

“Budget Chic!”

Tan Candy Collection by Supre Tan

By John P. Ribner

If your female tanners want to be thought of as “eye candy,” they need to use some tan candy – the Tan Candy Collection by Supre Tan!

Designed to provide tanners both young and mature with a fun, flirty and seductive product, the Tan Candy Collection is also one they can afford. Each lotion in this three-product line features deliciously dark blends of the richest tanning ingredients to promote gorgeous golden color. Add the Sugar Cane and Sweet Almond Oil to help skin feel soft and sweet and mix that with three unique and sweet scents, and Tan Candy will become your salon guests’ favorite treat. Isn’t time they enjoyed the sweet taste of darkness?

Tanners looking for a deliciously dark tan and skin that’s soft and sweet will love Tan Candy Temptingly Tan Maximizing Crème. “It features our CandyColor™ Tanning Complex,” said Valeria Rousselle, Supre Marketing Director, “that combines natural color enhancers to help develop a rich, sweet

golden color. It also contains a decadent moisturizing blend of Sugar Cane and Sweet Almond Oil to help lock in color and leave the skin feeling silky and soft.” Temptingly Tan Maximizing Crème also has the antioxidant-enriched Cocoa Complex to help skin look and feel smooth and toned, and its Savory Sweet Pink Lemonade fragrance is sure to be a favorite.

For tanners who like their sunless product au naturel, there’s Tan Candy Sweet Natural Bronzing Crème. Utilizing the same exotic tanning and skincare blend as Temptingly Tan, this product also contains a blend of natural bronzers. “Tanners looking for dark, streak-free color will love our Natural Bronzing Blend of Henna, Caramel and Black Walnut Shell,” Rousselle said. “These work synergistically with the lotion’s Sugar Cane, Sweet Almond Oil and Cocoa Complex to create a smooth, toned and radiant finish. Its Mouth-Watering Orange Dream Fragrance is so good, tanners will practically taste it!”

Tan Candy Double Dark Bronzing Crème is the third product in Supre’s Tan Candy Collection, and it’s designed for tanners who want to be dark now ... as well as later. “Our Double Dark Bronzing blend combines fast-acting DHA with Henna, Caramel and Black Walnut Shell,” said Rousselle. “This provides deeper, darker color that continues to develop after UV exposure. Its Sweet Blueberry Bliss Fragrance combines with the many tanning and skincare ingredients contained throughout the line to offer the ultimate UV and sunless tanning experience!”

One look at these shiny gold and silver tubes adorned with deliciously bright stripes in pink, orange and purple and it’s easy to see the Tan Candy collection is created with the female tanner in mind. Its low price point – \$40-\$44 for an 8.5oz tube – makes it ideal for young tanners as well as mature women who want a top-shelf lotion without the top-shelf price. “We like to call it ‘budget chic,’” Rousselle added. The products are available through Supre Tan’s vast U.S. and Canadian distribution network.

Why not sell your fun and flirtatious tanners the tanning lotion designed to bring out these qualities? The Tan Candy Collection offers the proven UV- and sunless-tanning results Supre Tan is known for, as well as the lotion manufacturer’s expertise in moisturization and skincare, and it’s all wrapped up in dynamic-looking yet iconic packaging. For more information about this exciting new product line, call 800.825.7020, or visit Supre.com. ■

