

Why is Indoor Tanning “Smart Tanning?”

An estimated 30 million North Americans turn to tanning salons as a controlled alternative to outdoor tanning. As we become increasingly aware of the benefits associated with regular exposure to sunlight and of the importance of managing the risks that can be associated with sunburn and overexposure, more people are turning to indoor tanning facilities to help attain their tans in a controlled environment scientifically designed to minimize the risk of sunburn.

Indoor tanning, if you can develop a tan, is an intelligent way to minimize

the risk of sunburn while maximizing the enjoyment and benefit of having a tan. We call this SMART TANNING because tanners are taught by trained tanning facility personnel how their skin type reacts to sunlight and how to avoid sunburn outdoors, as well as in a salon.

Tanning in a professional facility today minimizes risk because the government regulates indoor tanning in the United States and Canada. In the United States, exposure times for every tanning session are established by a schedule present on every piece of equipment

Winter’s Healthy Hair Tip

Go Easy With The Blow Dryer:

Although allowing hair to dry naturally is best, most of us just don’t have the time. Using the lowest heat setting on your hair dryer is the next best thing. As you blow dry your hair, keep the dryer moving to avoid burning your hair and scalp. When using hot styling tools, first apply a silicone-based cream to your hair to shield it from the intensive heat.

Use Hair Products Sparingly:

Build-up leaves a residue that makes hair appear dull and unhealthy-looking. The harsh chemicals used when dying or applying a perm can put added stress on your hair, so don’t overdo either. Treat your hair with tender loving care and it will reward you with a vibrant, luxuriant look for many years.

Technique:

Gently towel-dry your hair to squeeze out the excess water. Avoid rubbing briskly with the towel. Wet hair is easily damaged, so use your towel carefully. If you find a tangle to work it out with your fingers. Trying to comb through a tangle while your hair is wet will result in damage.

PoSH

2141 Plett Rd
#A Cadillac, MI
49601

PHONE:
(231) 775-2432

FAX:

E-MAIL:
info@posh.salon.com

We're on the
Web!

See us at:
www.posh.salon.com

"Smart Tanning" Cont.

that takes into account the tanner's skin type and the intensity of the equipment to deliver a dosage of sunlight designed to minimize the risk of sunburn. The schedule, as regulated by the U.S. Food and Drug Administration and Health Canada, also takes into account how long an individual has been tanning, increasing exposure times

gradually to minimize the possibility of burning. That kind of control is impossible outdoors, where variables including seasonality, time of day, weather conditions, reflective surfaces and altitude all make outdoor tanning random act and sunburn prevention more difficult.

Kaylie Hiller Joins Posh

Kaylie graduated the Cadillac Institute of Cosmetology in September of 2009. Although relatively new to the industry, her passion for hair began at an early age while watching her mom perform as a stylist out of their home. After graduating from McBain public school in 2006 she studied Business Management at Grand Rapids Community College. During her two years at GRCC she played for the

Lady Raiders' basketball team before returning home to become a stylist. Kaylie enjoys creating styles to match her client's personalities. "I enjoy building relationships with my clients. I believe every person is unique. Nothing is more rewarding than to give people confidence in their look."