade because of their moisturizing benefits; keep in mind, clients will still need to apply the proper at home product and stick to a hydrating regimen. These solutions are great for all clients especially those with drier skin. The Sjolie moisturizing solutions include the Original Line (No.6, No.9, No.12, No.14) and have an Aloe Vera ingredient base.

Quick Dry solutions have an alcohol ingredient base. This alcohol provides your client with a "lighter" feel, unlike the Aloe Vera which may feel heavy or tacky. Quick dry solutions allow clients to feel comfortable as the spray tan develops and dress immediately. Quick Dry solutions are ideal for client's who do not like the heavy feel of moisturizing blends, those with oily skin, or those who do not like the feel of spray tans in general. Because Quick Dry formulas are alcohol based, technicians should remind clients of daily moisturizing and hydration importance. Failure to moisturize adequately can result in an uneven fade or the "alligator skin" look. Alcohol-based solutions include the Icon Reserve Tier One & Tier Two, Ultra One Rapid Tan, as well as the LUXE Violet Line (No.9, No.12, Ultra).

### Find an Undertone

After having selected your DHA percentage and your formula, you can now narrow down your solution options to determine if one or another undertone would be ideal for your client. Remember, if a client requires an Aloe Vera based solution-you may be restricted to using one undertone as the LUXE line is available in an Alcohol based formula only. However, you can mix the formulas to benefit from both blends.

A green-based solution will help to counteract red color or cool undertones. The Sjolie Original Solution line with a green-base will help to enhance the client's natural tones and create a golden tan while refraining from adding more pink to the complexion.

A violet-based solution will help to neutralize yellow color or warm undertones. The Sjolie LUXE Solution Line with a violet base is ideal for those wanting a deep brown tan. Both green-based and violet-based solutions will be complimentary to neutral undertones. Choose from the Sjolie Original Solution Line or the LUXE Solution Line for your neutral clientele.

### How do you determine a client's undertone?

When selecting a solution right for your customer, you will want to analyze their complexion. Questions like "What color are your veins? What colors do you look the best wearing? Do you tan or burn? What color jewelry do you look best in? and How does the sun affect your skin?" can assist you in finding the perfect match for your client.

#### Cool – Pink, Red or Bluish undertones

- Pink or Beige complexions
- Blue or purple veins in the wrists
- Skin reflects yellow in natural sunlight
- Burns in the sun
- Wears pink based makeup
- Look best in silver jewelry

#### Warm – Yellow, peachy, or Golden undertones

- Yellow or Golden complexions
- Green or olive veins in the wrists
- Skin reflects blue in natural sunlight
- Tans in the sun
- Wears yellow based makeup
- Looks best in gold jewelry

#### Neutral – Peach, beige, or olive undertones

- Olive or Brown complexions
- Blue-green veins in the wrists
- Skin reflects green in natural sunlight
- Tans, but burns occasionally
- Wears makeup which is not too yellow or pink

### Understanding Undertones

Your skin's undertone is beneath the surface of the skin; these tones include Cool, Warm, and Neutral. Undertones are complemented by specific colors found in things such as makeup and clothing.

Solution undertones are affected by the cosmetic bronzer within the formula. These cosmetic bronzers act as a color guide for technicians during application as well as a temporary color for the customer as the tan develops. Most cosmetic bronzer will wash off in the shower; however, it does have a staining power which tints the skin with the undertone used, violet or green is most common. This tint is only temporary and will gradually fade.

Remember the color wheel from grade school; another complements each color based on its location on the color wheel. Red is directly opposite of the green and yellow opposite of the purple. This concept applies to spray tanning as well. Sjolie has developed a solution line to best compliment all skin tones giving our customers the tools to provide the most customized spray tan experience.

Choosing a complementary color is not required to achieve a great tan. As a professional technician, you're not obligated to carry all solution blends-you should not feel discouraged if you stock only one line. Keep in mind; the Original Sjolie Line paved the way for an industry-leading company all on its own. That is one formula! Multiple color-based solutions have been formulated to widen your customization opportunities for those few clients who may not develop to the desired color with only one solution. Various solutions will enable the technician to color correct and compliment a client's skin tone with a solution further than the primary choices.

## SKIN TYPE

## GENERAL CHARACTERISTICS

## SKIN TONE Based on Characteristics

Type I

- Very fair complexion
- Blonde or red hair
- Light colored eyes
- Freckles are common
- Always burns, never tans



Type II

- Fair complexion
- Light eyes
- Light hair
- Burns easily, tans with difficulty



Type III

- Very common skin type
- Fair complexion
- Hair and eye color vary
- Sometimes burns, gradually tans



Type IV

- Mediterranean Caucasian complexion
- Brown or dark hair
- Olive skin
- Medium to heavy pigmentation
- Rarely burns, tans easily



Type V





























- Middle eastern complexion
- Dark brown or black hair
- Dark eyes
- Rarely sun sensitive
- May never burn, tans easily



Type VI

- Black complexion
- Dark brown or black hair
- Dark eyes
- Rarely sun sensitive
- May never burn, tans easily



			SUGGESTED SOLUTION OPTIONS	
SKIN TYPE	RECOMMENDED DHA%		Original	LUXE Violet
Type I	6%	No. 6 Ultra Rapid or Ultra Violet	 	
Type II	6% - 9%	No. 6 No. 9 Icon Tier 1 Ultra Rapid LUXE No. 9 Ultra Violet	   	 
Type III	9% - 10%	No.9 Icon Tier 1 Ultra Rapid LUXE No. 9 Ultra Violet	  	 
Type IV	12%	No. 12 Icon Tier 2 Ultra Rapid LUXE No. 12 Ultra Violet	  	 
Type V	12% - 14%	No. 12 Dark Depth Icon Tier 2 Ultra Rapid LUXE No. 12 Ultra Violet	   	 
Type VI	14%	Dark Depth Ultra Rapid Or Ultra Violet	 	

M I X O L O G Y

Sjolie Original (Golden color) + LUXE Violet (Deep Brown color)



Mixing solutions is ideal when the goal is to change the percentage of DHA more than 1%. This will be more cost effective for you as a spray technician. If you have ever had a client ask to go just a little darker, DHA Booster is the perfect tool to darken your solution by 1%. If you are wanting more than a 1% change, this is the time to practice your solution mixology!

Any of the Sjolie solutions can be mixed together to customize your clients spray tan. You can also mix the Sjolie lines, Original and LUXE to change the DHA % or mix the undertones to create a happy medium of gold and brown tan. When the goal is to change the solution undertone, you can mix half and half of each solution ( $\frac{1}{2}$  Original No.9 +  $\frac{1}{2}$  LUXE No.9) or follow the guidelines below to achieve a new color and DHA %.

## MIXOLOGY BY THE NUMBERS

Note: These formulas are based on 2-3 ounces of solution per spray. If you use more than or less than 2-3 ounces, increase or decrease by 0.5 on each component of the formula.

### If using 2 ounces of solution per client

7%	1.5 oz of 6% + 0.5 oz of 9%
8%	0.5 oz of 6% + 1.5 oz of 9%
9%	1 oz of 6% + 1 oz of 12%
10%	0.5 oz of 12% + 1.5 oz of 9%
11%	0.5 oz of 6% + 1.5 oz of 12%
12%	0.5 oz of 6% + 1.5 oz of 14%
13%	1.5 oz of 12% + 0.5 oz of 14%

### If using 3 ounces of solution per client

7%	2 oz of 6% + 1 oz of 9%
8%	1 oz of 6% + 2 oz of 9%
9%	1.5 oz of 6% + 1.5 oz of 12%
10%	1 oz of 12% + 2 oz of 9%
11%	1 oz of 6% + 2 oz of 12%
12%	1 oz of 6% + 2 oz of 14%
13%	2 oz of 12% + 1 oz of 14%

Technicians should not be mixing the Ultra Solutions with an 8-hour developing solution. However, you can mix the Original Ultra One Rapid and the LUXE Ultra Violet Rapid solutions together.

## SJOLIE ROI

The sunless tanning Industry is one of the few startup businesses where you can make a complete return on your investment with product and equipment in a reasonable amount of time. In most cases, companies can profit from offering sunless spray tanning within the first month of service.

Calculate your profit based on the solution quantity used per client.

These numbers have been determined by tans at the MSRP, based on Quart sized solution purchased at PRO-pricing, using 2oz. of solution per client, and spraying Monday-Friday.

These numbers do not include the use of additional products such as: pH Balancing spray, Barrier Cream or disposables.



## RETURN ON INVESTMENT CHART

BLACK = REVENUE

RED = MATERIAL COST

SOLUTION BLEND	\$ PER SESSION (MSRP)	LIGHT TRAFFIC (5/DAY)	MEDIUM TRAFFIC (10/DAY)	HEAVY TRAFFIC (15/DAY)	NET PROFIT (5 DAY/WEEK)
ALOE VERA	\$30.00 \$1.75	\$150.00 \$8.75	\$300.00 \$17.50	\$450.00 \$26.25	Light \$750 Medium \$1,500 Heavy \$2,250
RAPID TAN (ORIGINAL & LUXE)	\$50.00 \$3.00	\$250.00 \$15.00	\$500.00 \$30.00	\$750.00 \$45.00	Light \$1,250 Medium \$2,250 Heavy \$3,375
ICON RESERVE	\$45.00 \$2.00	\$225.00 \$10.00	\$450.00 \$20.00	\$675.00 \$30.00	Light \$1,125 Medium \$2,250 Heavy \$3,375
LUXE VIOLET	\$45.00 \$2.25	\$225.00 \$11.25	\$450.00 \$22.70	\$675.00 \$33.75	Light \$1,125 Medium \$2,250 Heavy \$3,375





## ADDITIVES

Get creative with services by customizing the session for each client using sunless additives. Discover, blend, and enjoy a unique balance of spray tan solution and additives to enhance your client's spray tan.





## DHA BOOSTER

These 50% DHA Booster drops are formulated to give an extra boost of DHA to the solution of choice. Customize any solution, any time to achieve the perfect shade.

How to use: Add two full droppers for every 1 ounces of solution used to increase your color level by 1%.

### Key Ingredients

Dihydroxyacetone – derived from sugar cane and sugar beets; reacts with the skins amino acids to produce pigment

#### DHA Booster Ingredients:

Water, Dihydroxyacetone, Phenoxyethanol, FD&C Red#40, FD&C Blue #1, FD&C Yellow #5.

When boosting more than 1-2%, we recommend mixing solutions for a more cost-effective alternative



## SHIMMERS

The Shimmer additives provide a glowing effect to the skin. Choose from our Opalescent and Golden formulas.

How to use: Add two full droppers of shimmer to every 1 ounce of solution. Add additional droppers for increased shimmer benefits.

Technicians can mix the Shimmer with distilled water for a shimmer only treatment. Apply as you would a spray tan.

### Key Ingredients

Aloe Barbadensis Leaf Extract – has been found to reverse degenerative skin changes by stimulating collagen and elastin synthesis. Acts as a biological vehicle to aid penetration and absorption of other bio-active ingredients into the skin.

#### Shimmer Ingredients:

Deionized Water, Aloe Vera Leaf Extract, Ethoxdiglycol, Glycerin, Butylene Glycol, Capryl Glycol, Polyacrylamide, C13-14 Isoparaffin, Laureth-7, Phenoxyethanol, Potassium Sorbate, Mica, Titanium Dioxide, Iron Oxides.

Shimmers are a temporary additive and will not last the duration of the tan. To prolong the glowing benefits, mix shimmer additive with a daily lotion for at home applications.



## SCENTS

Unique scent blends mixed with an unscented solution will add a spa-like feel to any spray tan service. Choose from a range of scents including Pineapple, Orange-Ginger, and our seasonal scents.

How to use: Add one full dropper of Scent to every 1 ounce of solution. Add additional droppers for increased scent benefits.

### Scent Ingredients:

Water, Fragrance.

Scents are a temporary additive and will not last the duration of the tan.





## SKIN FIRMING

This cutting-edge formula is designed to tone and tighten the skin to provide a smoother and more firm skin appearance.

How to use: Add two full droppers of Skin Firm for every 1 ounce of solution.

### Key Ingredients

Caffeine Extract – contains antioxidant properties, constricts blood vessels, and dehydrates fat cells making skin appear smoother. Studies show Caffeine to potentially promotes and repairs sun damage.

Glycerin – A natural humectant draws in moisture from the air to penetrate the skin for more in-depth hydration.

Maltodextrin – enhances the anti-aging activity of amino acids and fatty acids and aids in product penetration and effectiveness.

### Skin Firming Ingredients:

Deionized Water, Aloe, Vera Leaf Extract, Ethoxdiglycol, Glycerin, Lecithin, Caffeine, Butcher broom Extract, Maltodextrin, Sicilia, TEA Hydroiodide, Ivy Extract, Carnitine, Escin, Butylene Glycol, Tripeptide 1, Xanthan Gum, Carrageenan, Capryl Glycol, Phenoxyethanol, Potassium Sorbate.

This additive provides a temporary tightening effect, it will not last the duration of the spray tan. Recommend the client use the Sjolie Tan Extend to improve longevity of the Skin Firming benefits.



## ANTI-AGING

This formula aids in both the prevention and reduction of the skin's aging process by tightening wrinkles on the skin, giving a youthful, refreshing look.

How to use: Add two full droppers of Anti-Aging for every 1 ounce of solution.

### Key Ingredients

Pisum Sativum – or pea extract, is an active ingredient helping protect against deterioration of the skin's proteins, the skin's natural aging process.

Niacinamide – an active skin-restoring ingredient offers multiple anti-aging benefits including an improved appearance of large pores, uneven skin tone, fine lines and skin dullness. Glycerin – A natural humectant draws in moisture from the air to penetrate the skin for more in-depth hydration.

### Anti-Aging Ingredients:

Deionized Water, Aloe Vera Leaf Extract, Ethoxdiglycol, Glycerin, Lecithin, Inositol, Niacinamide, Butylene Glycol, Bambusa Vulgaris Extract, Pisum Sativum (Pea) Extract, Glucosamine HCL, Capryl Glycol, Phenoxyethanol, Potassium Sorbate.

This additive provides a temporary tightening effect, it will not last the duration of the spray tan. Recommend the client use the Sjolie Tan Extend to improve longevity of the Skin Aging benefits.



## RESTORE | CBD CONCENTRATE

Common skin conditions are known to affect a spray tan negatively; fight the odds and achieve a quality spray tan by utilizing the newest skin soother; Sjolie Restore CBD Concentrate.

How to use: Add one dropper full for every 2oz. of the solution. Increase dosage by one dropper full at a time for severe conditions or pain management.

Restore Concentrate is for topical use only, do not ingest.

### Key Ingredients

CBD – when topically applied, CBD will penetrate through the pores and epidermis, absorb into the body to react with its natural cannabinoid receptors resulting in balanced skin and pain management

Aloe Vera – found to reverse degenerate skin conditions by stimulating collagen and elastin synthesis. It also acts as an aid in penetration & absorption of other bioactive ingredients

Vitamin C – aids in healing, promotes collagen production, and maintains healthy blood vessel walls to resist disease

### Restore Ingredients:

CBD, Deionized purified water, Aloe Vera Leaf Extract, Glycerin, Potassium Sorbate, Sodium Benzoate, Collagen, Inositol, Ascorbic acid (Vitamin C)

## WHAT IS CBD?

Cannabidiol (CBD) affects the body's Endocannabinoid system (ECS); ECS is responsible for maintaining the body's equilibrium. ECS aids in the production of natural cannabinoid in the body, and impacts sleep, pain, immune response, hormones, mood, and appetite.

- All-Natural
- Does not contain THC
- Water-Soluble

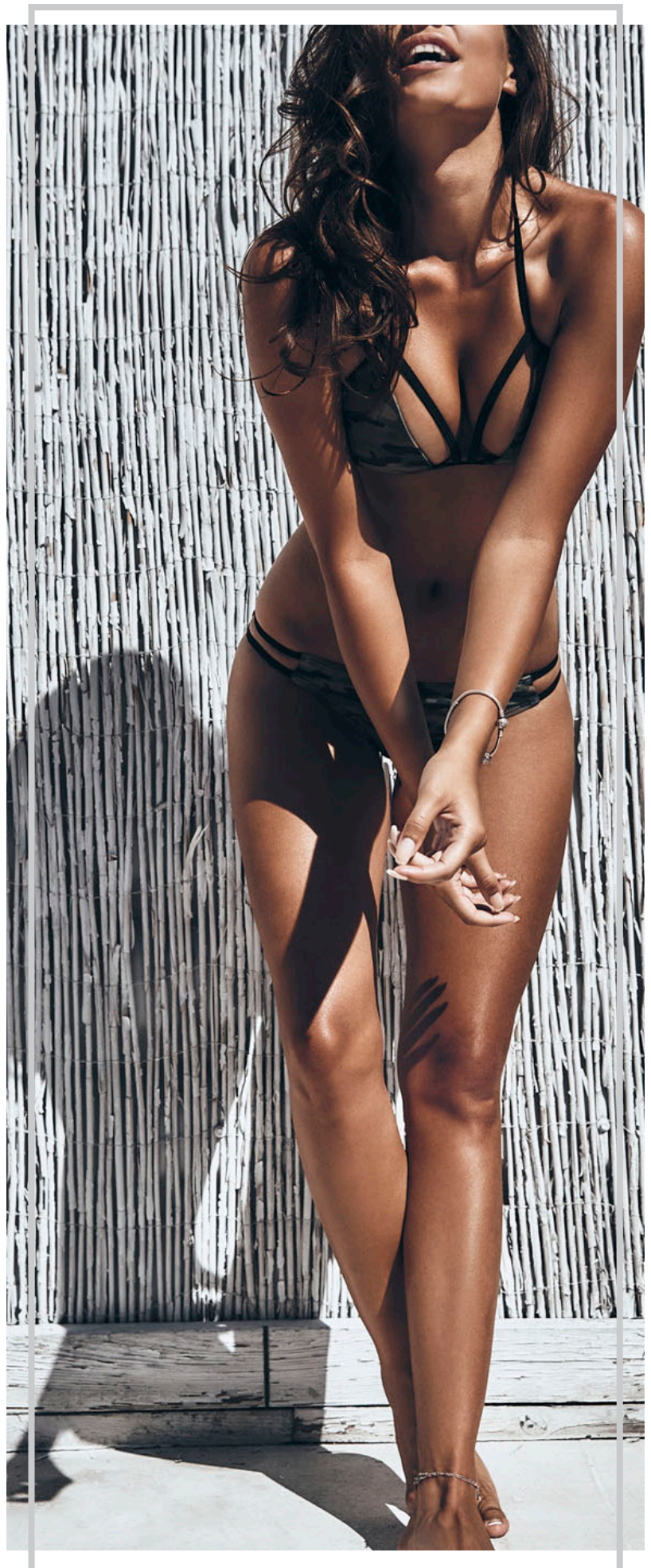
## WHY INCORPORATE CBD INTO YOUR SUNLESS TREATMENTS?

When applied topically, CBD will penetrate through the pores and epidermis, absorb into the body to react with its natural cannabinoid receptors ultimately resulting in balanced skin and pain management. CBD oils used topically rejuvenate & soothe the skin, noticeably relieving pain, rashes and irritation, reducing acne, reducing inflammation, hydrating the skin, plus it has antibacterial antioxidant and antimicrobial properties. The Restore CBD Contrate is ideal for anyone experiencing:

- Joint and muscle pain
- Inflammation
- Muscle spasms
- Dry or acne prone skin
- Redness or rosacea
- Eczema or Psoriasis

## CBD Drops + Deionized Water = New Industry Service!

Our drops are not only meant for DHA based spray tans. Think about the opportunity to offer a CBD Spray Service to add to your menu. With the SJOLIE CBD Drops, you can create a new offering to your current client, but more importantly, you are now able to see potential customers that want nothing to do with getting a spray tan but want pain relief and the other amazing benefits of CBD.





## SJOLIE RESOURCES

Sjolie Sunless strives to provide you with as many resources as possible, so you can be sure to operate your business confidently.

### SJOLIE WEBSITE

<http://www.sjoliespraytan.com/>

### SJOLIE BLOG

<http://www.sjoliespraytan.com/blog/>

### SJOLIE FACEBOOK

[www.facebook.com/sjoliespraytan](http://www.facebook.com/sjoliespraytan)

### SJOLIE INSTAGRAM

<https://www.instagram.com/sjolietanning>

### SJOLIE YOUTUBE

<https://www.youtube.com/user/SjolieTanning>

## MARKETING AVAILABILITY

Enjoy free marketing to promote your sunless business. Images can be found and downloaded on the Sjolie website. Use these images on your social media, marketing materials, or website to promote the Sjolie product line you utilize in your sunless business.

These images are complimentary for all businesses that purchase and use SJOLIE sunless solutions at their salon or mobile business. You can use these images, but all copyright, and ownership of the content belongs to SJOLIE. These images cannot be used to promote other sunless brands.

Don't forget, Sjolie offers a wide range of marketing materials available for purchase on the website including rack cards, informational pamphlets, and marketing posters.

## CONTACT INFORMATION

Our office is open Monday through Friday, 8:30 am – 4:30 pm PST. Contact us and one of our licensed and sunless trained representatives will be in touch. We look forward to speaking with you.

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