

*... more you*



# hello



Hi and welcome to sienna X.

As a fellow business owner, I know how important it is to be working with passionate, loyal and trustworthy partners, who you know will meet their commitment to you, whilst offering their expertise.

Let me introduce you to sienna X the leading professional sunless tan, official tanning supplier to Strictly Come Dancing, the BRIT awards 2012 and 2011 and number one tanning choice of all salons UK wide. A brand that really cares about helping you develop and drive your sunless tanning business to success.

You can offer your clients ...

- a well known sunless tan brand ... sienna X is always in top glossy magazines
- products that really work ... sienna X products win top scores
- the best natural looking tan ... our customers believe sienna X is the best
- a bespoke spray tan service ... 8 solutions available to offer the perfect shade

And receive ...

- help and support ... expert team at hand
- professional POS, posters etc ... to help you promote sienna X
- to listen to your needs and wants ... we will

We are always striving to be the best and we'd love to support and help you along your journey as a sienna X partner – so you can be your best too. Simply call us on **0333 600 1200** (it's a local call rate from landlines and mobiles) to speak to a member of the sienna X expert team to find out more.

Warmest regards

Nicky X

Nicola Matthews  
Founder and fellow businesswoman

## what you'll need ...

## training

### our training motto is:

“Great training ensures greater business success”

Ever wondered why some therapists are so successful? You know the ones ...

- they've always got loads of clients, who rave about their amazing spray tan and their clients look fabulous!
- they're so successful they have new cars, holidays, great house, own salon ...
- they work hard – but they play hard too – usually at the best bar or restaurant in town ...

So, what's the difference between them and you? It could simply be in the training!

### if you feel...

- you would like more business?
- you'd like to see increased repeat business, plus new clients?
- you might like to expand to a new area?
- perhaps you'd like to know more about the science of tanning?
- or how to provide your clients with a better tan?

... then the sienna X Accredited Training could be your answer to really ensuring greater business success...

### what will you learn?

You'll be impressed and learn lots on your sienna X Accredited Spray Tan Training Course. It covers ...

- introduction to spray tanning
- how it works
- contra-indications – recognition and treatment
- pre-tan and post-tan preparation
- retail knowledge of sienna X products
- equipment cleaning and maintenance
- health and safety
- demonstration of spray tanning
- practice time using sienna X equipment
- marketing and promotional ideas
- insurance and pricing advice
- questions and answers
- test
- opportunity to purchase sienna X equipment and retail
- accredited certificate

And because our course is completed in just one day, you'll be earning your money back sooner than you think.

Courses are available to you nationwide at an affordable £95<sup>+VAT</sup> per person.

One to one or salon training is available at an extra cost. It includes full training, certificate of achievement, training manual, ongoing support/advice and the opportunity to purchase personalised business flyers.



## coming soon ...

the James Harknett masterclass ... from £250 + VAT

Celebrity tanner and sienna X brand ambassador **James Harknett** has created a specialist course to enable experienced tanning professionals to learn his secret celebrity techniques for enhancing a sunless tan – from contouring to customer loyalty. Hosted by James, these seminars are held at sienna X head office in Worcester, as well as London. A must-have for tanning professionals to take their service to the next level.

## solutions

With 8 different spray tan solutions to choose from, our range offers incredibly natural colour for all skin types.



### 8%, 10%, 12% and 16% paraben and alcohol free litre bottles

- unique, complex blend of natural tanning agents
- antioxidants and moisturisers
- paraben and alcohol free formulation
- pure, fresh and natural DHA
- ethoxydiglycol, erythulose, anti-oxidant vitamins A and E, organic aloe vera and avocado extract, coconut scent
- gorgeous, natural and long lasting colour
- no after smell



### 8.5% and 12.5% litre bottles

- high quality moisturising ingredients
- with co-enzyme Q10, hyaluronic acid, rosehip, suma, green tea, oregon grape root, ginkgo, biloba, aloe vera gel, melon fragrance
- great natural and long lasting colour
- no after smell
- ideal for drier skin types



### try it size 250ml

- all solutions available
- great for less frequently used solutions
- try out different tans

### tanning party pack

4 × 250ml (your choice)

\* excludes tonight's the night and touche de soleil



## tailored solutions touche de soleil 6% light tan

The new spray tan solution unveiled for the autumn/winter season.

touche de soleil litre bottles

- new lower 6% DHA for a gorgeous bronzed touch
- created for a lighter sunless tan, perfect for a warm winter glow
- used on models backstage at London Fashion Week in September 2012
- excellent for paler skin tones and subtly sunkissed brides
- organic aloe vera and avocado, with vitamins A & E
- **NEW** luxurious formula includes organic apple, calendula, papaya, ginkgo and anti-oxidant pomegranate extracts
- tones, refines and rejuvenates
- paraben, alcohol and cruelty free

sienna X are sponsors of the Holly Fulton SS13 show at

**LONDON FASHION WEEK**



## tailored solutions tonight's the night fast tan

We all know that any outfit looks ten times better with a tan. Tonight's the night has been specially formulated to give a gorgeous tan that will develop quickly. Now you can offer the perfect spray tan for your clients to be tanned and ready for that evening.

tonight's the night fast tan paraben and alcohol free litre bottles

- created especially for clients who want to be tanned for that evening
- infused with organic aloe vera and avocado extract
- specially formulated to give a gorgeous tan that will develop quickly
- development time between two and four hours (skin type dependant)
- washed off and ready for the same evening
- tan will last for three to five days subject to pre and post tan care
- paraben, alcohol and cruelty free



AS FEATURED IN... *"great for a pre-party glow"*  
**VOGUE** **BAZAAR**

## machines

All machines in the sienna X range are easy to clean and simple to use. They have HVLP gun technology to keep overspray to a minimum so less solution is wasted, making them very practical and cost effective.



### true spray

- innovative and sleek
- suitable for busy salons/therapists
- made to a high specification
- changeable filters and spare containers available
- approx 28cm wide x 26cm high x 18cm deep – 3.5 kg



### pro perfect

- perfect for the busy professional or top salon
- suitable for unlimited use
- noise level at 62db at 3'/1m
- approx 38.5cm wide x 35cm deep x 28cm high – 14kg

12 month warranty on all machines \*



## extraction

Small extractor fan\*  
Large extractor fan\*

## replacement filters

- 3 x small replacement filters (approx 30 tans each)
- 3 x large replacement filters (approx 60 tans each)
- 3 x sienna X Butterfly single extraction filters (approx 60 tans each)
- 3 x sienna X Butterfly double extraction filters (approx 60 tans each)

## overspray booths

Although our machines produce very little overspray, we still recommend you invest in a spray booth as they make a very professional impression, giving your clients extra confidence in your service.



### cubicle

- the Patented Cubicle
- takes seconds to put up/take down
- internally waterproof, built in floor
- lightweight, portable
- space-saving
- available in black, bronze or pink
- approx 1.2m wide x 1.2m deep x 2.1m high – 4kg
- liner available in black



### patterned cubicle

- the Patented Cubicle
- takes seconds to put up/take down
- internally waterproof, built in floor
- lightweight, portable
- space-saving
- available in black, bronze or pink
- approx 1.2m wide x 1.2m deep x 2.1m high – 4kg
- includes detachable liner



### butterfly single extraction

- virtually no noise: peaceful salon environment for neighbouring treatment rooms
- 1065cbm high volume extraction: ensures treatment rooms remain clean from overspray
- really easy to put together
- useful built in storage
- 2 year equipment warranty\*
- manufactured using aluminium: lasts years and does not rust
- simple services required: 1 standard plug socket required to power 1 extractor
- approx 1.6m wide x 0.75m deep x 1.85m high – 100kg
- filters should be changed after 60 tans



### butterfly double extraction

- virtually no noise: peaceful salon environment for neighbouring treatment rooms
- 1350 cbm high volume extraction: ensures treatment rooms remain clean from overspray
- great for extra busy salons
- really easy to put together
- 2 year equipment warranty\*
- manufactured using aluminium: lasts years and does not rust
- simple services required: 1 standard plug socket required to power 1 extractor
- approx 1.6m wide x 0.75m deep x 1.92m high – 100kg
- filters should be changed after 60 tans

\* Must have complied with manufacturers' guidelines



## manual tan

### sunkissed indulgence

For clients that enjoy a truly pampering experience, the manually applied tan is the perfect way to achieve a beautiful golden glow and feel blissfully indulged.

For salons already offering a hand applied sunless tan.

### professional body scrub 1 ltr

- with lemongrass to naturally soften and improve skin tone
- ginger to increase skin radiance
- finest pumice for gentle yet effective exfoliation
- pH balanced
- paraben and cruelty free



### professional self tan 1 ltr

a heavenly, seductive tanning cream with 8% DHA

- wait 8 hours for the gorgeous natural colour to fully develop before showering off and patting dry
- streak free instant colour
- anti cellulite formula helps tone and smooth skin
- green tea and calendula help prevent premature ageing
- easy to apply – guide colour shows you where you've been
- paraben and cruelty free



### professional body balm 1 ltr

- shea butter, excellent moisturiser and emollient
- coconut oil to moisturise and condition skin
- anti-oxidant vitamin E to help protect against premature ageing
- sweet almond oil restores elasticity and smoothness
- refreshing lemongrass and ginger fragrance
- paraben and cruelty free





## professional touch

### retail range

Our gorgeous retail range now has a great new look. Not only do the products help to create the perfect tan every time, the stylish packaging helps to lead clients through the key steps; prepare, tan, prolong, glam.

- you'll find our polishing body scrub and balance body wash in fresh, white packaging to reflect its skincare nature.
- the tanning products are found in lush golden and bronzed bottles to remind you of the golden glow they will deliver.
- and finally, the pink – always synonymous with sienna X, represents the more girly glam stage.

These changes all mean it's even easier to advise clients how they can enhance their sunless tan with the award winning sienna X retail range.

The result... delighted clients and more profit for you.

#### PREPARE/PROLONG

##### polishing body scrub 200ml

It's all in the preparation. Our polishing body scrub removes impurities with the finest pumice, for a gentle yet effective exfoliation leaving you with super soft skin. The perfect base for your tan and a great way to reveal a radiant new you...

- with lemongrass to naturally soften and improve skin tone
- ginger to increase skin radiance
- finest pumice, for gentle yet effective exfoliation
- pH balanced
- paraben and cruelty free

##### balance body wash 200ml

Wouldn't it be great to prolong your tan? Our wash is so mild and gentle that it won't strip your colour and is kind enough to use on your face. The perfect base for your tan and a daily treat for your skin...

- with silk protein to help retain moisture
- anti-oxidant ginger extract to protect against skin damage
- delicately fragranced with lemongrass and ginger
- gentle enough for facial use
- paraben and cruelty free

#### TAN

##### gradual glowing self tan 200ml

We love the gorgeous holiday look our light self tan gives you. Our silky smooth cream with 4% DHA gives the perfect sun-kissed colour in a matter of hours. Enjoy that holiday feeling, every day...

- sweet almond oil, restores elasticity and smoothness
- aloe vera, soothes and softens skin
- cocoa butter, richly moisturising
- anti cellulite formula improves appearance of skin
- gorgeous coconut/vanilla fragrance
- paraben and cruelty free





### dark glowing self tan 200ml

We love the rich, deep holiday glow our dark self tan with 8% DHA gives you. Enjoy the feeling of a gorgeous natural looking tan, every day...

- wait 8 hours for the gorgeous natural colour to fully develop before showering off and patting dry
- anti cellulite formula helps tone and smooth skin
- streak free instant colour
- green tea and calendula help prevent premature ageing
- easy to apply guide colour
- paraben and cruelty free

### express tanning mist 150ml

We love the quick and easy application of this 360° express tanning mist. Be your radiant best in 2-4 hours...

- gorgeous, instant colour that develops into a deeper, golden tan in 2-4 hours
- tan can be customised by applying second coat if darker shade is required
- really easy to use
- paraben and cruelty free

### instant bronzing gel 200ml

Want a gorgeous tan but run out of time? Our luxurious instant bronzing gel blends easily into a flawless tan. Moisturising and conditioning, this quick fix is perfect for an instant bronzed glow or to enhance a tan.



- smooth over skin and reapply when necessary to achieve your desired effect
- infused with sweet orange and patchouli
- fragranced with gorgeous pomegranate and vanilla orchid
- non-transferable formula
- can be washed off using water and balance body wash
- cruelty free

### GLAM

### radiance body balm 200ml



We want you to make the most of your beautiful tan. Subtle gold flecks are suspended in our luxurious, non-greasy balm, which glides on easily leaving you radiant and ready for anything...

- shea butter and coconut oil, excellent moisturiser and emollient
- anti-oxidant vitamin E to help protect against premature ageing
- fine gold mica, subtle flecks enhance tanned skin with a luminescent sheen
- sweet almond oil restores elasticity and smoothness
- new refreshing lemongrass and ginger fragrance
- paraben and cruelty free

### shimmer spray gold/silver 75ml

It's your time to shine! This shimmer spray gives you that extra sparkle whenever you need it...

- can be used safely all over the body
- great to jazz up hair and clothes too
- washes out easily
- sensuous, sweet scent
- paraben and cruelty free



Remember ... Sachet dispensers (contains 25 x 15ml sachets) encourage clients to try the sienna X retail range

# professional touch



"Perfect for ladies who are scared to put tan on their faces, this bronzer gives a much more contoured look with a natural finish."  
Pure Beauty

## matte bronzer with brush 8g

- easy to blend, soft powder finish for super smooth skin
- allows you to build up colour to achieve desired depth
- gorgeous compact case with large mirror and natural brush
- includes mica, a light defusing pigment
- absorbs excess oil

## cream to powder bronzer & illuminator 16g

- creates three flawless looks in one
- blendable cream that finishes as a soft powder
- lightweight powder finish
- highlight brows and cheeks with luxurious illuminator
- includes mica, a light defusing pigment
- light non-greasy formula



"...accentuates features and enhances a golden glow. A must-have for any make-up bag."  
James Harknett



## illuminating pencil trio 3x4g

- gold, silver and bronze pencils
- helps to sculpt, define and illuminate
- accentuates brow, cheek and collar bones
- easily blendable – glides smoothly over the skin
- long lasting, water resistant colour
- perfect for the Christmas party season
- paraben and cruelty free
- available end October

"... a really long lasting soft texture which blends so beautifully, particularly on bronzed skin..."  
Tanya Burr

# business kits

"After using sienna X for the past three years we are still very happy with the results and our clients come back time and time again. sienna X's reputation is fantastic ..."

Delush  
South Humberside

"I have been using sienna X in my salon for about a year now and both myself, my staff and clients love it! Thank you"

Serenity Health and Beauty, Kent

"I started my mobile beauty business with sienna X after researching and testing many spray tans. sienna X gives a flawless, deep, gorgeous tan... thank you for such a great product that really does make the Spray Tanning side of my business a pleasure...with masses of happy, repeat customers!"

Leanne, Senses Mobile Beauty,  
Blackburn

"I have been a spray tan therapist for sienna X for a year. Every client I have gained feedback from adores their tan. The results are natural and the 'just stepped off the beach' look is what every client wants. The support from the team has kept my confidence in the product 100% – I would never use anything else."

Melanie Hayden, Newport

## get your business off the ground with sienna X business kits

sienna X offers a range of kit packages for you to get started in the luxurious business of spray tanning.

Regardless of whether you are a seasoned expert, currently using another tan brand, or completely new to sunless tanning, sienna X's tailored packages will suit your every need.

To make it even easier we have put together professional kits to include everything you need, from tanning solution to disposables and overspray solutions.

## promote, promote, promote

We can't stress enough how important it is to promote your business at every opportunity if you really want to be successful.

Just look at how many messages you receive daily from various high street and grocery stores, so ensure you promote regularly to keep your message strong too.

Our kits all contain POS to help you promote, but we've made it really easy for you to add to this with our extensive range of professionally designed, full colour, top quality marketing material, including:

- business flyers
- loyalty/appointment cards
- posters
- window stickers
- free standing promotional items – counter top display stands and POS
- tanning party invitations
- personalised car magnets
- personalised business/loyalty cards
- personalised name badges



## how does spray tan work?

The spray tanning reaction is similar to how an apple goes brown when you take a bite from it and leave it. There is a guide colour to help you in your application, which needs to develop for 8 hours. This affects the top layer of your epidermis, hence it only lasts 5-7 days, the time it takes for your skin cells to slough off.

You'll learn the full details on your sienna X course, to help you be the best at sunless tanning.

## where do I start?

The most important thing is the training. Even if you've trained in college or with another tanning brand, you'll find sienna X has lots of expertise and tips to ensure you are making the most profit and give superb results to your clients to ensure client satisfaction and repeat bookings.

Next you'll need some important equipment. Please refer to the "Essentials" and "Professional Touch" pages on 4-11.

## what types of spray tanning machines do you use?

At sienna X we sell HVLPs because they are safe and easy to use. As the psi (pressure) is so low, the HVLP machines blow the spray tan solution onto the skin so gently that there is minimal "bounce back" and you get fantastic seamless results.

## how long will it take me to learn?

Training is vital, and after that it's a case of practising until you are perfect. Some people need to do around 10 bodies, others might need a few more.

## doesn't the spray go everywhere?

If you're spraying using the sienna X technique from your sienna X course and using sienna X spray tan solution – then no...

However for your own professional care and the client's peace of mind, you will need an overspray solution.

For busier salons the perfect solution would be our professional Butterfly overspray booths with built-in extraction. Please see page 6 for more details.

When choosing your tanning booth you need to consider:

- weight
- storage space
- ease of use
- extraction compatibility
- robust construction
- look



For mobiles and small salons, you can use the leading pop up cubicle, designed and patented by us. It's lightweight and takes seconds to set up and fold away and is perfect for both mobiles and salons. Extractor fits in the back.

Fortunately this is one of the lowest cost options as well as being the most convenient.

## what if my space is limited?

The portable cubicle takes seconds to pop up and down. Simply push your treatment table to one side, pop it up and in 2-3 minutes you could be prepared and ready to start spraying.



## how long will it take me to do a spray tan?

Well, when you first start probably 15 minutes or so. Don't worry though – you will soon speed up to less than 10 minutes with practice, but it is worth taking your time so your client is happy.

## what can I charge?

The cost to you is minimal and you can expect to make amazing profits; your sienna X consultant will let you know exactly how much.

## do I need insurance?

Yes, definitely – it gives you credibility as a business, confidence to your customers and provides cover for you in the rare event that you need it.

## how many tans can I get from a litre bottle?

Without sienna X training, not many, but with our help and expertise at least 15 (body size dependant). If you are getting less than double figures, please speak with one of our technical team who will discuss why and suggest ways to improve.

### how can I promote myself?

Once you have trained with sienna X you will be entitled to use flyers, posters, postcards and leaflets from our vast selection of marketing material. These are perfect for pinning up on notice boards, dropping through doors and handing out. There is space to personalise them too.

### is it possible to do mobile spray tanning?

Definitely. The pop-up cubicle was specially designed for this, taking seconds to set up and fold away, and it comes in its own carry bag for easy transport. It gives confidence to your clients and ensures you look really professional.

### i've just opened my salon and my budget is limited, but I still want to be in profit from spray tanning?

As a salon you probably have the basic disposables already so our start-up kits on p15 are just what you need.

### it all sounds great, what do I do next?

Simply call SolGuden AS - Tlf: 928 50 888 - post@solguden.no



## what ingredients do you use?

Here are just a few ....



### aloe vera

soothes, moisturises and softens the skin, promotes healing



### apple fruit extract

refines and rejuvenates the skin



### avocado extract

toning, moisturising and emollient skin conditioner



### butcher's broom

aids circulation and improves skin tone, helps inhibit build up of cellulite



### calendula

anti-ageing properties, rich in flavonoids and Vitamin A, helps cell regeneration



### cocoa butter

softening, moisturising and restructuring properties



### coconut oil

moisturises, heals and repairs, improves texture and appearance of skin



### ginger extract

intense fragrance, anti-oxidant, protects against skin damage caused by free radicals



### ginkgo

powerful anti-oxidant, revitalising, stimulating and firming for younger looking skin



### grapefruit oil

uplifting, refreshing fragrance, helps drain excess fluid and reduce cellulite



### green tea

powerful anti-oxidant, helps prevent premature ageing and enhances skin tone



### guarana seed extract

toning and astringent properties, helps reduce cellulite



### hyaluronic acid

helps to maintain elasticity and control water levels in the skin



### lemongrass

crisp, fresh fragrance, stimulates hydration & lymphatic detoxification



### lemon peel oil

balances fluid in skin cells, improves circulation and helps reduce cellulite



### papaya

improves the tone and texture of skin



### pomegranate

powerful anti-oxidant, moisturises and restores elasticity



### Q10

especially moisturising and anti-oxidising co-enzyme



### rosehip oil

replenishes dry and damaged skin, restores natural healthy glow



### shea butter

excellent moisturiser and emollient



### suma

strengthens skin and gives it a softer appearance



### sweet almond oil

nourishes skin, restores elasticity and smoothness



### sweet orange oil

supports collagen formation for younger healthier looking skin



### vitamins A & E

anti-oxidant vitamins that help protect against the signs of ageing

# you told us ...

Market research shows that successful salons choose brands because of the following (in order of importance, although the top two were almost tied...)

1. they are well known to my clients and me
2. that their products really work
3. they offer me their support and expertise

## 1. sienna X in the press ...



## 2. sienna X – top scoring retail ...



"best slimming fake tan"  
Closer



5/5  
Now and Take  
5 magazine



"best for dry skin"  
Glamour  
"best fake tan"  
Shout



"the instant pin perfector"  
Celebs



featured in  
Hello  
Company  
Women's Fitness

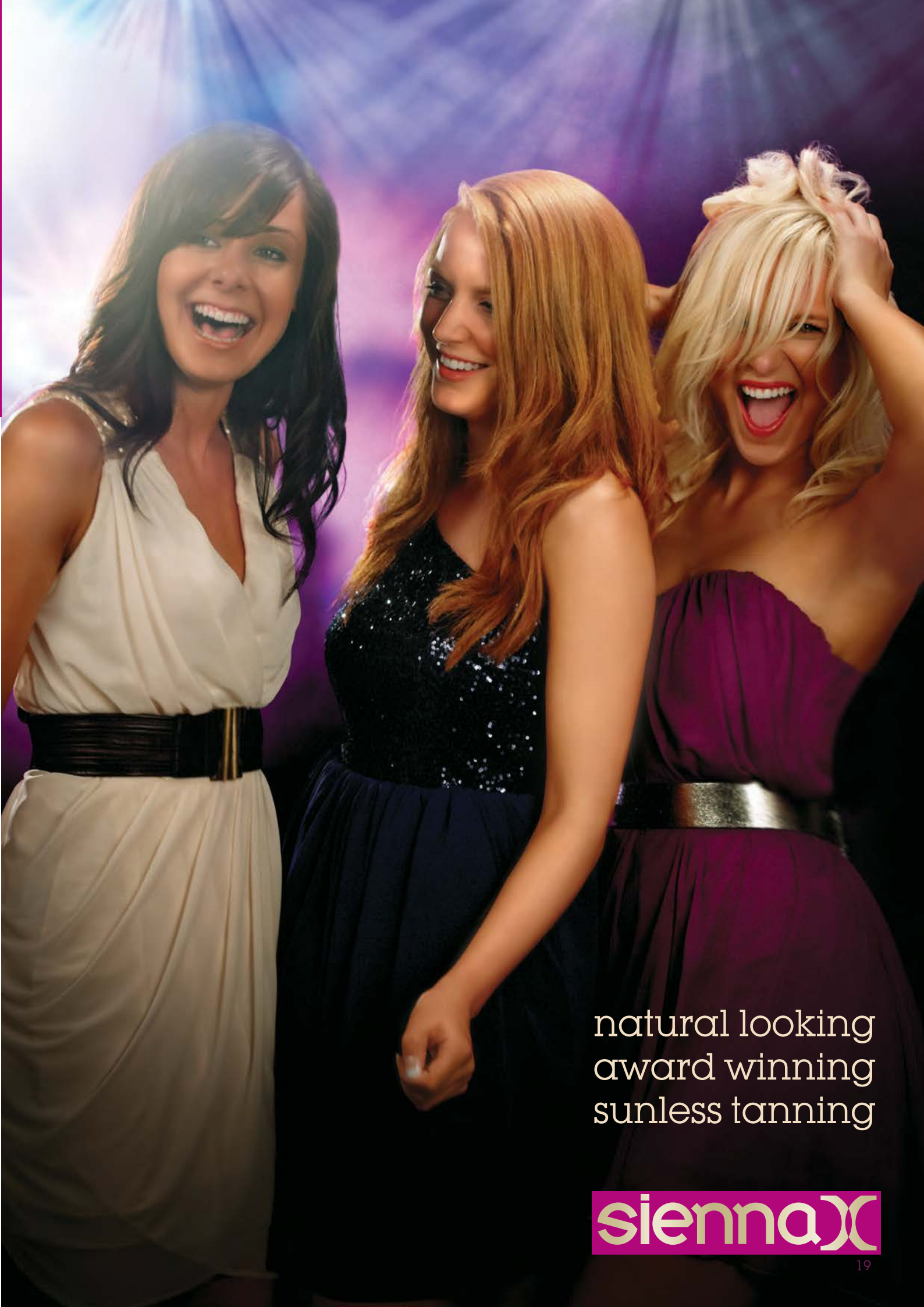
... plus many more

## 3. sienna X – we'll help and support you ...



three years running

- trade website dedicated to you
- expert team on call
- chance to be included on the therapist locator
- promotional material



natural looking  
award winning  
sunless tanning

siennaXX



Kontaktinformasjon

Bestilling av varer  
Tlf: +47 928 50 888  
Mail: [post@solguden.no](mailto:post@solguden.no)  
Fax: 71 29 65 73

Åpningstider  
Mandag - Fredag: 08.30 - 16.30

Postadresse/Retur adresse  
SolGuden A/S  
Eide Industriområde  
6490 Eide

# SolGuden