

FEB 2020

shade.

A 2020 LOOK BOOK

the perfect way to

get to
know the
brand

THE SHADY SUN TANNING CO.



What's Inside

Founder's Note

Here at The Shady Sun, our goal is to provide natural sunless solutions that work on all skin types and tones. We wanted to create an experience, not just a tan! So we based our sunless tanning results off the best tans we have acquired naturally over the years, what our clients asked for, and what Shady Salons had to have.

All of our Shady Tan Solutions are sold to professionals only and are designed to be used in any HVLP system.

Our retail line is carried in some of the nation's top salons and intimate boutique settings. Each Shady item is vegan, paraben-free, cruelty-free. They have been specifically crafted from high-quality botanicals to give you and your clients a natural look in just minutes.

We get as real as you can when you're faking it!

Amanda A.

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**"I HAVE TESTED MANY
BRANDS & HAVE
FINALLY FOUND
'THE ONE'!
IT IS NOT LOADED WITH
HEAVY BRONZERS,
WHICH I LOVE. VERY
NATURAL LOOKING &
THE LONGEVITY IS
GREAT!"**

— **HAYLEY
HOUMA, LA**



Where's your Shady Destination?

Our main line of sunless tanning solutions is fully customizable for all your client types. Everyone's skin is different, we have different tones, different tanning preferences, and different tanning reasons — so we wanted to be able to give you an option for every situation.

COME TRAVEL TO SOME OF OUR FAVORITE SPOTS EVERY TIME YOU OPEN A BOTTLE.

Escape to some of our most cherished vacation spots on the globe. Our Shady Tans range as widely as these oases because we know your clients' needs are not the same. See why our flagship line can't be beat!

Have a client that wants to look like they've just stepped off the beach in August? Or maybe they want to look like they're outdoorsy year-round? Now you can help them find the perfect Shade, just for them!

So remember, don't ask your clients how dark they want to be...ask them where they want to go!

ADIRONDACK LUSTER

Our lightest solution with a dusting of bronzer to create even skin tones and great winter glows.

Best on light to medium skin tones.

6% DHA



NO. 6



NO. 9

ASSATEAGUE HONEY



Our best-seller gives wildly natural-looking color with warm, golden-honey hues.

Great on all skin tones.

9% DHA



WRIGHTSVILLE AMBER

A deeper bronzing experience with coco-honey tones to let summer-you go on vacation anytime.

Best on medium to darker skin tones or tanning capabilities.

12% DHA



NO. 12



ROSE HALL RADIANCE

Our tropical solution with coco-brown bronzers to produce gorgeous bronzed skin and re-create a flawless island tan.

Best on medium to darker skin tones or tanning capabilities.

14% DHA



PLAYA HERMOSA BRILLIANCE

Our darkest solution with sun-drenched bronzers to create tans the equator would envy.

Best on medium to darker skin tones or tanning capabilities.

16% DHA



DESTINATION LINE

Pricing

Quart: \$45.00 each

Gallon: \$160.00
(comes in 4 qt bottles)



CREATING CUSTOM BLENDS

Standard solutions are amazing, that's how they were designed to be used, but sometimes our clients come with a particular Shade in mind and to achieve it we need to get creative. That's where blending comes in! Custom blending helps set you apart in your market and gives your clients individualized results.

Creating that perfect blend can be a challenge sometimes, so we mapped out here the best way to ensure great results. These blends produce color in-between the range offering half-step progression options.

OUR FAVORITE *hidden hideaways*



c a p e m a y

Adirondack Luster + Assateague Honey



m i a m i

Wrightsville Amber + Rose Hall Radiance

v i r g i n i a b e a c h

Assateague Honey + Wrightsville Amber



c a r i b b e a n

Rose Hall Radiance + Playa Hermosa Brilliance



BLENDED



GET WHAT YOU WANT FASTER

Formulated with plant-based ingredients, we wanted to provide you with the best tan, the fastest and in a way that made your skin happy. Infused with anti-aging properties, these solutions can boost circulation, reduce free radical damage in your skin, even out your complexion and tone, all while developing a tan post-shower!

Rapid solutions provide you with a way to have fewer solutions on-hand for all your clients or even a new way to increase profits while adding value to your client's busy lives.

Please note that it will still take time for the final color to develop. Most people see results within 8 hours AFTER their spray tan session. It can take 12 hours to fully develop into the final color.

EXPRESS



FIND YOUR SHADE.

EXPRESS *Pricing*

Quart: \$55.00 each

Gallon: \$200.00
(comes in 4 qt bottles)



It's as easy as **1-2-3-4!**

Shady Rapid Solutions are our most advanced formulas with express tanning technology in each bottle.

Swiftly Shady

THE ORIGINAL EXPRESS ELIXIR

- 1 hour = Light Tan (like Adirondack Luster)
- 2 hours = Medium Tan (like Assateague Honey)
- 3 hours = Dark Tan (like Wrightsville Amber)
- 4 hours = Deep Tan (like Rose Hall Radiance)

Promptly Shady

DEEP EXPRESS ELIXIR

- 1 hour = Medium Tan (like Assateague Honey)
- 2 hours = Dark Tan (like Wrightsville Amber)
- 3 hours = Deep Tan (like Rose Hall Radiance)
- 4 hours = Very Deep Tan (like Playa Hermosa Brilliance)

**"IF Y'ALL HAVEN'T
TRIED THE SHADY SUN,
YOU ARE MISSING OUT! I
SWITCHED FROM
NORVELL EVERYTHING
TO SHADY SUN
EVERYTHING. NOT ONE.
SINGLE. COMPLAINT
FROM ME OR MY
CLIENTS SINCE
SWITCHING."**

**—SAVANNAH
NASHVILLE, TN**



the real gold mine

Stop sending your clients to the drug store for products that don't save them money in the long run and don't help your bottom line. With a robust retail collection, we have everything you need to have your tans looking amazing and skin feeling great!

Each Shady product enables your clients to have professional grade vegan tanning solutions at their beckon call. Whether they are coming to a salon for their Shady Tan or want the same great look at home, we will help you be your clients' one-stop-shop for all their sunless needs.

**"Survive on services.
Retire on retail."**

- Daniela Woerner

tanning hacks?!

Having a great tan the next day is the easy part...well sometimes. Provide your clients have a perfect experience from start to finish with our retail collections. Our retail collection provides everything you and your clients need to stay Shady all year long!

THE SECRET IS THAT THERE IS NO REAL SECRET TO GETTING A TAN TO LAST A LONG TIME. THE DIFFERENCE IS MAINTENANCE.

01

BUFF

A big part of getting a great tan, whether at home or in the salon, is prep work. Make it easy on your clients by having something they can use time and time again to get ready for the freshest tan possible.

02

BRONZE

We are proud to offer two wonderful instant bronzing self-tanners in both an aerosol and mousse form. They have the best caramel bronzers on the market and can be layered on for darker results- great for saving shelf space and creating custom looks at home.

03

BOOST

Get the most out of your Shady experience with our great line of tan extending and enhancing products. From the shower to a night out, we have exactly what your clients need and what to make their tans wow!



SEE IT DISAPPEAR

Our specially constructed reusable scrub mitten that effectively banishes any old sunless tan buildup while buffing away dead skin, making you ready to re-apply your next perfect Shady Tan.

Wholesale: \$6.50 each

MSRP: \$12.00

Available in cases of 6.

REMOVAL



FAKE IT ANY TIME & ANY WAY YOU LIKE

This whipped decadent caramel tanning mousse is the one to beat! Crafted to produce the most natural-looking tans, our fast-drying Shady Foam can be layered on for ideal results. Designed for face and body use. Great for spray tan touch-up's too!

4.2 fl oz

AS SEEN IN **fabUplus**
MAGAZINE

Wholesale: \$17.00 each

MSRP: \$35.00

Available in cases of 6.

FOAM



MAKE 'EM WONDER IF IT'S REAL OR NOT

Our Shady Tan in a Can is like being your own personal spray tanner anywhere you want. Perfect for at home use, this universal crowd-pleaser can be layered on for darker results. Great for face and body use. Perfect for spray tan touch-up's too!

7 fl oz

Wholesale: \$17.00 each

MSRP: \$35.00

Available in cases of 6.

AEROSOL



HERE TO GIVE YOU A HAND

Up your tan and sales game with our Shady Tanning Mitt too! This reusable personal bronzing blender protects palms and ensures streak-free results each time.

With a velvet-like blending surface and waterproof inner lining, this is the must-have tool for any DIY tanner.

Wholesale: \$6.50 each

MSRP: \$12.00

Available in cases of 6.

MITT



TAN EXTENDING LOTION

Shady Afterglow nourishes your skin while feeding your tan with each use. Infused with DHA, it can even be alone as a light gradual tanner to capture glows and sales in the cooler months. Available in a tropical Coconut scent.

AS SEEN IN  **fabUplus** MAGAZINE

TRAVEL 2OZ

Wholesale: \$7.00

MSRP: \$15.00

TRAVEL 8OZ

Wholesale: \$13.00

MSRP: \$26.00

Available in cases of 6.

AFTERGLOW



TAN PROTECTING BODY WASH

Shady Rinse was developed to help your glow stick around and fight back where it needs to most- your shower. pH balanced for sunless tans and blended with DHA, it can be left on the skin daily before rinsing to give a light gradual tan without the mess or feeling of lotion. Available in a fresh Lemongrass scent.

TRAVEL 2OZ

Wholesale: \$7.00

MSRP: \$15.00

TRAVEL 8OZ

Wholesale: \$13.00

MSRP: \$26.00

Available in cases of 6.

RINSE



CAME THROUGH DRIPPIN'

These fun shimmering dry oils are the perfect skin accessory and are the ultimate way to capture your mood while nourishing your skin. Available in 3 flirty colors to get any look you want!

4 fl oz

AS SEEN IN **fabUplus**
MAGAZINE

Available in Bronze, Rose Gold, & Opal

Wholesale: \$11.00

MSRP: \$22.00

Each color is available in cases of 6.



MISTS



professional matters



Being a Shady Pro is more than carrying the best sunless brand on the block- it's about being the best artist you can be in your area. And we want to help!

Inside our Shady Pro online world, we have curated the best resources to help you be successful slinging Shade. From stock photography, to informational sale sheets on products, to pre-made posters and social media materials - we have your back in the tanning game.

Our stash of free brand resources is an amazing way to build your Shady business, but if you need a bit more help- we understand. That's why our Founder wrote the Shady Technician Guid available for all artists looking to make an investment in their sunless skill and knowledge base. It's perfect for beginners looking to get going and experienced tanners looking to learn more about the brand and best sunless practices. It's a must-have for any Shady Pro!

Join the Shady Nation!

As a select PRO and retailer of our Shady collections, your success is our top priority. While we will certainly be looking to you to showcase your Shady side best, it's our promise to you to supply you with resources- to make the process easy, rewarding and profitable. Use this quick navigation guide when placing your order to help ensure your experience is as flawless as your tan.

online ordering

From the very beginning, we wanted to make ordering as simple as when you buy a little something for yourself. PRO pricing is password protected and you will need to establish a login & an account via registration form emailed. Once approved:

- + **Shop our entire selection online 24/7 at theshadysun.com**
- + **Exclusive sale alerts & product releases**
- + **Place orders easily & consistently**
- + **Promotional & sales support via website, social media & blogging channels**
- + **Exclusive professional Facebook group to connect with brand members and other Shady Pros**

returns + damages

Damages must be reported within 3 business days of receiving the product. We do not accept unauthorized returns, returns are subject to possible 25% restocking fee.

testers

We recommend testers for retail items, such as Shady Afterglow, to help sales. Because we do not hold you to a minimum, testers can be ordered as needed. Testers will be available for purchase at 30% off retail price.

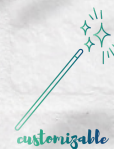
msrp

Product is sold for retail only. To encourage a fair marketplace, we have adopted an MSRP pricing. We do not offer suggestions on service pricing where the professional solutions may be used. We reserve the right to decline orders from Shady PRO's that sell below MSRP.

fulfillment + shipping

Orders under \$500 will be fulfilled within 1-3 business days, those from \$500-\$5000 will take 3-10 business days, and orders over \$5,000 will take 10-14 days to fulfill. Shipping is handled via USPS priority mail, delivery is typically made within 1-3 business days once tracking is live. If freight shipping is needed, this can be arranged. Buyer is responsible for the cost of all shipping.

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THE
SHADY SUN
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THE
SHADY SUN
—

SLING SOME SHADE

KEEP IN TOUCH.

229 E. Main Street
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www.theshadysun.com

BECOME A SHADY PRO.

www.theshadysun.com/get-started

STAY SOCIAL.

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