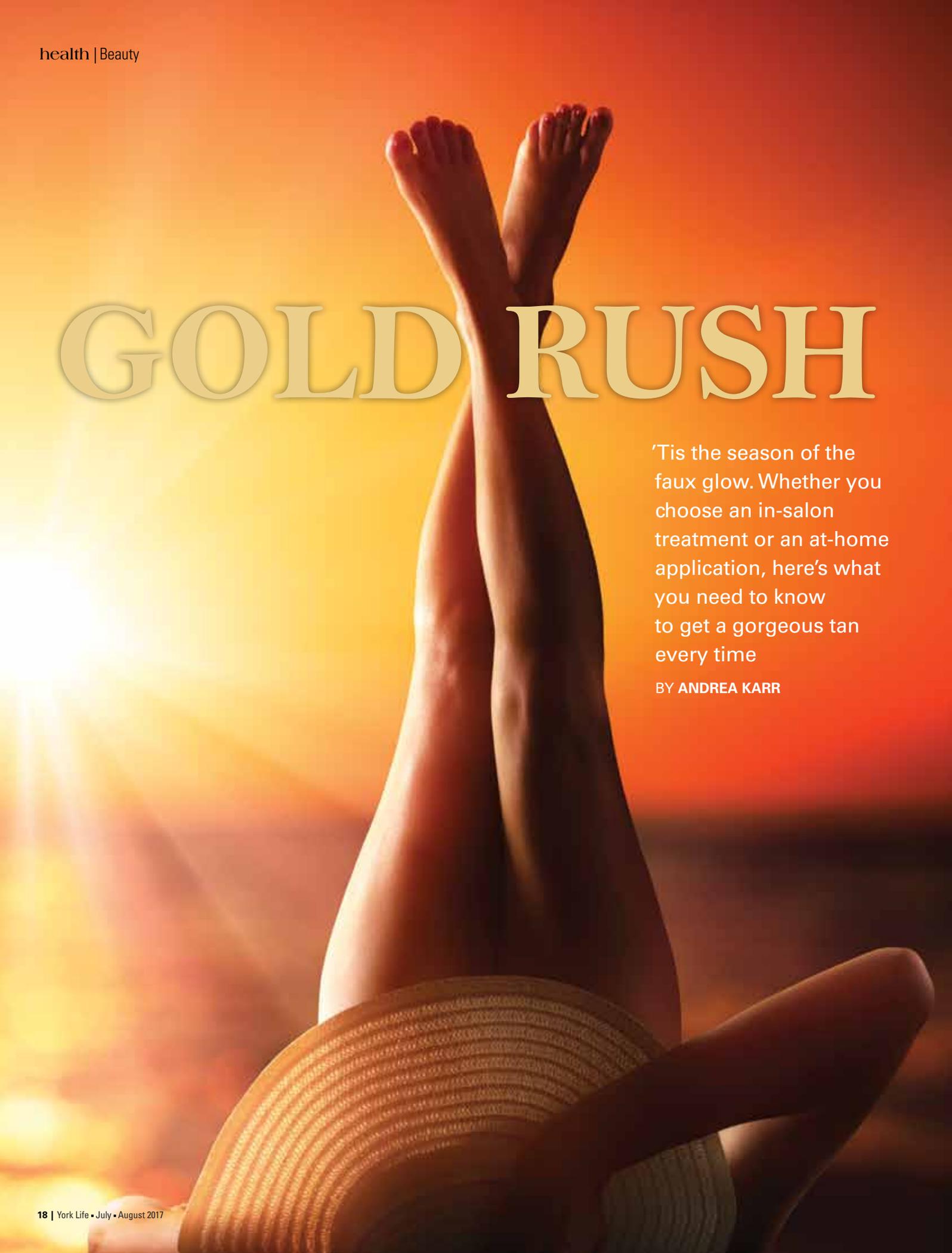


GOLD RUSH



'Tis the season of the faux glow. Whether you choose an in-salon treatment or an at-home application, here's what you need to know to get a gorgeous tan every time

BY ANDREA KARR



TROUBLESHOOTING

My tan has started to look patchy.

Always exfoliate before applying a sunless tanner to get rid of dead skin cells that could cause an uneven fade. If after a few days you notice dark patches in the areas where you sweat, lightly exfoliate those spots with a gentle scrub.

I have age spots on my face and a sunless tanner makes them darker.

Before application, dab a small amount of oil-free moisturizer on dark spots. This will create a barrier that will prevent them from absorbing tanner.

I want to maintain a faux glow for the whole summer, not just a week.

Minimize swimming and showering to extend the life of your tan. Also massage on a gradual tanner every four or five days, especially on your face and hands. Every 10 to 14 days, fully remove your tan by massaging baby oil over your entire body. Leave it on for 10 minutes, then hop in the shower and exfoliate with a scrub or mitt. Reapply your glow from top to toe.



AT THE SALON

Before heading into a sunless tanning booth, prep at home. Moisturize your skin frequently for a couple of days and shower and exfoliate the day before. Avoid wearing deodorant, lotion, perfume or jewellery to your appointment and wear dark, loose-fitting clothing.

When you arrive, you choose your shade and pick a fragrance, such as warm vanilla sugar. Next, you apply the provided barrier cream to your hands, feet, hairline, knees and elbows — areas that tend to over-absorb the tanning agent DHA — stepping into the booth for your automated spray tan via a clear solution. “You’ll see no colour for the first four hours,” says Shaun Vizzacchero, president of Richmond Hill’s California Waves, which offers Mystic Tan HD. “Generally, your window is six to 12 hours after application. When you’re happy with the depth of the tan, showering stops the process.”

TAN AT HAND

These 2017 launches will make your at-home tan look more natural than ever

- Tan and moisturize your body in a flash with Vita Liberata’s new lotion. Massage into skin, leave for 10 minutes, shower, then watch the tan deepen over the next six to eight hours. Vita Liberata Ten Minute Tan, \$49, sephora.ca.
- For a hint of temporary colour that will also blur imperfections, apply Guerlain’s tanning fluid to legs before a night out. It’s available in two shades — Blondes and Brunettes — and washes off with soap and water. Guerlain Terracotta Jolies Jambes, \$72, guerlain.com.
- Apply St. Tropez’s hydrating sheet mask to your face for five, 10 or 15 minutes, then remove and blend the tanning serum around your eyes, onto your ears and into your hairline. St. Tropez Self Tan Express Sheet Mask, \$10, beautyboutique.ca.
- Get glowing by applying foundation! Almay’s new medium-coverage makeup not only evens skin tone, but also gradually tints the skin for a subtle glow. Almay Healthy Glow Makeup + Gradual Self Tan, \$18, almay.ca.
- Think your faux tan looks flat? Contour your face with a shimmer-free bronzer like this new launch from Nars that has a soft, matte finish. Nars Sun Wash Diffusing Bronzer in Casino, \$52, thebay.com.

AT HOME

Pre-tan prep at home is the same as for an in-salon application: shower, exfoliate and moisturize the day before. Right before the application, apply cocoa butter or aloe vera-based moisturizer to your hairline and over your hands, feet, knees and elbows. Next, in a circular motion, slather on tanning lotion or mousse (or massage in a spray) with a tanning mitt. Never use your bare hands, as you could end up with orange palms. Avoid placing tons of product on your wrists, hands and feet, and instead fade the tanner out with a light touch over those areas. If you want to use a body tanner on your face (instead of purchasing a separate face product), apply moisturizer first, because the skin on the face tends to absorb DHA more rapidly than other parts of the body. Finally, shave your legs the day after applying your tan so the tanning agent won’t seep into pores and darken them.