

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

