

READY SET GLOW



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Welcome to Ready Set Glow - an eBook dedicated to helping you perfect a totally flawless tan. From finding the right tan for an upcoming event, to nailing your pre-holiday glow, to staying safe in the sun, we have everything you need to achieve a healthy, bronzed look this summer and beyond.

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### Glow responsibly

- Use a sunscreen with a suitable SPF
- ...and reapply it after you've been for a dip
- Avoid sunbathing during peak hours
- Take extra care to protect your little ones





# A TAN FOR EVERY OCCASION

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Whether you're off to a festival, it's race day or you're getting married, there are a number of occasions where you're going to want to look your absolute best - so we've got the lowdown on how you can make sure you're glowing and gorgeous for your next big event.

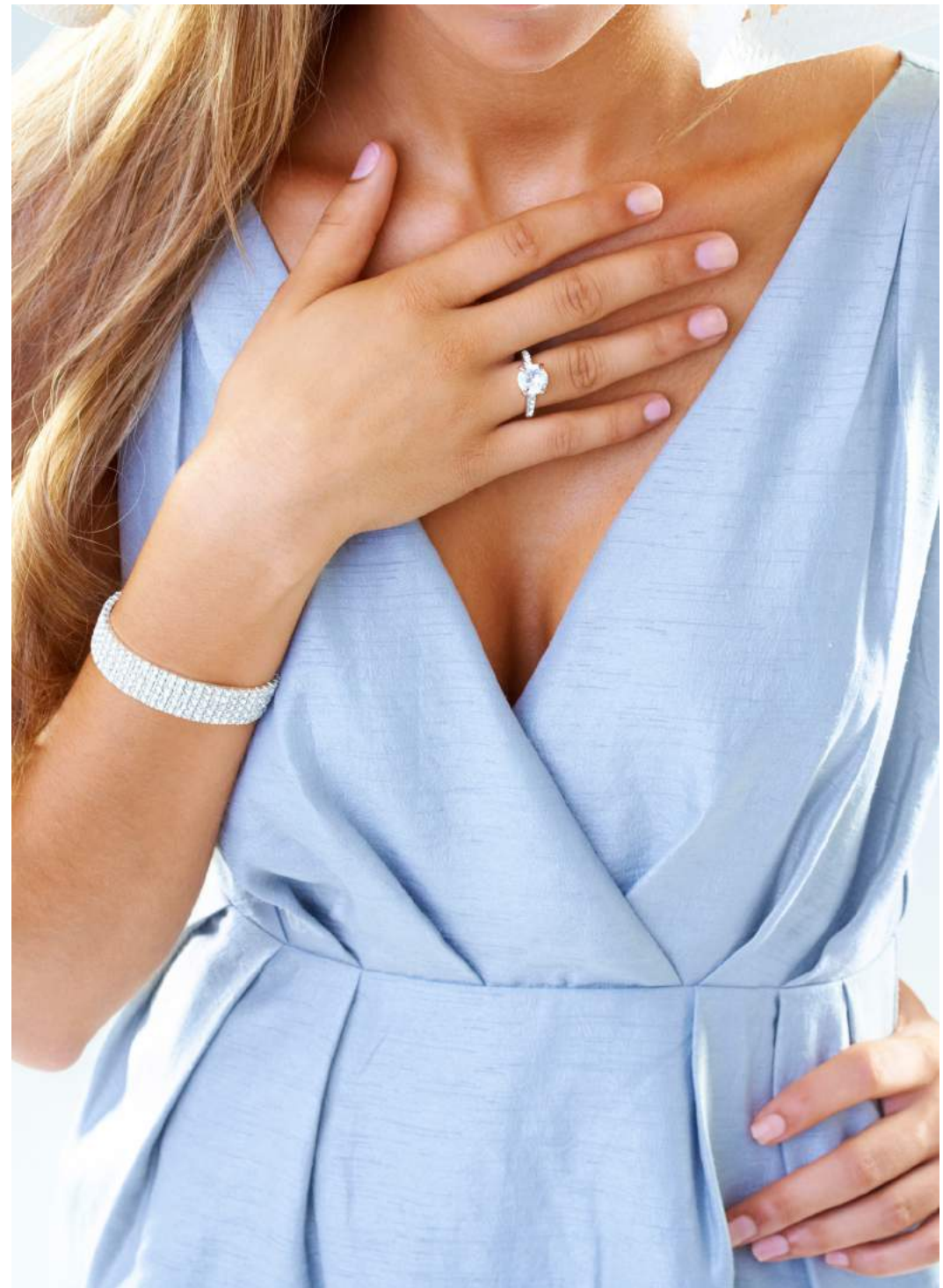


## RACE DAY READY

Fancy frock? Check. Fascinator? Check. Tan? You're not race day ready unless you're glowing from head to toe. So, before you head out to the racecourse, why not give yourself some colour? Regardless of what you're wearing, a fresh tan is guaranteed to give your races outfit a fantastic finishing touch.

Bear in mind, the majority of tanning products need to be applied at least the day before. Aside from giving you a beautiful glow when you wake up on race day, tanning in advance gives you more time to perfect your hair and makeup on the day itself. For example, you could use St.Tropez Self Tan Classic Mousse. At least 24 hours before tanning, you should exfoliate your body, then just before

you apply the product, moisturise your skin, paying close attention to your hands, feet, knees and any other dry areas. Next, simply smooth the mousse formula all over your body. For streak-free results, you should apply it using a specially designed tanning mitt. Apart from leaving you with a gorgeously even glow, you won't run the risk of getting tan all over your hands.







## WEDDING DAY RADIANCE

Every bride-to-be plans to look radiant on her wedding day, so if you're getting hitched and you want to waltz around in your dress feeling your most beautiful, you could get the glow with a sunless tan. While you could have a go at this yourself, you're going to want to look picture perfect for your big day. So, to achieve truly stunning results and keep your stress levels to a minimum, why not turn to the experts and book a professional St. Tropez spray tan? Scheduling this in a couple of days before you're due to say "I do" should ensure you look positively gorgeous for your upcoming nuptials.

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Some salons offer special wedding packages, so why not arrange for you and your bridesmaids to get the glow together?

While you can put your trust in the beauticians at your local salon to give you a flawless glow, it helps if you've prepped your skin beforehand. The day before your appointment, exfoliate your entire body. As you scrub, you'll remove any dry, flaky pieces of skin, creating a smooth canvas for your spray tan to settle into. You should also remove any unwanted hair at this

point, giving yourself at least 24 hours between waxing or shaving and having your tan applied. Also, make sure you moisturise. Hydrated skin is a must if you want your tan to look spot on for your special day.

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To make sure you're going to be completely happy with your golden glow, you could book a spray tan trial a couple of weeks before your big day.



## THE FESTIVAL-READY GLOW

With summer just around the corner, festival season is nearly upon us and you might be gearing up for a long weekend of making memories with your friends - and there's no reason why you can't rock up looking your beautiful, bronzed best. So, before you set off in your wellies and flower crown with your tent in tow, give yourself a festival-worthy tan.

For an effortlessly gorgeous glow, you could use a quick-developing tanning formula such as St.Tropez Self Tan Express Mousse. This is a fact-acting self tan that will give you a natural, sunkissed look in as little as one hour, leaving you with more time

to think about which festival fashion looks you're going to pull off while you party all weekend long. To make sure you keep on glowing, top up with a gradual tanning lotion.





## GLOW ALL DAY, EVERY DAY

When it comes to a flawless tan, there's no need to wait for a special occasion to bronze up. In fact, you can look beautifully tanned all year round. Regardless of whether you're sashaying around the office at work, running errands with your little ones at your side or you're 'girl bossing' it as a blogger, there's no reason why you can't look and feel your best all day, every day.

While you might go all out for a special occasion, you may want your everyday look to be a little more subtle and easy to maintain. The good news is, it's possible to achieve a natural, sun-kissed glow without investing too much time in your beauty routine.

For example, gradual tan lotions are perfect if you want to incorporate your tanning time into your existing daily regime. Simply apply the lotion all over your body every day and

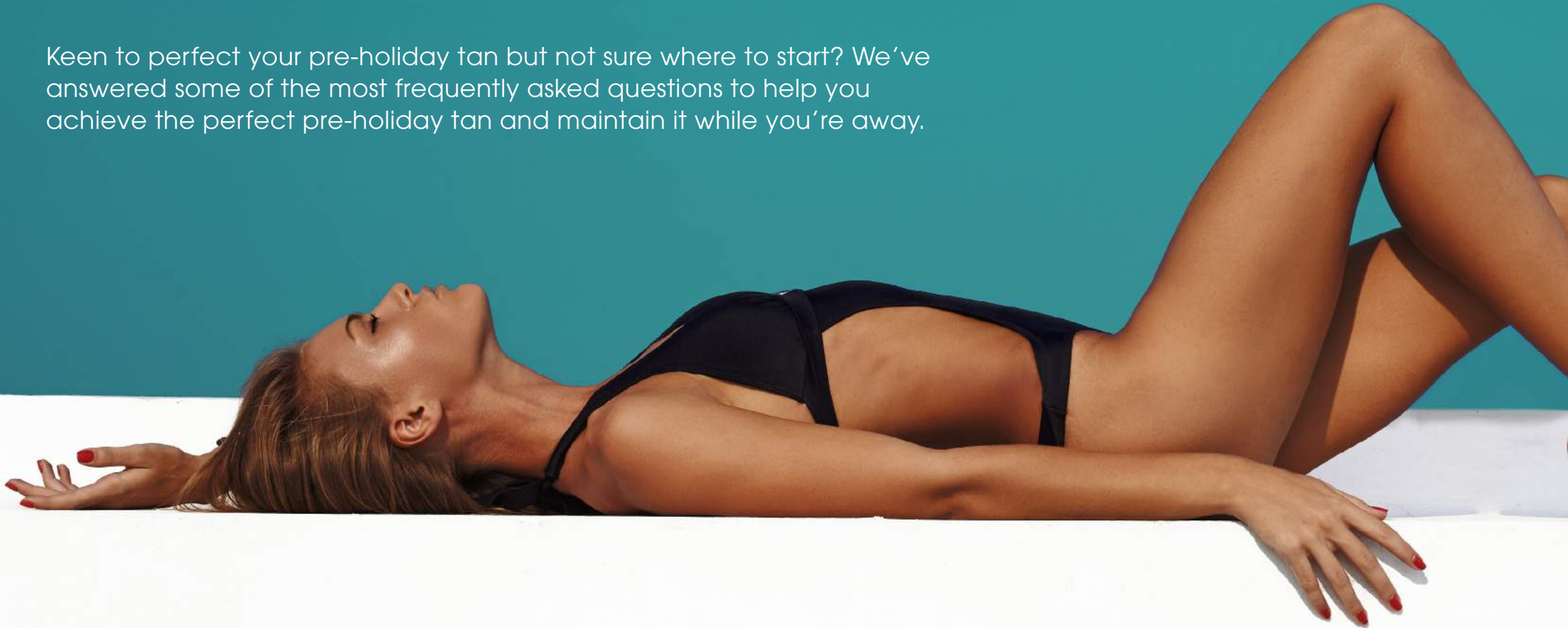
watch your colour build. Aside from giving you a glow, your skin will feel soft and moisturised. You can get in-shower versions too, such as St. Tropez In Shower Gradual Tan Lotion. While you're in the shower, simply apply the lotion generously all over your body and wait for 3 minutes before rinsing it off with warm water. Continually using the lotion will leave you with a gorgeous, natural-looking sunkissed glow.

# HOW TO GET THE PERFECT HOLIDAY GLOW

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Let's be honest, no one wants to be the palest person at the beach. That's why many people now choose to bronze up before they even leave for the airport. Arriving at your destination looking gorgeously glowing is bound to get your holiday off to a great start, making you feel cool, confident and collected. What's more, a sunless tan is a much safer alternative to getting a real suntan. However, it's important to remember that even if you choose to faux your glow, you'll still need to wear sunscreen with a suitable sun protection factor (SPF).

Keen to perfect your pre-holiday tan but not sure where to start? We've answered some of the most frequently asked questions to help you achieve the perfect pre-holiday tan and maintain it while you're away.







## WHICH TYPE OF TAN SHOULD I GO FOR?

To make sure your glow looks spot on, it's important that you choose your tan carefully. Ideally, you should go for one that's long-lasting. Instant, wash-off products are a huge no-no if you want to stay looking bronzed well into your holiday, so opt for one that is guaranteed to go the distance.

If you don't feel confident applying self tan, why not treat yourself to professional spray tan instead? Your local salon will be able to advise you on which formula is best for you. Plus, they'll be able to apply it to perfection, leaving you with a gorgeously even, sun-kissed sheen before you've even set foot on the beach.

Want to be in complete control of your colour? You could use a gradual tanning lotion. In the run up to your holiday, apply the product all over your body until you reach your desired shade. To continue looking your bronzed best while you're away, simply carry on applying it each day of your holiday.

This summer St.Tropez are to reveal their latest tanning innovation. The first to market tanning sheet mask. Enriched with tanning serum to create a flawless glow and hyaluronic acid to replenish and refresh dehydrated skin. The tanning sheet mask is the perfect product allowing you to top up your tan between salon visits.

Simply cleanse the face and dry. Carefully apply the sheet mask. Leave for 5 minutes for a light glow, 10 minutes for a medium tan or for 15 minutes for a deep tan. Once removed, massage the excess serum into your face and neck to ensure a natural sunless glow is achieved. Immediately wash hands to avoid the discolouration of palms and fingertips. The streak-free golden bronzed glow will last for days.

## WHEN SHOULD I HAVE IT DONE?

There's no doubt you'll want to make sure your pre-holiday tan looks good for as long as possible, but knowing when to have it done can be tricky. If you have time to spare before you jet off, it's a good idea to schedule in your tan about one or even two days ahead of your departure date. This should give it enough time to develop and settle before you embark on your journey.



## HOW DO I MAKE SURE MY TAN IS STREAK-FREE?

Regardless of whether you're applying your tan yourself or leaving it up to the professionals, there are a few steps you can take to ensure you achieve a streak-free tan. Firstly, you should exfoliate your skin at least a day before you plan to tan. This will get rid of any dry skin and prevent your tan from looking patchy. Doing this will also leave you with a smooth, even surface for a fresh tan. It's also important to moisturise your whole body, especially areas that are prone to dryness, such as your knees, elbows, feet, ankles, hands and wrists.

If you're going for DIY tan, it pays to use a tan mitt applicator. Pump the tanning product onto the mitt and gently sweep it all over your body. Using soft, circular motions should ensure that you're left with an even, streak-free glow.





## HOW DO I KEEP MY TAN LOOKING GOOD WHILE I'M AWAY?

With a little TLC, there's no reason why your tan can't continue to look good during your holiday. Moisturising is the key to a lasting tan, so make sure you pack your favourite lotion. Applying this all over your body every day will stop your skin from drying out and prevent your tan from fading. Also, if you can hack it, go for cold showers. Opting to use a cooler setting will help to keep your tan in place for longer.

The best way to hang onto your tan while you're abroad is to keep topping it up. So, if you want to continue your faux glow for the duration of your stay, don't forget to pack a bottle of your favourite tan. Gradual tans, especially in-shower

versions, are ideal for taking abroad - particularly if you want a quick, easy way to keep on top of your tan every day.

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Travelling light? If you're only taking hand luggage, don't forget that you'll have to obey the 100ml rule. Any liquids you pack - including creams, lotions, sprays and gels - must be in containers of no more than 100ml to make it through airport security.





## DO I STILL NEED TO USE SUNSCREEN?

Yes! No amount of tan is going to protect you from the sun's harmful rays, so you will still need to use a sunscreen with a high SPF while you're on holiday. Without it, you'll be at risk of developing sunburn and repeat exposure could lead to serious skin damage in later life. So, if you want to protect your skin and your health, it's essential that you apply sunscreen regularly, regardless of how much tan you're wearing.



# GLOW RESPONSIBLY

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If you're off on a summer holiday this year, you might be excited to soak up some serious vitamin D. However, before you throw on your best bikini and hop onto your lounge, it's important to think about your skin health and what you can do to make sure you're being safe and sensible when you're out and about in the sunshine.



## USE A SUNSCREEN WITH A SUITABLE SPF

While you're basking in the sun, using a sunscreen with a high SPF is an absolute must. You should apply it to all areas of your body that are exposed, including your face, neck, ears and even the tops of your hands and feet, and you should apply it liberally and frequently.

## ...AND REAPPLY IT AFTER YOU'VE BEEN FOR A DIP

If you plan on going for a swim in the pool or you fancy a paddle in the ocean, you should reapply your sunscreen after you've been in contact with water - even if the one you're using is "water-resistant".

## AVOID SUNBATHING DURING PEAK HOURS

If you can, avoid sunbathing during peak hours when the sun is at its strongest. This is usually considered to be between the hours of 11am and 3pm. During these times, you might want to retreat to a shaded spot. If you are going to be out and about in the sunshine, it's a good idea to cover up in loose-fitting clothing, and don't forget your shades too.



## TAKE EXTRA CARE TO PROTECT YOUR LITTLE ONES

Since their skin is much more sensitive and vulnerable, you should take extra care to make sure your children are fully protected.

There are a number of steps you can take to keep your kids safe in the sun. For example, you could encourage your little ones to play in the shade, particularly during peak sunshine hours. Also, make sure you apply sunscreen with a high SPF to any part of your children's skin that's exposed to the sun, not forgetting areas such as their nose, ears, cheeks, shoulders and tops of their feet. It's also a good idea to cover them up in baggy, loose clothing, a hat and a pair of sunglasses.



Thank you for taking the time to read this eBook.  
We hope it's provided you with some useful tanning  
tips and tricks to help you achieve a flawless faux glow  
and stay safe when you're out and about enjoying the  
sunshine this summer.

ST.TROPEZ