

WEL

COM

The art of
SPRAY TANNING
like a PROFESSIONAL

APPROVED GO BROWN TANNING TECHNICIAN
LEVEL 1



GOBROWN
Mobile Spray Tanning Company

GOBROWN

Mobile Spray Tanning Company

L o v e Y o u r S k i n

Independent, Trained, Go Brown Technicians deliver flawless, customisable tanning solutions to clients and organisations, in their homes, offices, hotels and guest houses.

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GO BROWN
MODULE 1

Introducing Go Brown Mobile Tanning

Why Go Brown?

GO BROWN gives clients an experience that is unforgettable. A transformative time transpires as the air gun gently sweeps across their skin, revealing the natural bronze that your clients body brings to light. You're the sculptor. You're client is the radiant being that shines inside and out. They are more than a sun seeker. They are as graceful as the arch of a rainbow who knows how to have fun, knows quality, and how to get brown. Whether they are looking for a light tone for a night out dressed in white, or they are getting ready for a carpet appearance and need to be sun kissed, GO BROWN has the right colour for you to give them.

Why Read This Book?

Build your own dreams, or someone else will hire you to build theirs - Farrah Gray

Go Brown Spray Tanning is a perfect business if you are looking for flexible working hours and something you can run alongside your current home and work life commitments or as an add on service for your salon.

Quick to setup and run, it is an extra income that will provide you with a sense of self achievement or fulfillment outside the role of mum, wife, housekeeper, corporate woman or student.

Whether you are looking to add a treatment to your existing salon or perhaps you just want to learn how to tan for fun: Go Brown The Art Of Spray Tanning Like A Professional Series will teach you everything you need to know.

By the end of this manual you will be able to perform a perfect spray tan and have your clients coming back for more.



want a picture perfect finish?
just # Go Brown

Small Idea Great Concept

Why I Put It Together?

I had been working in the modeling health and beauty industry since 2000. After a successful career in modeling I began Go Brown Tanning. Not having any reliable training methods available to me, I searched high and low for information that would give me knowledge and experience to perform the perfect spray tan and run a successful business.

It was through this experience that Go Brown, The Art Of Spray Tanning Like A Professional was born. With the success of our spray tanning endeavor, the Go Brown Mobile Spray Tanning Company IPL / tanning mentoring program was created. I never knew I had it in



me to be a business woman, but there's something very motivating about being told you might not be able to do something.

You suddenly have the drive to make life as you want it to be, rather than living by somebody else's rules. I now want to share with others the knowledge they need to easily change their lives for the better. 'Why?' That's a good question, but an equal valid question is 'Why not?'

Who Should Read It?

I have always believed in helping others and sharing knowledge. So, when I learnt and understood the fundamentals of running a spray tanning business, it was the most natural thing to do, help and teach others to run a successful spray tan business.

Through lots of reading, studying, and practice on how to perform a perfect spray tan and also how to gain clients, I quickly started to build up a successful business and a huge repeat client base. What I have gone on to do is perfectly achievable by anyone else. You too could change your life and earn a living by hosting spray tan parties, spray tanning at body building shows and making people look good and feel great about themselves.

The value in this manual isn't just in teaching you which way you should hold and use a spray gun, it is more about showing you how by using simple tips and a unique application method you could profit from spray tanning.

uh-uh.

We do not just point and spray

#perfectapplication

The Big Difference Is- We Love Your Skin

Our tans are specifically designed to be different, and applicable to all skin types. We use our own unique technologies, such as fast drying solutions, ultra-dark formulas, industry first skin hydration-based tans, and a revolutionary dry powder formula.

As a Go Brown Tanning Technician, you can always look to us to bring you the latest and the most fashionable tanning trends as we are market leaders in tanning innovation.

At Go Brown Spray Tanning, our passion and number one goal is to create the Picture-Perfect Tan with Impeccable Service. We are committed to continuously creating innovative formulas, all in pursuit of a natural looking golden body.

All of this happens with a core set value to make the perfect tan without any harmful elements or chemicals. We take pride in delivering products of the highest results, purity and enriched with naturally derived ingredients.

Our range of spray tans are specially formulated to deliver superior results, being state of the art in the world of spray tanning:

- >> **A TAN THAT'S COMPOSED OF NATURALLY DERIVED INGREDIENTS USING FDA APPROVED INGREDIENTS**
- >> **EXCLUSIVE FAST ACTING FORMULA FOR QUICK, DEEPER & DARKER RESULTS**
- >> **INTENSE, EVEN AND NATURAL COLOUR FROM YOUR FIRST APPLICATION**
- >> **MAKES THE SKIN IMMEDIATELY SMOOTH, VELVETY AND DELICATELY SOFT**
- >> **A SKIN THERAPY TREATMENT, INCREASING THE SKIN'S HYDRATION & MOISTURE**
- >> **CONTAINING A PROPRIETARY ODOUR INHIBITOR ELIMINATING THE FAKE TAN SMELL**
- >> **NO PARABENS, MINERAL OILS, HARMFUL GLYCOLS OR SULPHATES**

a colour for every body
Go Brown



Leading The Way With Cutting Edge Technology



At Go Brown Spray Tanning we are constantly testing and developing new ways to change and improve the tanning and beauty industry as you know it.

Pioneers of the colour base, hydration base, and ultra-dark tanning methods, Go Brown is constantly pushing the boundaries of spray tanning as we know it.

We spend months studying trends, listening to our technicians, and creating concepts before crafting our final ideas. The formula and concepts design is then developed by us before being brought to life by laboratory professionals.

Always crafted with natural ingredients, client's health and well-being is our number one priority.

We work hard to understand what you, really want out of your tanning products, and then make your dreams a reality.





GO BROWN
TANNING,
YOUR TAN
A TAN
for every body

Selecting Your Picture Perfect Spray Tan

ENJOY NOT ONLY THE PERFECT SPRAY TAN BUT THE MOST ADVANCED SKIN THERAPY TREATMENT. GO BROWN HAS A TAN FOR EVERY SKIN TYPE, TONE AND NEED.

From the tan tone replicating colour base with the skin moisturizing and hydrating effects of our range, Go Brown has everything you need to pick the tan that is best suited to your clients' individual wants and needs. It is important to learn how to select your clients picture perfect tan.

FAST ACTING TANS

Go Brown Tans deliver the fastest drying, darkest, longest lasting results available. The Go Brown solution formula contains technology to speed up the drying process as well as the tanning process. DHA Tanning Activities are combined with powerful antioxidants rich luxe Vitamin E oils, and silky amino acids to help the tan develop faster, absorb deeper into the skin and create a deep natural colour that lasts longer. All the while nourishing your skin.

GO BROWN SOLUTION MIXES CREATE CUSTOM TONES

Go Brown technicians can mix up Go Brown Professional Solutions to make a cocktail blend to create custom tones for an individual colour, tailored to your clients desired skin finish result.

INTENSE HYDRATION SKIN THERAPY TREATMENT

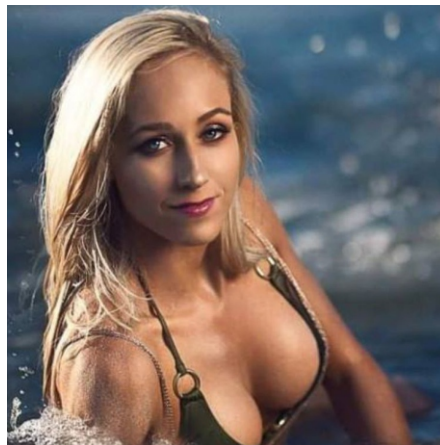
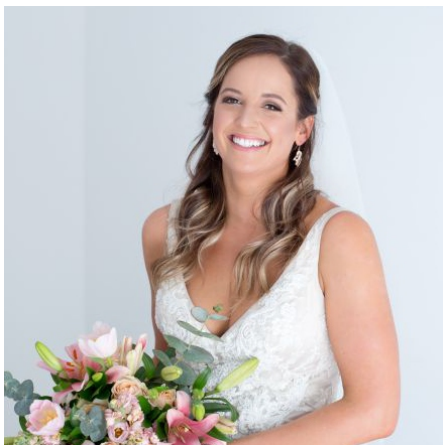
Hydration based tans is Go Brown's way of giving back to your clients' skin. With benefit packed Vitamin E oil as our main ingredient, this range of tanning products is more like a day at the spa than simply a gorgeous tan.

THE PERFECT BRIDE

A natural, long lasting glow for that special day. Walk down the aisle with specifically formulated, intensely moisturizing, PH balancing, medium level bronzing spray tan. With no parabens and odour free, Go Brown Professional solutions delivers an all-natural divine and glamorous tan. Nothing short of what your clients most special wedding day deserves.

SAFE & ECO-FRIENDLY

Go Brown Solutions are alcohol free, paraben free and perfume free making it perfectly safe to spray on children.



Partnering With The Best In The Business

When you become a Go Brown Spray Tanning Technician, you know you are partnering with one of the highest quality brands in the tanning industry.

Not only will your clients be in awe of the choice in tanning products available to them, but you will be able to offer a professional, unique and completely customizable experience that is only available with the Go Brown Brand.

Use our vast range and your experience to prescribe the perfect tan for your client. They will come back again and again for the personalized experience (and amazing tan.)

Go Brown is not simply the creators of quality professional products, we also actively work with you and your business.

Our tanning experts are always available to answer questions over the phone or via email, and our creative team is just waiting to design something special for that empty wall in your studio.

GET READY TO BECOME THE BEST
GO BROWN SPRAY TANNING TECHNICIAN,
START OFFERING THE GO BROWN
EXPERIENCE TO EVERYBODY



www.gobrown.co.za



www.gobrowngallery.co.za



iwantatan@gobrown.co.za



admin@gobrown.co.za



assist@gobrown.co.za



Let's Connect. Let's Get Social

Because we sure are. When you tan a client with Go Brown products you are automatically inducted into the social world of 'The Go Brown Picture Perfect Tan'.

We support our Tanning Technicians and client's through our profile social media presence and activity. Contests, real result photo's, flash deals, and lifestyle images can all be found on our web sites, Facebook and Instagram accounts.

Ready to join the Go Brown social movement?

Hashtag your Go Brown results photos with the name of the product to display your image on our Look Book website and for the chance to be featured on our social accounts.



HASHTAG

YOUR GO BROWN
TANNING RESULTS WITH

#gobrown

#gobrowntan

#gobrownspraytan

#gbbookedmytan

 @gobrownspraytan

 @gobrowntanningcompany

 za.pinterest.com/@GoBrownTanning/

IN THE KNOW



IN THE KNOW MODULE 2

Get The Perfect Go Brown Spray Tan

“Achieving the perfect tan starts with a knowledge of the product you are using and a general understanding of the science behind the art of spray tan training. During the training portion of this manual we will walk you through the basics and mechanics of spray tanning, by the end you will have the benefit of expert knowledge and will be ready to complete the perfect tan while operating within the Go Brown Core Business Elements.”

BY TUANE KIRSCHNER
(CO & MANAGING FOUNDER)

- CLIENT HEALTH
- CUSTOMER TRUST
- SUCCESS
- COMMITMENT TO PROFESSIONALISM
- BIODEGRADABLE AND CRUELTY-FREE PRODUCTS



The Origins And History Of Spray Tanning



In the past, a tan was considered to be a symbol of poverty. A tanned skin was a badge of the working classes, the unavoidable result of performing manual, outdoor labour in all weathers. The rich, on the other hand, covered up with long sleeves, hats and parasols and did everything possible to protect themselves from the sun's rays.

Fashion and tanning have a long rich history and heritage. Coco Chanel was a fashion innovator with the iconic Chanel Suit and Little Black Dress but also gave birth to a new trend in the form of Tanning.

In 1923, when Coco arrived back from Paris from a cruise in Cannes with a deep tan it became a new symbol, which signified health, wealth and decadent subversive style. Time passed, and in the fifties saw the very first bikinis, and "all over" tan became even more popular.

Women all over the world 'baked' in the sun to get the all-over bronzed look. In 1957, the tanning properties of DHA were discovered in a children's hospital. DHA was first used as an active ingredient during research on the treatment of diabetics, some of whom tolerated DHA better than glucose. DHA was also administered orally as a treatment of a childhood glycogen storage disease. When doctors noticed that when children spilt the DHA mixture on their skin, brown coloured spots would appear.

One of the female German doctors, Eva Wittgenstein, experimented by rubbing the mixture on her skin, and discovered 'the browning action' of fake tan. The 1960's brought the introduction of the first 'Fake Tan'. Used with or without the sun, when it was introduced to the market, the 'orange' effect caused by the first products left a negative effect on the market. Since then, DHA's physiochemical properties, tanning mechanics and skin tolerance have been explored, resulting in an improved method of application, a more natural looking tan, making orange body's generally a thing of the past.

Present day production of DHA still relies on fermentation, as it did in the late 1800's. Recent years where the effects of the sun have proven to be damaging to the skin, Sunless, Fake Tan, Self-Tan and Spray Tanning products have exploded as the safest alternative to achieve an all over natural looking bronze tan.

THE BENEFITS OF GO BROWN SPRAY TANNING

- A TAN THAT'S STREAK FREE
- EVEN AND LOOKS NATURAL
- THE SPEED WHICH TREATMENT IS COMPLETED – 15 MIN
- HIGH REVENUE, LOW COST
- COMPACTNESS OF THE SYSTEM
- RELATIVELY SMALL AREA NEEDED TO APPLY TAN
- NO BROWN HANDS
- FLAWLESS FINISH- HAPPY REGULAR CLIENT

What Goes Inside Our Eco Certified Spray Tan Solution

Go Brown professional solutions are a 99% naturally derived formula, using ECO-CERT approved ingredients making it great for clients with sensitive skin or the conscious healthy consumer.

The combination of ECO-CERT ingredients and natural botanicals in Go Brown professional solutions provide multiple benefits for the skin including vitamins and antioxidants to boost the skins glow.

All Go Brown products contain no Parabens, mineral oils, artificial fragrances, harmful glycols, sulphates and petrochemicals such as DEA or TEA.



GO BROWNS TANNING SOLUTIONS INGREDIENTS

DISTILLED WATER - Around 80% of Go Browns professional solutions is Water. Water is obviously one the most natural ingredients in the world.

DIHYDROXYACETONE (DHA) - is the active ingredient in a sunless spray tan. Go Brown professional solutions uses ECO-CERT Approved DHA in all tanning products. Derived from sugar cane. DHA is a colourless sugar. It interacts with the proteins and amino acids in the outer layer of your skin to produce a golden brown colour (To better understand this- it's a similar process to when sliced apples go brown when exposed to air).

The reaction takes around 8hours to fully develop and happens only in the very top layer of the skin, over the following few days, the tan begins to fade as the epidermis is shed.

TOCOPHEROL ACETATE (VITAMIN E) - is added, to help counteract the drying effect which DHA has on the skin. Vitamin E allows the skin to feel hydrated and nourished after the tan.

PROPYLENE POLYSORBATE 20 - essential oil solubilizer (mixing agent), allows the Vitamin E oil to break down.

XANTHAN GUM - thickening agent derived from corn starch.

PROPYLENE GLYCOL - Freezing point depression, reduces the freezing point of the solution.

PRESERVATIVES - Citric acid, potassium sorbate.

COLOURINGS (FD & C) - Good enough to eat, good enough for the skin. This is what gives Go Brown products the boost in guide colour. Although its man-made, it is used in food and across most cosmetics- and not to mention all spray tans. Food colour is what gives spray tan its brown liquid colour- helping you spray more even and a great instant cosmetic bronzer. Blending a combination of food colours and natural ingredients gives Go Brown a unique soft bronze natural look.

Understanding Modern Tanning Methods And Systems

TANNING BED'S & CUBICLES

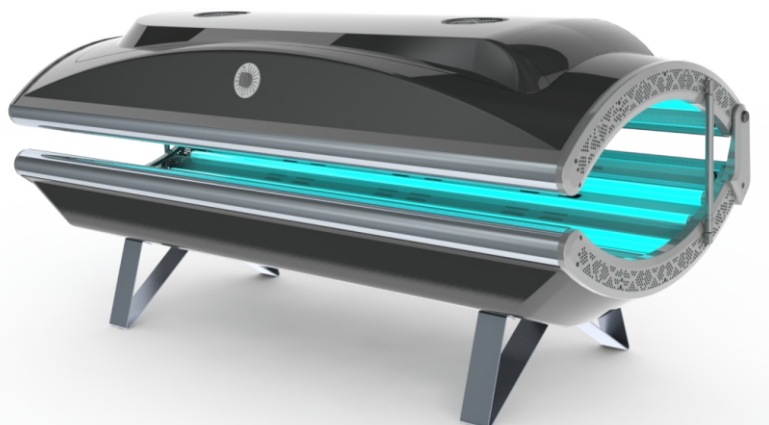
The tanning bed and cubicle has the most history in the tanning industry for producing effective results. As the tanning bed and cubicle technology has evolved, there are now more choices for the consumer. Tanning beds and cubicles work similarly to the sun, although the user sits under a very bright light for a short period of time to absorb the rays (typically 5 – 10min for Tan Cubicle and 20 - 30min for a Tanning Bed). Some Tanning Salons now require minor users to have the approval of their parents before using Tanning beds and it's required that protective eye wear is used.

Problems & Precautions

Tanning beds, cubicles and increased sun exposure, however, are still associated with a higher risk of skin cancer (including malignant melanoma) and caution is advised. Additionally, if you are fair skinned, it is recommended that you use a lower wattage bulb or the shortest time available on your first try in order to see how your skin reacts to the tanning bulbs. It is possible that you may burn and have sensitive skin for a few days after the initial tanning experience.

Compared to other methods of tanning, the tanning bed and cubicle are not an extremely effective way to obtain colour. If you're planning a big vacation to a warm location with a lot of sunlight, the tanning bed can help your skin "prepare" so that you are less likely to suffer a severe burn while on vacation. Since a Tanning bed most closely mirrors direct sunlight, the look can appear very natural. Also like the sun, however, are the dangers associated with increased skin exposure. The use of tanning beds should be kept to a minimum.

Further research for parents considering allowing their children to tan is recommended. Using a Tanning bed or Tanning cubicle is comparatively inexpensive, typically costing a few rand for one session or a fee for a monthly membership that allows the use of different beds. Recent regulations have impacted the way tanning beds can be used and its popularity is on the decline.



Understanding Modern Tanning Methods And Systems

TANNING LOTIONS

Clients who prefer to build up their tan at home, and one way to avoid the tanning salon is to use lotions. With the rising concern about the safety of tanning beds, and with most minors being required to have parents' consent to use them, lotions are a safe way to maintain a glow at home. Lotions also come in a foam format with instructions for use on the bottle. The bottles are of different colour solutions, so it's best to try to attempt matching the skin tone with the colour advertised on the bottle.

Problems & Precautions

While lotions provide an easy, "do it yourself" benefit for busy people, there are many challenges associated with using a lotion to tan. To begin with, the lotions are applied with the hands, which presents a challenge for the colour that the hands will turn out. It's not uncommon to achieve a nice glow on the legs only to discover a day later that the tanning solution soaked into the hands used to apply the lotion. It is very difficult to remove this colour from the hands after application and is an embarrassing clue to others that you've been experimenting with "at-home" tanning solutions.

Another common complaint for lotions is that their colour is not as natural as the colour that can be achieved from a spray or airbrush tan. Many users have complained that the at-home lotions have an orange tint, which does not achieve the desired colour once the solution has soaked in and begins to show on the skin. One way to test this is by trying the solution on a small area of the body a few days in advance to see how your skin takes to the lotion.

Wearing gloves, although this may affect the overall application, can battle the "orange hand" scenario. If the solution doesn't provide the colour or texture you were hoping for, unfortunately you have wasted your money. The downside of this is that if you were for some reason to have an issue with a spray tan in a salon, they are likely to refund your money or offer you another option.



Understanding Modern Tanning Methods And Systems

MISTING BOOTHS

Misting is a form of spray tan that is not applied by a person but rather a “misting booth”. The booth uses nozzles and a tube of liquid solution to spray the person's entire body at one time. Booths are extremely quick on application and compared to airbrush tanning, are usually cheaper. Some tanning salons will even offer a monthly “unlimited” membership.

Problems

The main problems with misting booths have to do with lack of ability to customize the tan, and lack of precision. Each person who enters the booth will get the exact same formulas as everyone else- without regard to skin tones, existing tans, etc. Misting booth operators will try to control the darkness level of the tan by controlling the amount of solution applied- more solution for a darker tan, less for a lighter tan. This is a poor way to proceed: the amount of DHA in the solution SHOULD be the major factor, not the thickness of the solution applied.

Preparations & Precautions

Like spray tanning, the skin should be fully exfoliated in advance and no lotion should be applied prior to the spray tan. It's recommended that tanners shower and exfoliate and then proceed to the booth. Since the solution is applied by a nozzle in a booth rather than another person, following the instructions is critical.

The spray tan may need re-application every 5-7 days, but the process is very easy and doesn't usually require an appointment.

Like a spray tan, the easiest way to apply the solution is to tan in the evening and wear loose fitting clothes to go to bed. In the morning, the spray tan should be evenly applied.



Understanding Modern Tanning Methods And Systems

TANNING PILLS, NASAL SPRAY AND INJECTIONS

Tanning pills/Nasal spray and Injections utilize a chemical called canthaxanthin, which is naturally found in animals and plants. With enough of this chemical, the skin will start to turn a brown colour that is similar to a tan. Canthaxanthin is also used by food manufacturers, so it is found within barbecue, salad dressings, fruit drinks, and tomato sauces. It is a very common ingredient listed on foods that are orange, yellow or red in appearance. The reason that tanning pills help to change the pigment of the skin is that canthaxanthin dissolves easily in lipids, which is what the fatty layer underneath the top layer of skin is made of.

Problems & Precautions

It's important to remember that while the FDA has approved canthaxanthin for use in food products, the chemical has not yet been approved for massive dosages. These are side effects associated with an increased intake of this material. Previous research demonstrates a link between increased intake and problems with eyesight.

Other people have reported stomach cramps and other nausea- related disturbances. It will take up to two weeks for enough of the chemical to be in your system as to make a change in the skin colour. It is possible that the side effects will appear right away or take some time. The dye may also appear orange on your skin, which could cause a problem since the dye takes about two weeks to fade away from your skin.

Overall while tanning pills, nasal spray and injections might initially seem like a safe alternative to a tanning bed, they are rather dangerous when compared with more safe options like spray tanning. The side effects from tanning pills can be severe and may take up to two weeks to disappear from your system.



Understanding Modern Tanning Methods And Systems

SPRAY TANNING

Spray tan solution is applied by a qualified technician through a compression unit called a HVLP. Like other forms of spray tanning, it's important to exfoliate the entire body prior to an airbrush session. While common skin care promotes using lotion on your body to moisturize, it's important to skip the lotion on any day when you're considering spray tanning. The lotion will cause the solution to not adhere or sink in to your body as well, limiting the effectiveness of the tan. The biggest benefit of spray tanning is that there are professionals who are trained in how to properly tan difficult areas, such as hands, feet, hair-lines, etc.

Problems

Spray tanning should always be administered through a qualified salon or accredited tanning technician with experience. A custom spray tan application usually has to be scheduled with the tanning professional in advance, and is generally more expensive than other methods.

The quality of the equipment, solutions, and technician can have a tremendous impact on the final quality of your spray tan. Please see other sections of our website for full details of what to look out for.

Preparations & Precautions

It is critical that the spray tanning solution not be interfered with by water, so refrain from baths, showering, swimming, or heavy sweating for at least 8 hours. If water interferes with the tan, it will streak and turn out uneven. A spray tan will tend to last between 4 and 11 days, with the best colour on the first few days. This form of tanning is ideal for anyone attending a major event, such as a fitness competition, beauty pageant, or wedding day.



SKIN THING



I'TS A SKIN THING MODULE 3

The Structure Of The Skin

COMMON SKIN TERMINOLOGY

MELANIN

The cells that form the melanin pigment are called melanocytes and they can be found in the stratum germinativum. UV rays stimulate melanocyte cells in the basal layer of the epidermis to produce melanin, a substance which produces darkening of the skin to protect the underlying structures. Melanin is the primary determinant of skin colour. There are two types of Melanin:

- Pheomelanin, which is yellow coloured and
- Eumelanin, which is black.

It is the proportion and size of these pigments which gives the wide range of skin colour. Self tanning products do not have any effect on the production of melanin.

KERATIN

Keratin is a water-soluble fibrous protein found in the epidermis and is the main constituent of hair and nails. These proteins generally contain large quantities of the sulphur containing amino acids, particularly cysteine. Keratin contributes to the waterproofing of skin.

VITAMIN D

Vitamin D is essential for the formation and maintenance of bone. Vitamin D production is stimulated by UV light which converts 7-dehydro-cholesterol in the sebum to vitamin D. This circulates in the blood and any excess is stored in the liver.

SEBUM

Sebum is produced by the Sebaceous Glands in the dermis and are made up of fatty substances and the remnants of dead cells. Sebum is a natural lubricant of the skin that helps to keep the skin supple. It also keeps the surface cells compacted and obstructs the passage of substances through the skin, provides a greasy coating which helps to insulate the skin and prevents natural moisture loss. Sebum also helps to block the mouths of hair follicles so that bacteria cannot enter. It is regarded as being waterproof, however it delays the penetration of water and aqueous solution through the stratum corneum.

pH

Is the measure of the acidity or basicity of the skin that helps ward off the advances of harmful bacteria and fungi. High pH can cause the dreaded "orange" effect in sunless tanning.

ACID MANTLE

Sweat and sebum form the acid mantle which lines the surface of the skin. The normal skin pH is between 4.5 to 6.0, making it acidic. The acid mantle is a very fine, slightly acidic film acting as a barrier to bacteria, viruses and other potential contaminants that might penetrate the skin. These contaminants and the other chemicals are primarily alkaline in nature and the skin's moderate acidity helps to neutralize their chemical effects.

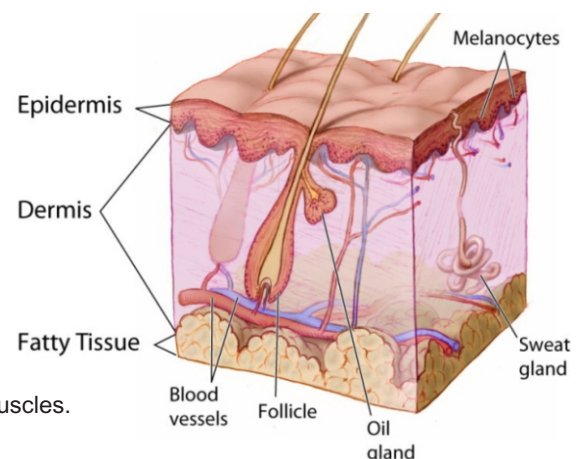
ANATOMY OF THE SKIN

The skin consists of three layers:

The **EPIDERMIS**, which forms the outermost protective covering of the body. The epidermis layer is the layer that is acted upon by a spray tan.

The **DERMIS** lies beneath the epidermis and contains all the main material which supports all the other structures.

The **SUBCUTIS LAYER**, lies beneath the dermis and is made up of a fatty tissue which cushions the internal organs against shocks and acts as an insulator and source of energy when required. This fatty layer separates the skin from underlying muscles.



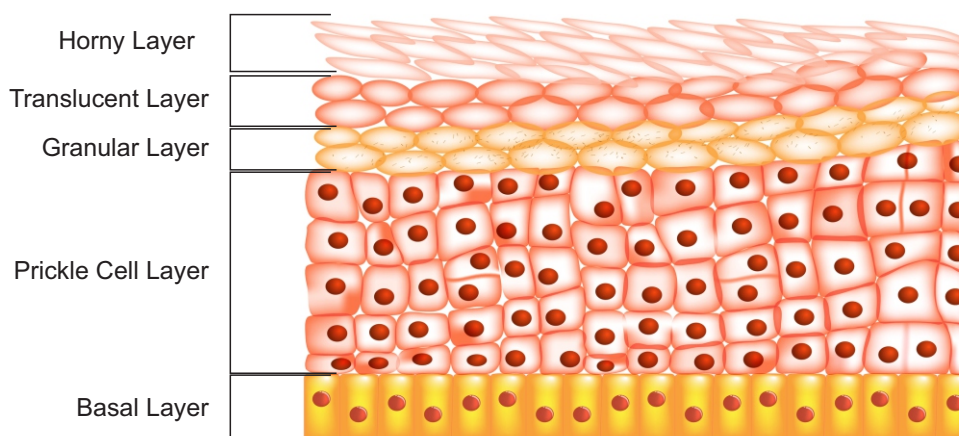
The Epidermis, Where The Magic Happens

The Epidermis is the upper layer of the skin; the most superficial layer. The epidermis is made up of layered scales. An organized rotational production line converts living cells at the base of the epidermis into dead, hardened, compacted layers of protein (keratin) on the outer surface, taking approximately 200 days for a cell to mature in the epidermis. The life time of a mature cell is between 7 to 20 days and the replacement time for the stratum corneum (top layer) between 32 to 36 days.

Every day millions of dead skin cells are sloughed off or worn away from the surface of the skin. This is why tans from self-tanning lotions will gradually fade; as the dead cells are worn away, so is your tan. For this reason, most of these products suggest that you reapply the tanning product approximately every three days to maintain your tan.

THE EPIDERMIS CONSISTS OF 5 LAYERS

1. **STRATUM CORNEUM:** Also known as surface/horny layer. Outer most layer consisting of flattened dead skin cells. It's this layer that is affected by self-tanning products.
2. **STRATUM LUCIDUM:** Also known as translucent layer. Lies directly underneath the corneum, but not present all the time. Tends to be a translucent layer found in areas that require more thickness or suffer more friction.
3. **STRATUM GRANULOSUM:** Also known as granular layer. Lies underneath the Lucidum. There is a process known as keratinization whereby cells begin to lose their structure and eventually die.
4. **STRATUM SPINOSUM:** Also known as prickle cell layer. Lies under the Granulosum and is a living layer of the epidermis which is made up of nucleated cells from the stratum germinativum. This layer rapidly divides as keratin is pushed into them making their cells tough and waterproof.
5. **STRATUM GERMINATIVUM:** Also known as the basal layer. This is a living layer that receives its blood supply from the dermis. It produces new cells which reproduce by mitosis (each cell divides into two), which are pushed up through the overlying layers of the epidermis where they eventually lose their nuclei and die, which aids in continually repairing the skin. Melanocytes (pigment producing cells) are found in this layer.



The Epidermis, And Its Main Functions

The main function of the epidermis is to form a protective barrier against pathogens and to regulate heat and moisture levels. Use the mnemonic "SHAPES" to remember the main functions of healthy skin:

S ensation	Pain, Cold, Heat, Touch and Pressure.	
H eat Regulation	By sweating -evaporation aids in heat loss.	By shivering -closing pores to prevent heat loss. Hair also stand on end to trap heat.
A bsorption	The skin produces Vit D by absorbing sunlight.	Medication and creams may be administered by absorption, such as hormone patches ad creams.
P rotection	Melanin Production- protects against UV.	Acid Mantle- protects against bacteria.
E xcretion	Urea is eliminated through sweat glands.	
S ecretion	Sebum is secreted to keep the skin soft and pliable.	Sweat mixes with sebum to form the acid mantle.



Spray Tanning And DHA, How Does It All Work?

A natural tan works when the skin is exposed to UVA and UVB rays from the sun. The skin stimulates the production of a pigment called melanin from melanocytes in the basal layers. The pigment spreads to the skin's surface through a process called 'Rusting' and the tan colour is seen on the surface of the skin. The tan is ultimately created to protect the skin from damage by UV rays by absorbing and scattering light. As the UV rays penetrate the skin the melanin darkens in colour, this is what we see as a 'suntan'.

Spray tanning DOES NOT WORK in the same way and DOES NOT involve any reaction with Melanin.

SUNLESS TAN DOES NOT PROTECT YOU FROM THE SUN

Spray Tanning involves applying an active ingredient, DHA (Dihydroxyacetone), to the skin using a specialist High Volume Low Pressure (HVLP) spraying machine. DHA is the most popular way of achieving a natural looking tan without being exposed to the sun's harmful UV rays.

Typically, there are three types of Self Tanning Agents that are used in sunless spray tanning solutions:

1. Cosmetic Bronzer which is visible immediately after being sprayed, but will wash off directly after showering.
2. DHA - with no immediate effect, but it will begin to react with the skin in 2 - 8 hours after application and develop into a colour.
3. Erythrulose - a natural keto-sugar with a slower but similar bronzing reaction as DHA (not used in any Go Brown Products).

Due to an increase in sunless tanning, DHA solutions have experienced tremendous growth in the past few years.

DHA is a simple carbohydrate which is often derived from plant sources such as sugar cane, also known as fructose, which is then taken through a series of synthetic processing.

DHA causes a non-toxic chemical reaction with the amino acid groups, which are part of the keratin protein present in the outer most layers of the skin. Various amino acids react differently to DHA, producing different tones of colouration from yellow to brown.

The resulting pigments are called melanoids. These are similar in colouration to melanin, the natural brown substance found in the deeper skin layers after UV exposure, which leads to a delayed development of a natural tan.

The depth of the tan will depend on the percentage strength of the DHA contained within the products. Law prohibits that no more than 16% DHA is allowed in a spray tan solution. Overall depth and intensity of the tan achieved will also depend on the client's own natural melanin content and thickness of the skin's Stratum corneum.

Where the Stratum corneum is thicker, the elbows and knees for example the reaction and tan will appear to be more intense, where the layer is thin the tan will appear to be less intense.

In order to achieve a uniform result, the loose shedding scales from the skin must be removed through exfoliation before applying DHA.

When being sprayed, the artificial tan immediately appears on the skin's surface and will continue to darken over a 24 hour period depending on the type of formulation. Once the darkening effect has occurred, the tan becomes waterproof and will not wash away with soap or water.

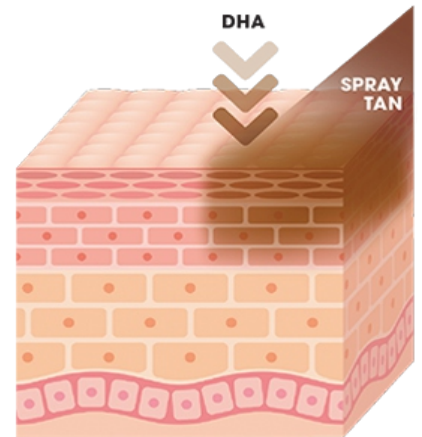
The tan will gradually fade over 4-11 days in conjunction with the skin's normal exfoliation process.

Exfoliation, prolonged water submersion and heavy perspiration can lighten the tan as these activities all contribute to a more rapid dead skin cell exfoliation.

Spray Tanning And DHA, How Does It All Work?

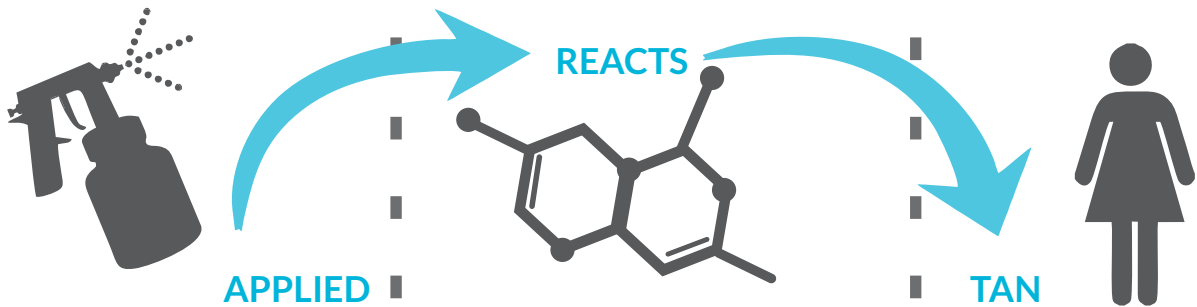
It is important to have a formulation that is balanced, to maintain the skins moisture, the correct pH balance and the odour reaction of protein and DHA. Every Go Brown Tanning Solution is scientifically proven to work with all the above mentioned factors, developing into a deeper, longer lasting and odourless tanned skin. Reference should be made to Go Brown Tanning Solution for developing and rinsing times.

Because the DHA derived polymers do not absorb a significant amount of UV light, SPRAY TAN DOES NOT PROVIDE UV PROTECTION AND SHOULD NOT BE USED FOR PROTECTION AGAINST UVB RADIATION.



To Summarize

How It Works

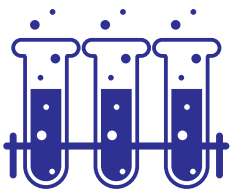


The DHA in our solution reacts with the amino acids in the outer most layer of skin. This occurs via the Maillard reaction - the same type of reaction that occurs when leaving a slice of apple exposed to air and it begins to oxidize. This reaction leads to the production of melanoidin's which are the chemicals that cause the appearance of a tan.

DHA darkens between 8 - 12 hours after application with results that can last from 4-11 days

Skin pH levels directly effect an individuals self tanning outcome

Darker complexions lend to a false sense of security - DHA tans do NOT offer any SPF / UV protection

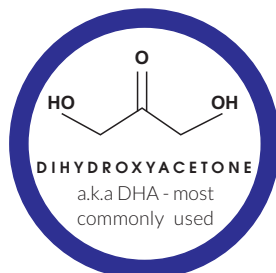


The Chemistry

The main active ingredient in our solutions is DIHYDROXYACETONE. Which is nothing more than a simple sugar. This ingredient works by reacting chemically with skin cells to craft the appearance of a darker pigment.



DEVELOPS
IN 8 - 12 HRS



SPRAY TAN
LONGEVITY
4 - 11 DAYS

Spray Tanning And Contra Indications

Studies on DHA have shown that between 1-3% of people may have some sort of a reaction to the application of DHA on the skin. These reactions are on the most part very mild and almost not noticeable. However some clients with hypo-allergenic skin may experience a reaction to the tan - this reaction is know as a contra-indication. A contra-indication refers to any condition that will either prevent a treatment from being carried out or will require the treatment to be adapted. Before commencing any treatment it is important to carry out a consultation with your client. This allows you to identify any possible contra indications through questioning and observation.

The severity of some conditions will determine whether the treatment can be modified or whether it must be avoided. The conditions below can either restrict or prevent a self tanning treatment.

- Broken or inflamed skin: these areas should be avoided. There can be a risk of cross-infection if there is a viral, bacterial or fungal infection present.
- Recent sunburn, especially if the skin is inflamed or irritated.
- Infectious skin conditions (bacterial, viral or fungal): these are total contra-indications and treatment should not be carried out to avoid the spread of infection.
- Non-infectious skin conditions, such as eczema, psoriasis and dermatitis: the condition of the skin determines the effectiveness of the treatment, so areas affected by these conditions will absorb more tanning agent and dark patches may appear. You may feel in your professional judgement that the affected area is too large and the client will not be pleased with the end result, in which case the treatment cannot go ahead. It is also possible that the products used may cause further irritation to the skin.
- Insulin-dependent diabetics or clients on medication containing Retinol A or roactane: these clients may have thinner skin, leading to a much higher risk of bruising. Treatment can go ahead if GP approval is obtained.
- Clients on steroid-based medication or having chemotherapy may find they develop a reaction to the treatment and should be made aware of this.
- Clients with high sensitivity or allergies may also not be suitable for treatment.
- Asthmatics may find their condition is irritated in a spray booth because of the fine particles and limited ventilation – do warn the client there is a possibility of an attack, and suggest a manual application instead.
- Failure of the sensitivity test with irritation present would be a contra-indication.

If the client presents with any condition you feel would be contra-indicated and you are not happy to carry out the spray tan, then you must follow your training and refuse to treat the client. If this is necessary, you must explain tactfully and politely why the treatment cannot be carried out, and do recommend the client seeks advice from their own GP if appropriate. Remember that it is not your place to comment on possible medical conditions. You are not medically trained and it may affect your insurance cover should you choose to offer advice which later turns out to be incorrect.

Spray tanning treatments are safe for pregnant women.

Hormones influence pigmentation levels within the skin, so if the client is pregnant, on the contraceptive pill, on HRT or going through the menopause, they may have patches of differently-coloured skin which could affect the end result.

- Stiations or stretch marks in the skin may lead to a patchy results when spray tanning. It is advisable to inform the client of this, although if the skin is healed then stretch marks are a consideration rather than a contra-indication

- Remember that clients should sign a disclaimer stating that the possible contra- actions have been fully explained to the before the spray tan treatment begins.

Understanding Your Clients Skin Condition

Skin conditions have a wide range of symptoms. Symptoms on your client's skin that appear due to common problems aren't always the result of a skin disorder. Such symptoms can include blisters from new shoes or chafing from tight pants. However, skin problems that have no obvious cause may indicate the presence of an actual skin condition that requires an adaptation of the spray tanning application.

Go Brown Technicians must be able to evaluate the clients skin, noticing and identifying any irregularities that are typically symptoms of a skin disorder that may include:

- raised bumps that are red or white
- a rash, which might be painful or itchy
- scaly or rough skin
- peeling skin
- ulcers
- open sores or lesions
- dry, cracked skin
- discolored patches of skin
- fleshy bumps, warts, or other skin growths
- changes in mole color or size
- a loss of skin pigment
- excessive flushing



Acne

A chronic, inflammatory skin condition that causes spots and pimples, especially on the face, shoulders, back, neck, chest, and upper arms, caused when the pores in the face and upper body overproduce sebum, an oily substance used to lubricate the skin.

Spray tanning helps to hide an acne scar or breakouts, boosting a clients self-confidence is making them feel better about their appearance.

Client's with acne should do a very gentle exfoliation on the effected area prior to the tan. The solution can be applied to all parts of your body or just the areas the client wishes to darken. Spray tanning the dried skin around acne can cause the spots and pimples to darken, making them more apparent.

Remember that some acne treatments and washes have harsh chemicals in them that can wipe away the results of a spray tan, leaving white spots and unevenly colored skin. Go Brown's range of solutions are non-comedogenic which means that the product won't block pores, which will help prevent whiteheads and blackheads.

Atopic Dermatitis (Eczema)

Is characterized as dry, itchy skin that often appears with a red rash, that typically appears on the arms, elbows, behind the knees and on the neck, but can also appear anywhere. A condition where patches of skin become inflamed, itchy, red, cracked and rough. Blisters may sometimes occur. It is important not to spray tan during eczema flare-ups or when there are open wounds. Once the skin has healed, usually around two weeks after a flare-up, clients can safely tan.

It is recommend performing a 24-hour patch test on the client to check skin suitability and sensitivity before tanning. If irritation occurs, don't spray tan.

Clients should condition their skin regularly with moisturiser in the weeks leading up to the tan application. Applying a good barrier cream to dry areas, especially those affected by eczema.

When applying the tanning product, it is best to avoid direct application to eczema-affected areas. When unaffected areas have been tanned, use a blender brush or back of a tanning mitt to glaze over the problem area. This will help blend in the tan and prevent dry areas from absorbing too much product, which can produce darker patches. Post treatment, clients should continue to moisturise regularly to hydrate and prolong their tan. This method is also recommended for those clients who suffer from Psoriasis.



Understanding Your Clients Skin Condition



Hyper-pigmentation (Chloasma)

This occurs as the result of excessive pigmentation – above the normal ratio expected for the natural colour of the skin. The most common condition is chloasma and Melasma, which is the development of smooth irregular-shaped patches of brown pigment. This is usually hormone-related, so may occur in pregnancy or as a result of the increased hormone levels of a client taking the oral contraceptive pill.

As the affected skin is already dark, the only way of evening out the skin colour is to apply tan around the dark patches and avoid the area itself, to try and minimise the difference. Applying tan to the chloasma will only deepen the colour and draw attention to the area.

Keratosis pilaris (Chicken skin)

This condition develops when the skin produces too much of a protein called keratin, which can block hair follicles and cause bumps to develop. The bumps are usually on the arms, thighs, cheeks and buttocks. They're white, sometimes red, and typically don't hurt or itch

Spray tanning will not actually make textured skin disappear, it can help neutralize redness and minimize its appearance. Prior to having a spray tan client's should use chemical exfoliation and not mechanical exfoliation on effected areas.

The effected area should not be over saturated with solution as this can make the condition more pronounced.



Lupus

A chronic autoimmune disease that causes inflammation throughout the body. Many people with lupus experience a red or purplish rash that extends from the bridge of the nose over to the cheeks in a shape that resembles that of a butterfly.

The rash may be smooth, or it may have a scaly or bumpy texture. It can look like a sunburn. It is usually worsened by exposure to the sun.

Applying a tan to a client with Lupus should be done gradually, over a couple of days. Building the colour depth slowly and applying less solution to effected skin areas.

Hypo-pigmentation (Vitiligo)

This occurs in skin with deficient, or lower than normal, pigmentation or colouring. It can be hormonally related or can happen as a result of the ageing process and often occurs in patches. While skin texture is unaffected, it can make the skin look rough and be quite inhibiting for the client. The most common form of hypopigmentation is vitiligo (also known as leucoderma), which is characterised by the formation of smooth, white, circumscribed irregular patches, often with increased pigmentation of the surrounding skin which appears darker because of the contrast against the lighter patches. The white patches burn easily in the sun, as their melanin content is low or nonexistent. Vitiligo occurs mainly on the hands, arm, torso and often in older clients. This skin colouring can be evened out by applying tan. The treatment can help to disguise the lighter patches for a special occasion, giving confidence to clients who are psychologically affected by the condition.



EQUIPMENT



YOUR EQUIPMENT MODULE 4

Light And Ergonomic The Classic Ts20HVLP

The classic TS20 is light, practical and robust, great starter machine, for mobile tanners.

Key Features of your Ts20 High-Volume Low-Pressure Tanning System:

Mini Spray Gun:

Finest atomization for perfect coverage on the skin and low over spray, removable 0.6mm stainless steel needle, metal nozzle and metal gun trigger.

Optimized for salon/mobile:

Reliable 400W motor turbine with easily removable, high grade filter, and flexi hose.

Simple & Compact:

Easy to control gun with fine flow trigger control and 250ml non-topple gun.

Speed:

Your HVLP spray tan gun delivers a much wider spray than an airbrush gun- an impressive 125cm diameter compared to a maximum of about 60cm from an airbrush. This cuts the application time down from about twenty-five minutes to about 10 minutes, with no loss of quality.

Ease of use:

Your HVLP spray gun is pre-adjusted, making it simple to set up. The HVLP gun is also very simple to operate, making it eminently suitable for beginners, home and mobile use.

Limited over spray:

The HVLP systems in use by Go Brown has a sophisticated delivery system which delivers large amounts of air dispensed at a lower pressure (10 PSI or less), greatly reducing bounce-back and over spray. This represents improved air quality in the tanning area, less mess and less product wastage so client and you, the therapist, benefit equally.

Portability:

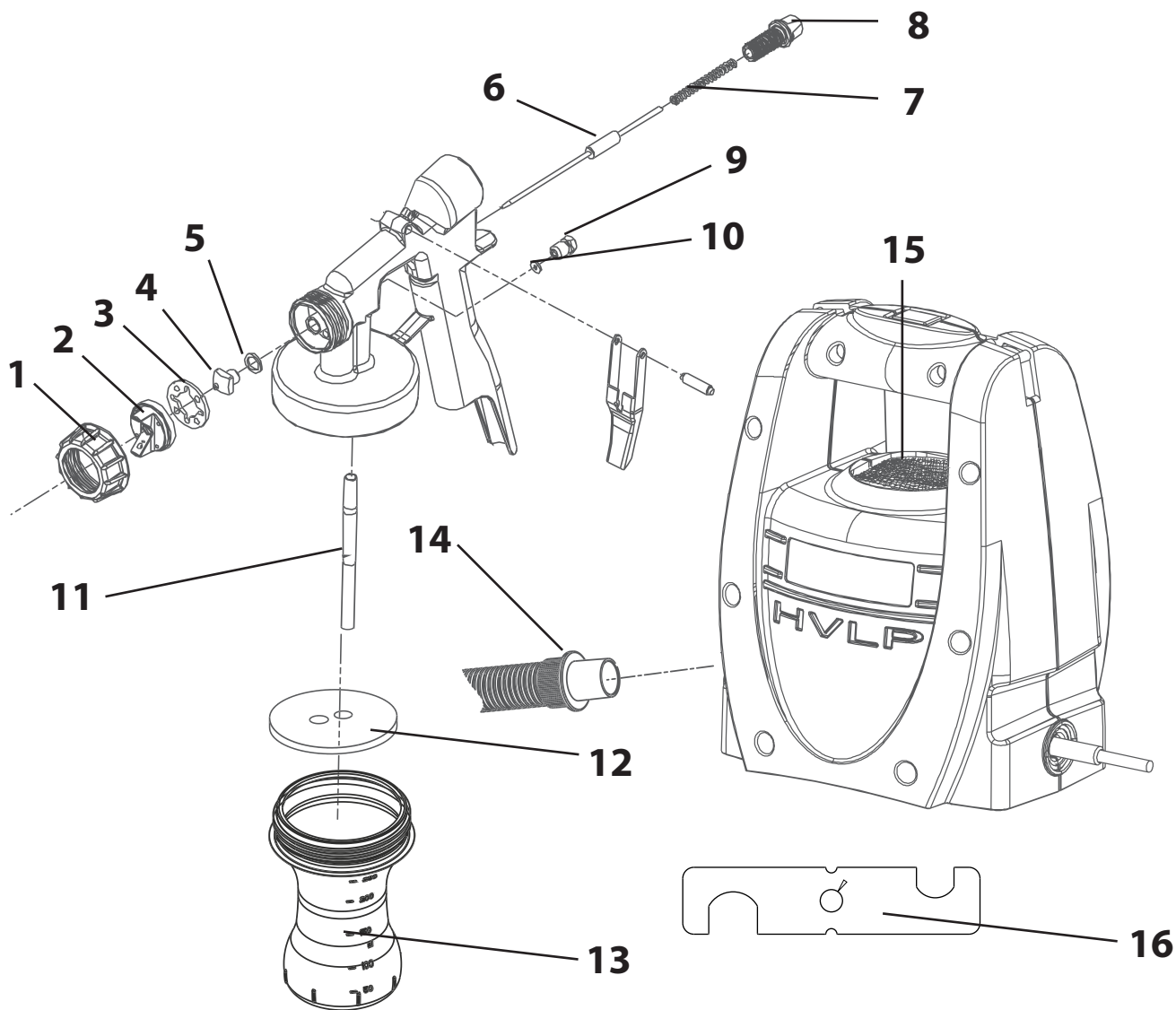
The HVLP system that you have is both lightweight and portable, making it the best choice for the mobile option.

Cost:

The HVLP system we use is extremely affordable and can often pay for themselves after just a few tans.



Understanding Your Tanning System



Spare Parts List (Fig. 1)

Pos.	Designation
1	Air Cap Ring
2	Air Cap
3	Spray Direction Plate
4	Solution Nozzle/Spray Tip
5.	Solution Nozzle Gasket
6	Solution Needle
7	Spring
8	Solution Flow Screw
9	Gland Nut
10	Gland Seal
11	Pick-Up Tube
12	Cup Gasket
13	Tanning Cup (Clear)
14	Air Hose
15	Filter
16	Spanner

Working With Your HVLP Ts20 Gun

Adjusting the Spray Gun:

Locate the solution flow screw (#8) on the spray gun diagram.

Turning the solution flow screw (#8) clockwise reduces and will eventually stop the flow of solution. Start by turning the solution flow screw clockwise until you can no longer turn the knob, the gun is now “closed inside”.

Turning the solution flow screw anti or counter clockwise will increase the flow of solution. With the solution flow screw “closed” proceed with the following:

Turn the solution flow screw 1/4 - 3/4 full turn from the fully closed position will provide a good solution flow. You may find that you want more or less solution. You can adjust the solution flow screw to your desired setting. Your goal is to adjust the solution flow screw so you obtain a 10cm wide spray pattern spraying 10cm away from your target. Test on your arm, proper adjustment will greatly improve application. Proper adjustment will make the difference between a great application or a poor one.

NOTE: Opening the solution flow screw more than 3 turns will not increase the solution flow and will in fact decrease that efficiency of your spray gun.

Hold the spray gun 10cm-15cm from the person being sprayed. Moving the spray gun back will increase the size of the mist pattern. Moving the spray gun closer will decrease the size of the mist pattern. The further away you hold the spray gun, the more you will need to increase the solution flow thus causing abnormal amounts of air borne solution (over spray).

Holding the spray gun closer to the person being sprayed along with a minimum flow of solution will provide the best results, no streaks or running solution and virtually no mist in the spray area.

Be sure to move the spray gun at a slow (not too slow), steady speed keeping the distance of the spray gun the same throughout the application. This will ensure perfect results. It is actually very easy. Practice a few times and you will be an expert. It is best to hold the spray gun in a vertical position when spraying.



Looking After And Maintaining Your Equipment

It is important to clean your spray gun and equipment daily. At the end of the day or when the equipment will not be used for a period of time, disconnect the spray gun from the air hose and proceed to clean as follows.

Air Hose:

Wipe the air hose daily with a damp cloth and store in a clean dry place.

Spray Gun:

Carefully unscrew the cup. If there is remaining solution, either close the cup with a cup lid, or pour the remaining solution into a proper storage container.

Rinse the cup under warm running water until clean.

Fill the cup to 50ml with water. Reconnect spray gun to air hose. Turn on the Turbine unit. Direct the spray gun to a safe area and spray the clean warm water through the spray gun until the cup is empty.

Turn off the turbine unit. Disconnect the spray gun. Unscrew the cup.

Wipe all exposed areas dry.

Unscrew and remove the air cap ring (#1). Rinse the threads under warm running water.

Wipe clean the threads and dry.

Remove the air cap (#2). Rinse under warm running water. Wipe, clean and dry.

If necessary, remove air distributor plate (#3). Rinse under warm running water. Reinstall the three pieces you just removed by reversing the removal procedure. Your spray gun should be ready for the next use.

The HVLP Filter (#15) should be rinsed out daily and left to thoroughly dry before next use.

The following cleaning procedure should be done on a monthly basis.

Air Hose:

Once a month soak the air hose in water with the ends kept dry. Hang and allow to dry thoroughly.

Spray Gun:

The following cleaning should only be done by a person who is familiar with the gun.

The solution nozzle (#4) can be removed for additional cleaning if necessary.

There is a solution nozzle gasket (#5) around the thread of the solution nozzle. Be sure to reinstall or leakage will occur. Removal of the solution nozzle is not necessary on a daily basis. You should however remove it once a week and rinse under running water.

The solution nozzle can be easily removed with an adjustable spanner. Place the tip of your adjustable wrench or spanner on the two flat areas of the nozzle and twist anti or counter clockwise.

Be careful when removing the solution flow screw as there is a small spring (#7) around the needle. Do not lose it. This is important to the operation of the spray gun. Set the spring aside and pull the trigger all the way back until you can grab the needle with your finger tips.

Pull the needle out from the back of the spray gun.

Once removed, rinse under warm running water, clean and dry. Reinstall reversing the removal procedure.

Pop Up Tanning Cubicle

Easy And Convenient For You

The most versatile option to choose from that allows maximum protection. These pop up enclosures are the ideal solution for mobile spray businesses where space is limited and portability is a must. The ample size of the enclosure is large enough to allow easy movement and the black colour hides solution stains that might remain from over spray. An extraction fan opening is incorporated into the fabric and the open clear top allows plenty of light to shine into the enclosure, making it ideal for tanning. The tent expands in seconds to allow for quick set-up and folds away tidily into its own carrying bag.

When making a mobile visit ask the client to estimate the size of the room, to ensure that your tent fits in the room. The room will need a high enough roof. Be aware of light fittings, furniture etc and not damaging the client's property. Practice putting the tent up and down before going to the appointment. Ensure that there is good lighting.

KEY FEATURES OF YOUR SPRAY TAN POP UP CUBICLE

Open Clear Top - With its clear top and 1.8m high door, this tent allows in plenty of light, permitting a more easy view of the colour guide.

Concealing colour - Available in a deep bronze, dark black, and fuchsia. The colours of these tents are visually attractive and perfectly mask solution over spray.

Generous Size - This tent is a generous 2.5 x 1.2 x 1.2m size, among the largest tents available on the market. A 1.8m tall person can walk through the door without bending over.

Sturdy Frame - Built around a high-gauge, low-memory spring steel frame, this tent is strong but flexible, resists out of shape problems, pops up and folds down easily.

Easily Maintained Floor - The built-in, waterproof floors catch solution over spray, protecting carpet and flooring. Simply wipe down clean after each use.

Extraction Fan Opening - An opening is provided for insertion of an over spray extraction fan or air cleaner. It has a square opening.

Accompanying Carry Bag - This tent comes with an oversized carrying bag with shoulder-length straps for easy portability.



GO BROWN MOBILE SPRAY TANNING TECHNICIANS
NEVER
SPRAY TAN IN A SHOWER CUBICLE

Pop UP Tanning Cubicle

Easy Up And Easy Down



With the tent opening facing you



Hold the tent firmly in both hands.



Push the panel in your right hand into the back left corner. creating 2 panels. Straighten out the bottom back corner.



Fold the 2 panels into 1.



Fold the top to the base to make a loop.



Secure with your foot.



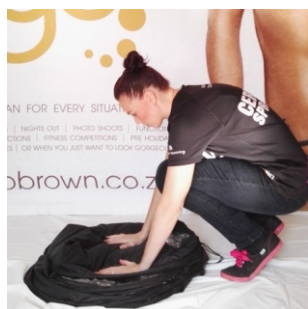
Bring your hands and wrists together.



Hold the left and right frames with your right hand, take the top of the panels with your left hand and fold it under your right hand.



Push down to compress the frame.



Neaten and size the loops and pack into bag.

The Complete Concept Kit Of Tanning Essentials

EQUIPMENT

Spray Tanning System

HVLP Turbine, Black Hose, Spray Gun (cup, pick-up tube, white pressure gasket and spray head)

Spray Tanning Cubicle

- > Floor Towels: A floor towel in the tanning cubicle to avoid the soles of the feet from being tanned. as well as a towel to place the HVLP machine on. Make sure the towels are clean and put in the cubicle before every tan.
- > Extension Lead and clip on light: Don't stretch uncomfortably; instead take a long lead with three sockets on it one for the machine and one for the light.

CONSUMABLES

- > Barrier Cream: Suggested incase your client has dry patches of skin on the foot or if the knees and elbows are dry.
- > Wet Wipes: After each tan your client's palms, nails, foot arch and toe nails are wiped and are left free from any excess tan.
- > Hair clips and elastics: To make sure that your client's hair is up and off the neck and shoulders.

TECHNICIANS PROTECTIVE EQUIPMENT

To ensure your safety and health, wear the correct personal protective equipment:

- > Gloves: Many therapists end up with brown palms, so wear a pair of gloves before filling up the tanning container, it looks professional and is hygienic for the client. Avoid latex and talc if allergies are present.
- > Masks or Nose Plugs: A mask or nose plugs will protect you and prevent brown nostrils and the inhaling of any over spray.
- > Clear protective glasses: A pair of clear glasses can also be worn for additional protection.
- > Velour Application Mitt: To correct any over spray, wipe any runs or blend patches. A must for every technician.
- > Baby Powder and Powder Brush: Powder is applied to clients who perspire in certain body areas. It ensures that the tan does not run.

CLIENT ATTIRE

Provide the client with the following clothing and protective equipment:

- > Go Brown Gown: Maintaining your client's modesty is of utmost importance. Providing them with a gown puts them at ease and allows them to move around comfortably without being uncomfortable.
- > G-String/Pants: Many people are happy to use their own underwear however it is best to have some disposable G-Strings or pants on standby as a courtesy.
- > Nipple pads: Many people are happy to stand bra-less these days: however, allow your client the courtesy to stand in her bikini or bra.
- > Offer nipple pads to Nursing Mothers or shy clients to maintain their modesty.
- > Hair Nets: Provide a hair net which clients can tuck all hair into to protect the hair but used without care they can produce a line on the face, so place the front of the hair net on the edge of the fore head hair line.
- > Face Mask: Protect the client by insisting they wear a disposable paper mask. When the face is being treated ask them to slide the mask off.



EXPER IENCE



CLIENT EXPERIENCE MODULE 5

Ultimate Client Experience - Redefined And Perfected

The Ultimate Client Experience is achieved by providing a quality product or service that satisfies the needs/wants of a client and keeps them coming back. At Go Brown, offering the ultimate client experience means continued success, increased profits, higher job satisfaction, improved company morale, better teamwork, and market expansion of our services and products.

Think about it, the places where you enjoy doing business – stores, petrol stations, suppliers, banks, etc. WHY there, aside from the actual product or service they provide, do you like doing business with them? You probably find them courteous, timely, friendly, flexible, interested, and a series of other exemplary qualities. They not only satisfy your needs and help you in your endeavors but make you feel positive and satisfied. You come to rely on their level of service to meet your needs and wants.

On the other hand, let's review a business you dislike - patronizing maybe, even hate utilizing but in some cases do so out of necessity. Maybe it is the Traffic department when you need a new driver's license or maybe it is the local store that carries a product you need but who offers lousy service when you purchase.

In both of these cases we are willing to hypothesize that the customer experience is marred by gruff service, inefficient processing, impolite and unfriendly staff or sales people, lack of flexibility, and no empathy for your customer plight. In these cases you feel abused, unsatisfied, and taken advantage of – in essence, your experience is wholly negative.

Remember, good client service creates the ultimate client experience which results in client satisfaction and return clients and growth in business. Poor client service, except for monopolistic strongholds, generally results in client dissatisfaction, lack of returning client's and dwindling business.

As a Go Brown Technician you will constantly deal with clients (inside and outside the company) and will have to strive for certain qualities to help you answer your client's needs. The professional qualities of customer service to be emphasized always relate to what the customer wants. While there are a multitude of customer needs, six basics needs stand out for Go Brown Technicians.

- Going above and beyond for your client
- Maintaining a professional persona
- Etiquette at first contact
- Competence with systems
- Understand a clients needs
- Good Information is Often Good Service
- Technicians best practice

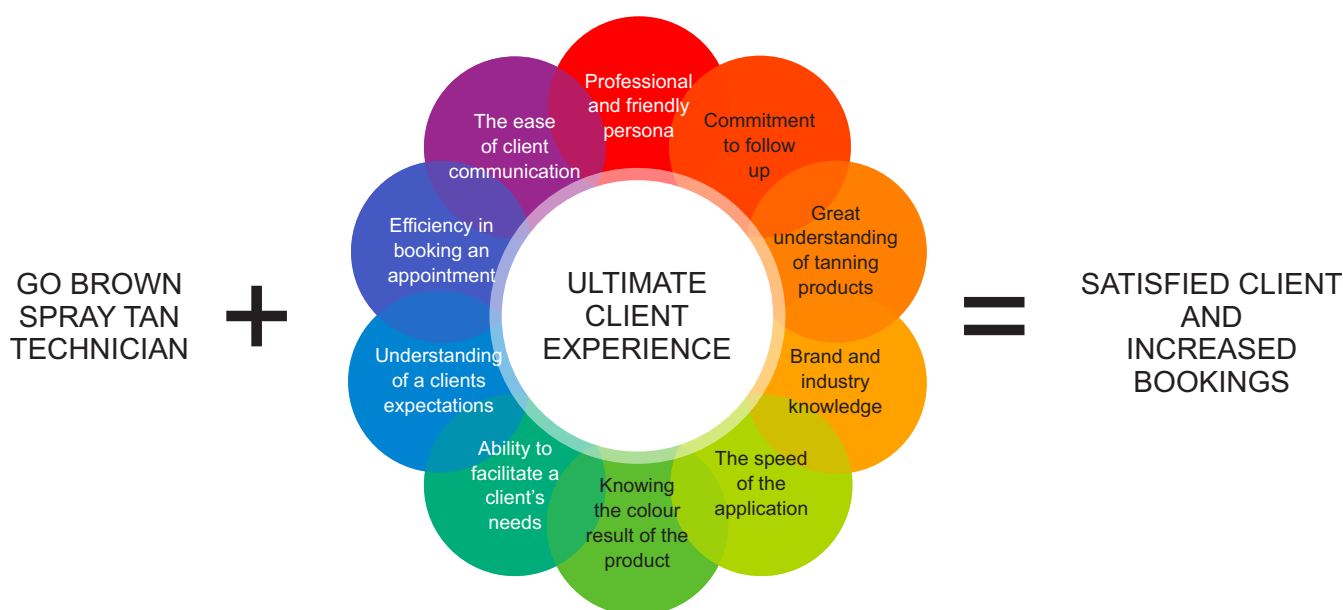
Go Brown Technicians need to be empowered to satisfy customers. Technicians will give bad service to customers if they themselves receive bad service and little feedback from their managers. Remember at Go Brown we believe that external customer service starts with internal customer service.

Going Above And Beyond

The Ultimate Client Experience

Using your spray tan machine to apply an even flawless tan is just the first of many important steps! They may seem obvious, but following the steps in this module will allow your Go Brown Mobile Spray Tanning business to become the best spray tanning business in your area. The key to the perfect flawless spray tan is not only giving your client great preparation advice, it includes offering the client the ultimate satisfactory experience in all aspects of their dealing with you.

Go Brown Mobile Spray Tan Technicians are unmatched in customer satisfaction through the delivery of that ultimate client experience which includes:



The increased demand for spray tans has led to huge opportunities for spray tan technicians. All Go Brown Mobile Tanning Technicians are well versed in the application process but there are always new things to be learnt. The key to a successful spray tan business is not only delivering premium tanning results, but also providing a pleasant overall experience for your client.

The Go Brown philosophy of customer service is to provide all the necessary information to our clients in the most friendly and professional manner that is possible. They should be educated about your equipment, tanning packages, our products and their skin type. In addition, you want to give your clients as much information about the "science of tanning" as possible without overloading them with more information than they are able to comprehend. Each client has a different educational background and, therefore, a different threshold of understanding. It is important for you to stay up-to-date with the latest information so that you can deal with all levels of clients.

It is important to understand that if a question arises and you are not sure of the answer that you tell the client that you will find out the answer for them. This is a much more professional approach than "guessing" and possibly providing the client with the wrong answer.

It is the responsibility of all Technicians to work within the company guidelines of professionalism at all times.

Finally, all Go Brown client's deserve an appropriate and professional level of attention from the time they make first contact, to when they enter your studio or you enter their home and up until the time that they have completed their tanning session and leave.

SAYING "GOODBYE" WHEN THEY LEAVE IS JUST AS IMPORTANT AS SAYING "HELLO" ON ARRIVAL !

Maintaining Your Professional Persona

PROFESSIONALISM IS DEFINED AS AN INDIVIDUAL'S CONDUCT WHILST AT WORK OR WITH A CLIENT.

IT IS ESSENTIAL THAT YOU MAINTAIN YOUR PROFESSIONALISM AT ALL TIMES THROUGH:

- Professional Conduct
- Professional Appearance
- Maintaining Personal Hygiene
- Personal Protection
- Client Hygiene
- And Client Safety

The absence of professionalism is usually more noticeable than its presence. Who will detect whether you have this quality or not? Your client will, and it can affect your ability to keep your client and advance in your career as a Go Brown Spray Tan Technician. So what can you do to make sure you exhibit professionalism or, at least, not show a lack of it?

GO BROWN DO'S AND DON'TS THAT CONTRIBUTE POSITIVELY TO YOUR PROFESSIONALISM

1. Make Being on Time a Priority

Showing up late for an appointment gives the impression that you don't care about your client, so make sure you pay attention to the clock and arrive at least 15 minutes early for an appointment. Not only does this go for start times but for finishing times. If in the event you do run late, please notify the client.

2. Watch Your Mouth

Swearing, cursing or cussing—whatever you call it—has no place, particularly if those who you might offend are present. If you wouldn't say it to your grandmother, refrain from saying it while spray tanning a client.

3. Don't Gossip

While you may be tempted to tell your client or fellow Go Brown Tech what you heard about "Suzy" from down the road, gossiping makes you look like a high school student. If you know something that you simply must share, tell someone who has nothing to do with your workplace.

4. Don't Be A Grump

Leave your bad mood at the door when you are doing a spray tan. We all have days when we aren't feeling our best. Remember not to take it out on your client. Your bad mood results in a bad tan.



Maintaining Your Professional Persona

5. Try to Stay Positive

Negativity brings everyone down. Go Brown Technicians will not appreciate a drop in morale. Instead, if you think something can be improved, find a way to make that happen or let someone know, so that they can make the change.

6. Don't Lie

Dishonesty never makes anyone look good. A true professional is always up front. If you feel you aren't up for the job, let someone know so that you can be helped to ensure the client gets the best service and tan.

7. Don't Hide From Your Mistakes

As hard as it may be to do, take ownership of your mistakes and do your best to correct them. Make sure you don't make the same one twice. Never blame others, but set an example so that those who share responsibility for the mistake can step forward and admit it.

8. Offer To Help Your Fellow Go Brown Technicians

A true professional is willing to help her Go Brown Tanning Technicians when they are overburdened or don't have enough clients. We are not afraid to share knowledge, opinions or simply an extra pair of hands. One person's success reflects well on everyone in the Go Brown Team.

9. Look The Part and Dress Appropriately - Go Brown Mobile Spray Tanning Dress Code

When you are representing your business it's important to "look the part." Who's going to get a spray tan from a pasty person in scruffy outfits?! Um... no one. Your appearance should always be neat, clean and upstanding.

A wrinkled uniform looks no better than a ripped pair of jeans. Generally speaking, revealing or tight clothing is a no-no. You should save flip-flops, shorts, and tank tops for the weekends.

Present yourself and your business in the best light possible. You are a walking billboard for your business and Go Brown Mobile Tanning brand. The Go Brown uniform portrays the right impression of the business, providing a professional appearance to you and playing a vital role in reflecting a positive business image and is fabulous for spray tanning clients all day.

When spray tanning a client, no matter how careful you are, expect to get some solution on yourself. The fabric of your Go Brown uniform is dark, so if tanning solution gets onto it, it will not be prominently visible. Your uniform needs to be washed and ironed regularly for hygiene. Remember, your uniform also gives clients a feeling of things being professional. Best practice would be not to wear the uniform outside the treatment environment.

Wear your name badge!

Flat comfortable shoes, not sling backs, heels or peep toes should be worn to protect feet, preferably black TRAINERS with a pink trim or black TRAINERS with a gold trim. No-one will be getting tanned if the Go Brown Spray Technician drops a compressor on their foot and breaks it.

Hair should be kept up and away from the face, hands and nails clean and remember, smell fresh, but not heavily perfumed and wear an appropriate amount of make-up and ensure that you have a Go Brown Spray TAN ON.

YOU ARE ALWAYS THE BUSINESSES NUMBER ONE ADVERT

Technician Dress Code

Sport



Sport Winter



Salon



Executive



Executive Winter



Sport with PPE



Mobile Technician



First Impressions – Telephone Etiquette

In this growing electronic age, we often forget how important it can be to have simple telephone etiquette. Outside the realm of texting, whatsapp and emails, many people still use the telephone as a primary source of communication.

The client encounter in a spray tanning business most often begins with a telephone call to the technician. Approximately 85 percent of the client's first contact is by telephone. In this initial contact the client will form either a positive or negative opinion of the technician and the business. Knowing the proper etiquette and procedures for speaking with someone on the telephone can show a great deal of professionalism as well as social knowledge.

Many people do not realize they have little or no phone etiquette. One of the first steps to gaining or improving phone etiquette is to know the different aspects of it, such as phrasing, listening skills and basic communication techniques. Learning this knowledge can be a great starter tool for many and can help them feel more confident on the phone right away.



First Impressions

First impressions create lasting memories, whether positive or negative. It only takes seconds for someone to decide if they like you or not. These decisions are formed by their impressions of simple actions. A pleasant greeting and a positive attitude will set the stage for each call. The use of effective telephone skills creates a positive image for the entire business. When all Go Brown Technicians consistently use appropriate telephone protocols throughout the business, positive impressions will be created and client satisfaction will be enhanced.

Go Brown Mobile Tanning Guide for Creating Positive First Impressions Through Telephonic Conversations :

- The “three-ring” rule. Always make sure the phone is answered before the fourth ring.
- Project a positive, enthusiastic, and friendly attitude.
- Acknowledge the caller by name. Make them feel “at home.”
- Always be professional and courteous.
- Minimize customer hold time and return frequently to reassure they have not been forgotten.

Answering The Telephone

For Go Brown, incoming calls are a major part of the business. People call for pricing, to make bookings, consultations and seeking general information. Incoming calls can seem intimidating at times since many times we don't know who is on the other end of the line. But knowing the right tools, such as a proper greeting and key phrases, can help you through any situation. From the moment you pick up a telephone, body language and visual perceptions disappear. Your tone of voice and attitude becomes dominant.

Introduce Yourself

When a person calls, they may not necessarily know who or where they are speaking to. It is important for you to find some form of introduction to use with each caller. Go Brown standard greeting is:

“Thank you for calling Go Brown Mobile Spray Tanning, my name is _____. How may I help you?”

An introduction should identify where the caller is calling to and who they are speaking with in that location. This type of introduction not only welcomes the caller to the company, but it also lets them know who is there to help them and invites them to get right to their request.

First Impressions – Telephone Etiquette

Phrasing

When speaking on the telephone, a different set of phrasing is used instead of our everyday talking phrases. Using a more professional group of phrasing portrays to the caller a sense of confidence and a sense that you are there to help them. Using phrases such as “Could you”, “May I?”, “Please”, and “Thank you” can help the person on the other end of the line feel more comfortable and feel more at ease with your politeness. Important phrasing sections include introductions, transitions and even call conclusions. Although some of the phrasing can seem uncomfortable at first, but with practice, they can become as natural as our everyday speech.

Tone Of Voice

The tone of voice in which we speak can portray a variety of emotions and feelings. When we’re sad or angry our voice can lower in tone; and when we’re happy or excited it can raise higher. It is generally recommended that when we speak on the telephone, we should speak in our normal tone of voice, if not a few decibels higher. Lower tones of voice can imply sarcasm or disinterest. The speaker should never speak in monotone, which can sound bored and make the caller feel as though the speaker is not sincere. When possible, use inflection in your voice to help stress important points and give the caller verbal hints as to where the conversation is going.

Tips:

- Speak in a normal speaking tone of voice (or higher)
- Avoid lower tones or monotones
- Use inflection when possible

Speaking Clearly

When speaking on the telephone, the two callers cannot read lips or take notice of any sort of body language, so it’s important to speak clearly and in a professional tone of voice. Do not speak too quickly, since it can cause your words to sound jumbled or rushed. However, speaking too slowly can make words sound distorted and can mislead the caller from what is trying to be said. As you speak, articulate your words and ensure not to slur any sounds together. When you are finished speaking, pause periodically for signs that the caller has heard and understood you, such as answering the question or a simple “Mm hmm”. If in the end they did not catch what you said, calmly repeat the information and try again.

Tips:

- Take deep breaths before each phone call
- Speak slowly – do not rush your phrases
- Pause for understanding from the caller
- Repeat words if necessary

Listen To The Caller

With a telephone in our hand, we can often feel a sense of power and can feel the urge to perform all of the speaking – and forget how to listen. However, we forget that the purpose of the call is the person calling us to begin with. After you give your introduction, pause for a moment to listen for the caller to begin speaking and identify the purpose of their call. Allow the caller to finish speaking without interruptions. Focus on what the caller needs and what they are wanting. When they are finished, reaffirm what they are wanting, which is sometimes referred to as active listening. Let the caller know what you can do for them and how you can help with their needs.

First Impressions – Telephone Etiquette

Focus On Their Needs

One of the most important aspects of the Go Brown Mobile Spray Tanning business is to retain and maintain our customers, and one of the best ways to do that is to focus on our customer's needs. Inbound calls allow clients to call into the company and reach out for help and assistance. So when a client calls into your line, take the time to focus your attention on answering the call. Focus on what the caller is asking for and what sort of help they need. The caller may speak fast and have a long line of requests or even demands, but the key is listening for what they really want from the call and start from there.

Please And Thank You

Using good etiquette is a way to show respect and consideration to those we interact with. Some of the basic essentials of proper etiquette are phrases such as "Please" and "Thank you". When asking the caller for something, such as their name or details always follow with "please". After the customer has given something to you or says something polite, follow with "thank you" to show your appreciation for their help. Using "Please" and "Thank you" when speaking with a customer allows the operator to remain professional while still showing courtesy and respect.

To Summarize

Answering A Call

Answer the phone as quickly as possible (before the fourth ring).

Use a friendly greeting, "Good morning" or "Good afternoon" and confirm:

Who the client is calling: "Thank you for calling Go Brown Tanning."

Who the client is speaking with: "This is _____ speaking."

Offer assistance, "How may I help you?"

Smile when answering the phone (callers can "hear" your smile).

Identify who the caller is and use the caller's name.

Be polite, use "please" and "thank you."

Be enthusiastic, this energy transfers to the customer.

Listen to the caller, acknowledge requests or concerns.

Treat every caller as though you are speaking to a friend.

Stay positive, be considerate, show interest, and care.

First Impressions – Telephone Etiquette

Taking A Message When Busy With A Client Appointment

There is always the possibility that a client phones while you are busy with an appointment. It is vitally important that you take a message down in the correct manner as to maintain a friendly, professional client approach.

Taking A Message

Apologise and ask the client's permission to take the call,

“My apologies for getting a call, do you object to me answering”

After answering, explain to the caller that you are in an appointment and will take a message.

Make sure you have the correct name and number of the caller.

Ask the caller if there is a specific time they would like the call returned.

Repeat the callers number

Assure the caller you will return the call back as soon as you can,

“I'll return your call as soon as I am finished with my appointment and can safely call you.”

Remember to call the caller back as soon as you can.

WHEN A TECHNICIAN IS NOT RETURNING CALLS, YOUR NEW POTENTIAL CLIENT
IS CALLING ANOTHER SPRAY TANNING BUSINESS TO GET A SPRAY TAN.

What Is PoPI? The Protection Of Personal Information Act

The purpose of the POPI Act (Act 4 of 2013) is to protect consumers against, inter alia, theft of money and identity by preventing their personal information from landing in the wrong hands. In short, what it amounts to is that a responsible party must protect the integrity and confidentiality of personal information in his possession or under his control by introducing applicable, fairly technical and organisational measures.

The POPI Act applies to everybody who processes any type of records that contain personal information of people. It therefore lays down the minimum standards for the protection of personal information. Processing comprises the collection, receipt, recording, organising, retrieval or use of such information. It also includes the distribution and release of such information.

The PoPI legislation basically considers a consumers personal information to be “precious goods” and therefore aims to bestow upon institutions, as the owner of consumers personal information, certain rights of protection and the ability to exercise control over:

- when and how you choose to share your information (requires your consent) the type and extent of information you choose to share (must be collected for valid reasons)
- transparency and accountability on how your data will be used (limited to the purpose) and notification if/when the data is compromised providing you with access to your own information as well as the right to have your data removed and/or destroyed should you so wish
- who has access to your information, i.e. there must be adequate measures and controls in place to track access and prevent unauthorised people, even within the same company, from accessing your information
- how and where your information is stored (there must be adequate measures and controls in place to safeguard your information to protect it from theft, or being compromised)
- the integrity and continued accuracy of your information (i.e. your information must be captured correctly and once collected, the institution is responsible to maintain it)

What is regarded as personal information?

In terms of the POPI Act it is data that can be used to determine your identity. This includes, but is not limited to: race; gender; pregnancy status; marital status; nationality; ethnical group; social origin; skin colour; sexual orientation; age; physical or mental health; disability; religion; religious persuasion; cultural, language, educational, medical, financial, criminal or occupational history; identity number; email address; residential address or residential area, postal address; vehicle registration number; banking details; telephone number; biometrical information and your personal opinion or likes and dislikes.

How does POPI legislation affect businesses?

The Act obliges all businesses to protect the personal information of clients and employees. POPI applies to literally everybody who processes personal information, but especially to companies such as banks, insurance companies and medical companies who handle large volumes of clients' personal information.

In terms of section 45 of the Electronic Communications and Transactions Act (Act 25 of 2002) companies are obliged to tell consumers where they obtained the personal information. POPI is withdrawing this section but requires parties concerned to be transparent regarding the processing of this data and to allow the individual a say in the way in which this personal information is processed and among whom it is distributed.

Competent Approach - Client Appointment Booking

FRESHA BOOKING SYSTEM

The Internet is here to stay and Go Brown has made great leaps with our tech systems that assist you in running your Go Brown Mobile Tanning business. Simplicity is the ultimate sophistication" - This is what we get with the Fresha booking app.

FRESHA BENEFITS

Cuts Workload In Half

We are in the business of making peoples' days. Our clients know us for high-quality services and an unforgettable experience. It's what they come back to you for! Having a facility that allows for online bookings, frees up time and gives you the time to focus on what you do best. By offering client's the option to book online has boosted our appointments by 15 - 18% and increased our productivity by over 30%. The Fresha Booking system allows you to schedule appointments, reduce no shows and cancellations, manages the client data base, send email and SMS notification to clients and allows clients to book you directly through the Go Brown Website

Open For Business, 24/7

Online bookings mean that our clients can book with any of our Technicians 24/7, based on their true availability. Clients have the freedom to book at their own pace, on their own watch. Bookings are often made outside your working hours, so our sales are boosted by staying "open for business" even when you have finished working for the day.

Going Digital (everyone else has)

Due to its convenience, industries that used to rely heavily on the telephone for booking appointments have been disrupted by the Online world in the best way possible. Of course there will always be a place for the telephone; sometimes a human's voice just cannot be substituted... However, we can make the entire booking process easier and more streamlined for clients to free up the phone line for the more important conversations.

Tighter Security, Fewer Mistakes

With a large amount of money worth of services booked and transactions made online every day, online bookings and payments are now more secure than they've ever been. Client details are protected by fortified networks, so clients are more comfortable putting sensitive information onto their Fresha profile. Clients benefit from the convenience, and so can you.

Smarter Insights

One of the best things about Fresha is it's completely in sync with our business calendar and management system. All bookings, clients, and sales automatically appear in the system, so we know who booked what, and where they came from and what they have bought, which allows for more focused marketing.

Competent Approach - Client Appointment Booking

Setting Up Your FRESHA

On Your Mobile Device

Open the Google play Store and Search for: [Fresha Partner \(Shedul\)](#)

Install application. Do not register for a new account

On your PC or Mac

Go to <https://partners.fresha.com>. Do not register for a new account

use the password reset email you received to log into your account.

The Go Brown Fresha has been pre-loaded with all the relevant Go Brown services and prices. It is now mandatory that all Go Brown Technicians use the Go Brown Fresha Booking System to log and manage your appointments.

Create An Appointment

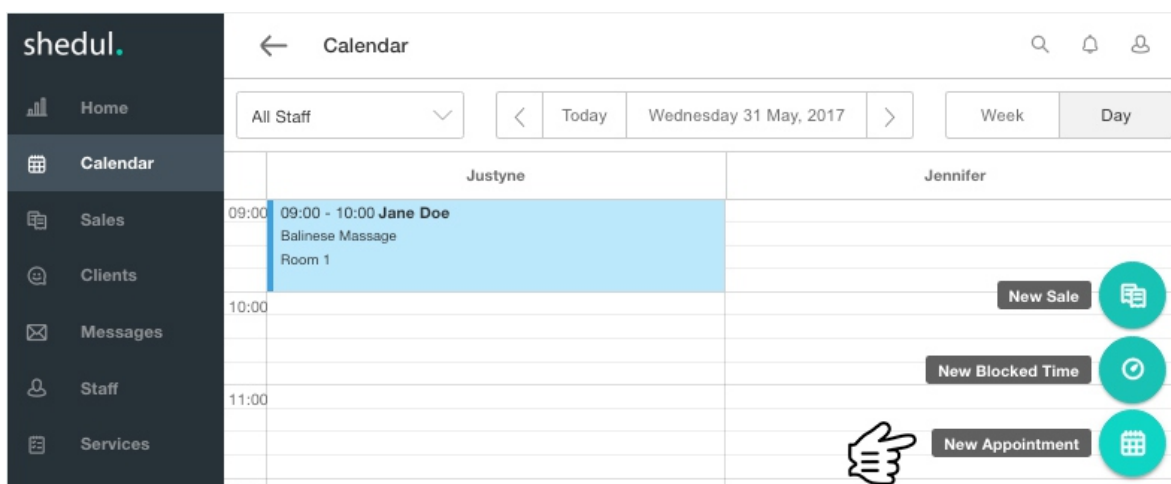
Creating an appointment is the heart of running your Go Brown business. In this guide, you will learn how to add new appointments to the calendar. We'll cover how to:

- Add a new appointment to the calendar
- Add a customer to the appointment
- Add services to the appointment
- Add notes to the appointment

Adding A New Appointment To The Calendar

There are two ways you can add a booking to the calendar:

1. Simply click on a free slot in the calendar to open the New Appointment window
2. Use the New Appointment button in the bottom right-hand corner (the green + button)



Competent Approach - Client Appointment Booking

Add A Customer To The Appointment

You have the option to search for an existing customer or to create a new one when adding a new appointment. If you don't add a customer to an appointment, it will automatically be marked as a "Walk-In."

1. To search for an existing customer, start typing a first name, surname or mobile number into the search bar in top right hand corner. You'll be shown some possible matches.

The image displays two screenshots of the 'New Appointment' form. The top screenshot shows the form with a search bar in the top right corner highlighted by a red circle and labeled with a '1'. A red arrow points from the search bar to the '+ Create new client' button in the bottom screenshot. The bottom screenshot shows the search results for 'Chris' with the '+ Create new client' button highlighted by a red circle and labeled with a '2'. The form includes fields for Start time (12:15), Service (Choose a service), Duration, Staff (Admin System), and Appointment notes. The total amount is ZAR 0 (0min). Buttons for 'Express checkout' and 'Save appointment' are visible.

2. If you want to add a new customer, click the +Create New Client option below the search bar and populate their details in the fields provided.

Competent Approach - Client Appointment Booking

3. Input ALL the information as required. We recommend that you add a capital letter to the beginning of your client's names to ensure they reflect correctly on emails & SMS. The cleaner your customer data, the more effective your marketing efforts and automated Client Notifications will be.

The screenshot shows a 'New Client' form with two columns. The left column contains fields for 'First name', 'Last name', 'Mobile' (with a '+27' dropdown), 'Telephone' (with a '+27' dropdown), 'Email', 'Send notifications by' (set to 'Email & SMS'), and 'Preferred language' (set to 'Select option'). A red circle labeled '4.' highlights a checked checkbox for 'Accepts marketing notifications'. The right column has tabs for 'Personal Info' and 'Address'. Under 'Personal Info', there are dropdowns for 'Gender' (set to 'Unknown') and 'Referral source' (set to 'Select source'). Below that are 'Birthday' fields for 'Month' and 'Day' (with a 'Set year' link), and a 'Client notes' text area. A checkbox for 'Display on all bookings' is present. At the bottom right, there are 'Cancel' and 'Save' buttons, with a red circle labeled '5.' around the 'Save' button.

4. As per, The Protection Of Personal Information Act, Act No. 4 Of 2013, you are **OBLIGATED** to ask all clients booking an appointment if they Accept Marketing Notifications. Should the client NOT agree to Accepting Marketing Notifications, please uncheck the box.

5. Click SAVE when completed

Competent Approach - Client Appointment Booking

Add Services To The Appointment

Now that you've added the client to the appointment, it's time to add one of your services from the service menu.

You can add as many services as necessary to the appointment.

1. Click on the calendar to create a New Appointment

2. Click the Service window and select a service from the drop-down list. The default duration will populate automatically, but you can make adjustments if required.

The screenshot shows the 'New Appointment' form for Thursday, 23 Jul 2020. The 'Service' dropdown menu is open, showing options like 'Winter Pass Session', 'Individual Ladies', 'First Thursdays', 'Winter Glow - First Time Tan (9%)', and 'Natural Glow (11%)'. A red circle highlights the dropdown menu, with a red '2.' next to it. The form also shows a start time of 12:45, a duration of 30min, and a total price of ZAR 0. The client's name is Tuane Kirschner.

3. To add another service or fuel charge, click the second Services window below the already selected service.

The screenshot shows the 'New Appointment' form with two services added. The first service is 'Winter Pass Session (30min, Free)'. The second service dropdown menu is open, showing 'Petrol' as the selected option. A red circle highlights the second dropdown menu, with a red '3.' next to it. The form also shows a start time of 13:15, a duration of 30min, and a total price of Free (30min). The client's name is Tuane Kirschner.

Click Save Appointment to create the booking.

TIP: When a client has multiple services in one appointment, they will only receive one confirmation message, one reminder, and one invoice. The start time of the reminder notification will be based on the earliest appointment.

Competent Approach - Client Appointment Booking

Add Notes To The Appointment

Appointment notes are appointment-specific and added directly to the booking itself. These can be used to capture important information such as special requests, any additional information pertinent to the tanning of a client, which may include contraindications, progress or solution used that day:

1. While editing or creating an appointment, click the Appointment Notes window to add your notes. If the client booked online, their booking notes will be shown here too:

New Appointment

Thursday, 23 Jul 2020 Repeat

1.

Start time: 12:45 Service: Winter Pass Session (30min, Free)

Duration: 30min Staff: Admin System

Start Time: 13:15 Service: Choose a service

Appointment notes

Add an appointment note (visible to staff only)

2.

Total: Free (30min)

Express checkout **Save appointment**

Client Card: Tuane Kirschner (+27 71 138 7562, tuane@evawel.com) NEW CLIENT

Year	Date	Day	Time	Status	Service	Staff	Price
2018	15 Mar	Thu	17:00	CANCELLED	Go Brown Ambassador Tanning	Tuane	ZAR 0
2017	11 Aug	Fri	09:15	CANCELLED	Full Body Spray Tan - Blissful Beauty	Gracie	ZAR 250
2017	26 May	Fri	10:00	CANCELLED	Natural Glow (11%)	Tuane	ZAR 300

2. Click Save when you're ready to add this to the calendar.

Appointment Notes will also show alongside the client's Appointment History within the client card under Clients.

Competent Approach - Client Appointment Booking

Edit / Reschedule / Cancel / No Show An Appointment

1. To edit, reschedule, cancel or mark an appointment as a No Show in the calendar, click on the appointment you want to remove and click the More Options tab.
2. Then, click the appropriate reason from the 4 options and follow prompts

View Appointment ✕

Tuesday, 21 Jul 2020

16:30	Vacation Tan (13%) 20min with Tuane Kirschner	ZAR 400
16:50	Petrol Fee 30km, 35min with Tuane Kirschner	ZAR 150
55min		ZAR 550

Appointment History

- Reschedule Email sent at Tue, 21 Jul 2020 at 12:19
- Reminder Email sent at Mon, 20 Jul 2020 at 16:01
- Reminder SMS sent at Mon, 20 Jul 2020 at 16:00
- Confirmation Email sent at Fri, 17 Jul 2020 at 14:25
- Booked by Tuane, reference 3E4C0CDB at Fri, 17 Jul 2020 at 14:24

Michelle Tuscher
+27 84 402 6949,
michelle@mdhtrading.com

ZAR 550 UNPAID

New Appointment ▾

No invoice issued yet

2. Edit Appointment
Reschedule
Cancel
No Show

1. More options ▾ **3.** Checkout

Apply A Discount And Checking Out

4. Click on the service or product you wish to discount and select the Discount drop down menu. Select the discount type you wish to apply to that particular item.
5. Select your payment type to complete the sale and follow the prompts to send the client an invoice.

Checkout ✕

1	Vacation Tan (13%) 20min with Tuane Kirschner	ZAR 400	✕
1	Petrol Fee 6km, 5min with Tuane Kirschner	ZAR 30	✕

Quantity	Price	Staff	Discount
1	ZAR 30.00	Tuane Kirschner	No discount ▾

4.

5.

Pay

ZAR 430.00

GEO	Cash
Other	Card
Snap Scan	EFT
Sponsorship	Voucher

More Options ▾

Achieving The Best Results From Your Client Consultation

To a customer, seeing a familiar smiling face is one of the things that helps them to feel comfortable with their decision to have a spray tan. Building rapport (a harmonious relationship) with the customer will help them understand that you are sincere and are leading them in the right direction. It is important to take the time to make a client feel comfortable about the decision they have made to tan at with Go Brown.

Using what you have learnt in Maintaining Professional Persona, Telephone Etiquette and Client Appointment Booking politely go through the following procedure to complete the client booking.

Please Note that this is a guideline only and can be personalised.

Client Conversation Guide

1. **I am required to take down your personal information to make the appointment, do I have your permission to record your personal information?**

May I please have your name and surname

2. Do you have a special occasion you are tanning for?
3. When is the event?
4. What day and time would suit you?
5. Are you wearing a specific outfit?
(This is important to keep in mind because if the client is wearing a strapless gown, you'll want to make sure they don't wear straps during the tan session).
6. Have you ever had a spray tan before or used Go Brown?
7. How did you hear about Go Brown.
8. Tell me about your skin and how it tans in the sun? Do you tan or burn?
9. Do you have any conditions that could affect the outcome of the tan? (contraindications)
10. What is the look you going for?
 - Light natural glow,
 - Tropical tan
 - Rich dark tan
11. From what you have told me, I suggest the following....
12. Would you like me to come and spray tan you in the comfort of your home or come to my studio?
13. May I please have your contact number, in the event I need to contact you?

14. Is there an alternative number in case I can't reach you on this number?

15. In order to get the best results from your tan, I need to send you the Go Brown Pre and Post care Instructions, May I please have your email address?

16. In the email I send you, you will find an attachment which you need to please adhere to, to ensure that you get that flawless golden brown tan, if you are not able to open it please let me know.

17. Also in this email you will find detailed confirmation of your appointment date, time and cost, if any of the information is incorrect please advise me accordingly.

18. We love giving our clients gifts on their birthday, may I please have your birthday so that I can send you your birthday gift?

19. May I please verify your information back to you?

20. **Would you like to receive information on specials, updates, freebies and give-aways through our media marketing campaigns?**

21. **(Client name) please note that your information will be stored on a secure database and will not be distributed to any one else outside of go brown mobile spray tanning company and its affiliates**

22. Thank you for booking your tan with Go Brown, I look forward to tanning you on _____

23. Have a lovely day further / All the best with your on going preparations

The Best Tans Come From The Best Preparation

Pre - Tan Appointment Confirmation Email

After capturing your appointment on Go Brown Fresha, you are required to send a Pre - Tan Appointment Confirmation Email to your client to ensure that no important points are omitted, the email should clearly state the appointment time and date, service, price, together with further instructions about anything which the client should or should not do by means of preparation ahead of the appointment, such as:

1. Depilation Instructions

In order to give the skin time to recover, your clients should not shave in the 24 hours leading up to the Spray Tan session, nor apply wax in the preceding 48 hours. Laser hair removal should be done 2 weeks prior and post spray tan.

2. Exfoliation instructions

For streak-free, even tanning results, clients should exfoliate skin 12- 24 hours before a Spray Tan. They should spend a little extra time on knees, elbows, feet and hands. Clients must be careful to choose an exfoliating product without any oil or moisturizers because these may create a barrier that will prevent spray tanning solution from reaching the skin. Offer your client the Go Brown Exfoliation glove. Should your client have very dry skin they should exfoliate 1 day prior to the appointment.

3. Instructions on clothing and body products

Your client should not wear perfume, moisturizer, lotion, deodorant or make up. Even some oil based shower gels can act as a barrier. Your client should avoid wearing wool, nylon or silk for 8 hours after the spray tan session, as the guide colour ingredients can stain those fibers. It is best for your client to wear dark, loose fitting clothes. Although the tan solution washes out of most clothing it may show some temporary dis-colourations on light clothing for up to 8 hours after the spray tan session. Instruct your clients to bring flip-flops for their feet.

4. Check for Contra Indications and any issues that could influence the out of the tan

Technicians should check that their client is not within the first trimester of pregnancy, or not due to start or have their period. That the client does not suffer from asthma and has no skin disorders, cuts or abrasions. That the client is not under severe tension, stress or suffering with depression.

TIP:

When a client books an appointment, try to upgrade the treatment that may include tanning with a friend, a spouse, double dip or vacation tan, you may also want to include a Go Brown BeautifulMe body product. Salons who offer full body scrubs may also offer this service to the client.



The Best Tans Come From The Best Preparation

Dear (Client Name)

Thank you for choosing Go Brown Mobile Spray Tanning for your fabulous Glow.

I look forward to tanning you on **(Date) at (Time)**.

I would like to confirm, that you require our **(MOBILE / STUDIO)** tanning service that is to be done at the following location:

(Clients Address)
(Line 2)

You are all booked in for a fabulous **(Service)** with **(Tech name)** and she looks forward to giving you a gorgeous golden glow.

To ensure that you get that gorgeous, flawless and golden glow, it is important that you adhere to our **Client Care Protocol**, especially if you are a new client to Go Brown. Following the link [GO BROWN CLIENT CARE PROTOCOL](#) will answer all your questions on what to do before, during and after you Go Brown Spray Tan.

Is there anything that could alter the outcome of your spray tan? If there is, Please let me know, so that I can make the required changes and preparations.

Please take a moment to familiarise yourself with our [SPRAY TANNING POLICIES AND TERMS](#). If, for any reason, you can't make the appointment or have to change your appointment, please let me know as soon as possible either by giving me a **call or sending me a message on (Tech contact number)**.

In the event that I am delayed at a client or running late, I will contact you, the best number for me to contact you on is: **(Client's contact number)**

Your health and safety is of vital importance to me and the management of Go Brown. In compliance with the legislation pertaining to Covid-19 as provided by the Government of South Africa, we are obligated to share with you Go Brown Mobile Spray Tannings [TECHNICIAN ENTRY NOTICE AND INDEMNITY](#)

As part of our Compliance and the Health and Safety Regulations **IT IS MANDATORY FOR YOU TO PLEASE COMPLETE THE [COVID-19 SCREENING / TANNING CONFIRMATION FORM](#)**.

The charge for the service you requested is **(Service Price)**. In addition there is a petrol/ call out fee of **(Petrol Fee)**

If your tan is after 19:30 and before 22:00 in the evening or on a public holiday an after hours rate of R100.00 will be added to the total. Tans that are booked after 22:00 will incur a late hours fee of R250.00

You are kindly requested to make full payment of **(Total Price)** prior to you receiving the tan. **You can PAY directly to me either by CASH, CARD or EFT.**

Making you look and feel fabulous..... priceless.

(Techs Bank Details)

Branch Code: 632005

Account number: 628 210 30343

Reference: "your name and surname"

Proof of payment: [065](#) 744 0964

If any of your information is incorrect please let me know, so that I can make the necessary changes.

Go Brown Mobile Spray Tanning appreciates your business and that you enjoy your Go Brown Tanning experience I look forward to tanning you.

Should you have any questions, comments or changes please feel free to contact me.

Golden Regards

Best Practice For Go Brown Technicians

Doing a spray tan in a clients home for the first time can be overwhelming, but like anything in our careers, it is very exciting. You will find out that in order to shine you need to take some advance steps for a successful first client spray tan. You have to organise and undertake possibly one of the most important tasks in gaining the client's trust and achieving a successful business relationship.

AIDET is a communication framework to help technicians in communicating with client's in a way that decreases client anxiety, increases client compliance, and improves appointment outcomes. The acronym AIDET stands for five communication behaviors:

- **ACKNOWLEDGE** the client and all family members in your immediate environment - Knock, smile, make eye contact, shake hands and be pleasant.
- **INTRODUCE** yourself, the company and your role.
- **DURATION**. At the start, state how long the overall visit will take, and state the approximate length of the visit.
- **EXPLAIN** the procedure briefly so the client knows what to expect.
- **THANK** the client for inviting you into their home. Ask if there are any other questions before starting the application.

Establishing Rapport

Show respect by using titles (e.g., Mr., Mrs., Ms.) unless other wise directed by the client. Be aware of potential cultural differences, and be sure to use people - first language. If you are unable to converse in the clients first language, apologise and speak in an agreed upon language.

Boundaries and Roles

Maintain a professional relationship. Becoming "friends" may make it difficult if problematic issues arise. Respect personal space. Do not initiate touch unless necessary for the treatment. If touch is necessary, ask permission. Use self - disclosure sparingly to communicate understanding/build trust. The focus is not on you. Maintain confidentiality. While OK to discuss cases with Go Brown Management as needed, do not share specifics or identifying information with your friends or family.

No Pay No Spray

One of the hardest parts of running a client service business is getting paid. The aim of customer service is to make things easy for customers and a business that claims top class service. Providing a variety of payment options for customers is just one way. This lends a feel of personalization that works wonders to any customer-company relationship and receiving payment from your clients.

Maintain Your Personal Safety

If your client locks the front door (particularly deadlocks), ask them to leave the key in the lock. Never enter a house if there is yelling, screaming, breaking glass, gun fire, etc coming from inside the house or if you notice that weapons are at hand, etc. Always survey the premises for exits and ways out in an emergency. Position yourself between the client and an exit and maintain clear access to an exit at all times. If you are tanning a male client always insist on another person being present and if a two-person visit is not practical, arrange for someone to call you on your mobile phone near the end of your scheduled visit to establish that you are okay.

The Go Brown safe phrase to use in an emergency is **"tell my client at 88 I am running late"**

Present yourself as calm, confident, observant and in control. If there are dogs or other pets which concern you, be assertive and decline providing a service until they are secured and pose no threat. Be aware of your surroundings; leave if your instincts tell you to leave.

Meet with clients in a common room. Do not be in any part of the home alone which may trigger a situation that you could be accused of stealing something. Do not meet with a client in the kitchen where there may be easy access to sharp objects (including glass), that may be used as a weapon. Do not confront agitated or disgruntled clients if you feel there is a possible threat to your safety.

SUCCESS



KEYS TO YOUR SUCCESS

MODULE 6

Simple Things Can Bring BIG Results – Introduction

While Go Brown puts in effort into attracting new clients, strengthening their connection with existing customers is equally, or perhaps even more important.

Return customers are the lifeblood of Go Brown, and thanks to social media, they have the power to be an online ambassador for your organization. A loyal customer is not only paying for your products and services but is telling others about you, too.

Taking repeat business for granted is a mistake. Client's will come and go, often disappearing without ever letting you know why they're not returning. Be sure to protect the investment you made in earning their business the first time by taking the best possible care of them once they are in the fold.

- Client's will spend up to 10% more for the same product with better service.
- When client's receive good service they tell 10-12 people on average.
- When client's receive poor service they tell upwards of 20 people.
- There is an 82% chance client's will repurchase from a company where they were satisfied.
- There is a 91% chance that poor service will dissuade a client from ever going back to a company.

Go Brown's client service strategy is a thorough plan to handle client interactions. It lets technicians provide a consistent professional client experience throughout the customer journey within the whole business.

An Improved client experience results in a more loyal client base. Loyal clients buy more often, spend more, and refer their friends and family to you. They leave positive client reviews. So how can you make this happen?

This is possible through;

- Pleasing Clients
- Appropriate Visual Perception
- Fast Response Time
- Professional Communication
- Empathetic Client Resolution



It Pays To Please

It is extremely important to make sure that all client service measures that were discussed or promised are in fact taken. It is not enough for the customer to experience a satisfactory telephone or face-to-face interaction. If nothing comes of the contact they will be even more frustrated and unhappy. Make sure you do whatever you have promised in a timely manner.

Show Initiative

Initiative is the difference between adequate clients service and client service that wins you a customer for life.

Everyday examples of technicians demonstrating exceptional customer service:

- Offering an exfoliation treatment to clients
- Technician who does a spray tan and calls the client back in 15 days to check how the tan is
- A technician who offers discount vouchers to new clients
- When a technician cleans a client's palms, nails and foot arch

As a Go Brown Technician, you must make the extra effort and go to the trouble to please the client. These "goodwill initiatives" are beyond the call of duty and make the client beyond satisfied. They make the client remember the transaction or occasion.

BENEFITS OF GOOD CUSTOMER SERVICE

- Higher income (more sales, repeat business, referred business)
- Recognition
- Less Stress
- Greater authenticity
- Happier life outside work
- More referred business
- Better reputation
- Lower employee turnover
- Higher productivity
- Higher inventory turnover
- Personal satisfaction & fulfillment
- Higher self-awareness and self-control
- Happier life at work
- More repeat business
- Better work environment
- Fewer returns
- Higher morale, happier employees
- Fewer complaints
- Higher profits

The Visual Perception

It is often not what you articulate but how it is presented. What you wear and how you express yourself has a lot to do with how what you say is received. Have you ever noticed how a person who is dressed-up, even in older or out-of-style clothing, always commands more authority and respect?

The impression they make and what they have to say is enhanced by their personal presentation, facial and hand gestures, as well as the substance of what they have to say. As it turns out, substance is only part of the equation of being persuasive and influencing perception.

On one level this seems unfair and superficial because what a person says and how they behave should be more important than if they are well groomed, smiling and dressed-up. Yet visual perception plays a vital role in human impressions and reactions. For reasons psychologists do not always understand, nature and learned behavior have taught humans to perceive neat, smiling, well-presented individuals in a more commanding manner.

It is clear that just looking good will not produce the desired level of customer satisfaction, it also includes

Smiling

There is nothing like a smile and pleasant face to greet a customer, especially if he/she has a complaint. A smile and polite conversation can immediately disarm a disgruntled customer. Facial expression sets a positive tone before you even begin speaking. A relaxed or pleasant facial expression is the ideal most of the time.

Eye Contact

Always look into your customer's eyes. Directly address customers.

How You Look

Personal grooming has a big impact on your customers. Dirty hands, messy hair and poor dress can mean the loss of an otherwise happy customer. When interacting with customers, dress neatly and in a professional manner so as to command respect and to let customers know you take your position seriously.

Shaking Hands

When shaking hands with a customer a firm and professional handshake is expected. This part of the greeting is now common among both men and women in a professional environment.

Be Attentive

When listening to a customer, slightly lean towards your customer and nod your head ever so slightly to indicate you are listening.

Tone Of Voice

Always convey friendliness and amicability. Do not raise your voice in frustration or anger no matter how difficult or tiresome a customer may behave.

Hand Gestures

Use hand movements to emphasize what you say (even on the phone) and to emphasize your feelings.

Personal Space

This is the distance that feels comfortable between you and another person. If another person approaches you and invades your personal space, you automatically move back without thought. You are uncomfortable. Leave adequate distance between you and your customer. Adequate space is important to making customers feel secure and un-threatened.

Posture

Slumping in a chair or leaning against a wall while interacting with a customer are sure signs you are not interested in the customer. Your pose or posture should express attention, friendliness, and openness. Lean forward, face the customer and nod to let them know you are interested.

Observation

Notice how your customer behaves and what he/she reacts positively to while you are providing service.

A Response That Has Some Impact

The service industry involves providing some type of service to customers or clients. Service response is defined to the period of time between when a client makes a request and a response is given. In Go Brown, response time plays a significant role in retaining our clients.

Considerations

Untimely response to client requests is one of the hallmarks of poor client service. Clients want to feel valued; they want to know their business is appreciated. Therefore, clients are likely to take their business elsewhere if they feel neglected, if they have an immediate need for a service that you are failing to deliver, or if they simply do not appreciate your work ethics.

Poor response time, especially if done repeatedly, results in loss of clients and revenue. The key to generating loyal client's is to provide them with efficient service within the required time frame. For example, respond to queries as fast as possible, arrive on time for appointments and keep the lines of communication open between you and the customer.

In-Studio / On-site

Improved technology enables Go Brown to sell our services and products through various online channels. However, face-to-face contact is still a core aspect of the service industry. First impressions are lasting. Specifically, how you respond to -- and treat -- client's from the onset determines whether they will come back and recommend you to others. For example, greeting them cordially, asking probing questions to figure out what they truly need, and responding promptly and accurately to inquiries show client's that you are dedicated to helping them. Customer wait time should also be minimized.

Digital Requests

Online mediums, such as email and website tools, allow client's to make requests digitally and in written format. This is an effective way of documenting service requests and generating a paper trail for correspondences. Client's expect timely responses to such requests; therefore, they should not be disregarded or delayed simply because they are in digital format. Email requests should be examined on a case-by-case basis and responded to accordingly.

Process emails one at a time and respond according to priority. In some cases, you can give immediate and definitive email responses. In other instances, a concrete response may take some time. In the latter case, promptly respond to the customer and explain that you will get back to her by a certain time frame. It's one of the tell-tale signs customers use to separate great from the best.

If you really want your customer service to shine, you should consider answering your business email twice a day within a 3 hour interval and respond to emails and online inquiries within 24 hours of receipt.

Go Brown offers live online support that provides customers with immediate resolution to their inquiries.



The Importance Of Good Communication

Every Go Brown Technician knows the importance of making a positive first impression. They know their success and livelihood will depend on how their potential client perceives them in the first 30 seconds of interaction.

Good Go Brown Technicians develop an almost instantaneous rapport with potential client's. Client's like them, follow their advice, book more tans and then buy products.

The reality is that we prefer doing business with those we like and trust. Impressions are the key to developing trust and confidence in the client.

As the old saying goes, "You will never get a second chance to make a first impression." This is why the first impression is extremely important and can set the tone for all future transactions.



Here are some ways of creating positive impressions, some of which have already been briefly discussed:

- Thoughtfulness in meeting the customer's needs
- Personal responsibility for a customer
- Quick problem solving for customer
- Offering immediate assistance
- Friendliness
- Using customer's name in a conversation
- Pleasant voice tone
- Polite and courteous manners
- Neatness
- A genuine smile



Here are some factors that create a negative impression:



- Making your client wait
- Not answering the phone promptly
- Not saying "please and / or 'thank you'"
- Speaking loudly or condescendingly to clients or colleagues
- Making faces, frowning, acting distant or not smiling
- Looking disheveled or like you do not care about your appearance
- A poor hand shake
- Focusing on another task while addressing or servicing a client

Remember, impressions stay with those you meet, especially client's, and once registered; negative impressions are difficult to overcome.

The Importance Of Good Communication

Every day Go Brown Technicians face situations when what they say makes or breaks a service interaction. Below are phrases that should never be used because they frustrate and anger clients followed by the appropriate phrase that should be used.

Incorrect Phrase: "No" Correct Phrase: "What I can do is..."

Everyone hates the word "no". It is de-motivating, discouraging, and disinteresting. You will hear this word throughout your life as a customer and as a service provider. "No" is tantamount to "bad service." "No" is easy, cheap, unproductive and negative – it means failure. Unfortunately, "no" is the word we most often hear when a new idea, request or concept is introduced. Admittedly, there are times when you will have to say "no," but focus on what you can do for the client (accentuate the positive) and not the negatives of the situation. Better to say "What I can do is..." and demonstrate that you care and want to provide quality service despite your current limitations.

Incorrect Phrase: "I don't know" Correct Phrase: "I'll find out."

Good service means never saying, "I don't know." When a client hears "I don't know," they hear, "I don't feel like finding the information you need." Better to say, "I'll find out" or "Let me look into this and get back to you ASAP."

Incorrect Phrase: "You're right – that is bad" Correct Phrase: "I understand your frustrations"

Many inexperienced client service representatives think by sympathizing with the client's plight, he/she will win over the customer rather than actually doing something to solve the client's problem. If a client expresses annoyance or frustration, do not make it worse by commiserating with him/her. Empathize with the client but seek to solve the problem.

Likewise, it does not do Go Brown any good to criticize other tanning companies or tanning technicians within the company or to the client. All interested parties end up looking unprofessional and inept. Do not promise anything you cannot deliver but do try to serve the customer well. Better to say, "I understand your frustration, let's see how we can solve this problem."

Incorrect Phrase: "Calm down" Correct Phrase: "I am sorry"

When client's are upset or angry let them vent (within reason) and they will eventually calm down. Telling them to "calm down" is belittling, and often serves only to infuriate them further. Better to say, "I'm sorry." This is one of the ideal phrases for customer service – it helps to placate the angriest of client's and allows you to begin the process of solving a client complaint or request and "meet him/her half way." Apologizing does not mean you agree with the client but it is a means to empathize and move beyond the emotion of the moment and negative impact.

Incorrect Phrase: "I'm busy right now" Correct Phrase: "I'll be with you in just a moment"

It is not easy to juggle client's. You are often helping one client when another calls or visits your service area. Asking a client to be patient or politely asking them to wait is very different than putting them off and saying you are too busy to help.

Leaving them standing there or on hold are two of the mortal sins of customer service. "Being too busy" is tantamount to saying that you do not care and they are not important. Let the client know they are important and you are aware of their presence. Better to say, "I'll be with you in one moment" or "Please hold and I'll be right with you."

Incorrect Phrase: "Call me back" Correct Phrase: "I will call you back, may I please have your telephone number"

This expression conveys little interest on the part of the technician for the needs and wants of the customer. You should always call the client back because you want their business and are responsive to their requests. Being proactive is part of good customer service.

Incorrect Phrase: "That's not my fault" Correct Phrase: "Let's see what we can do about this"

If an angry client accuses you of creating a problem, rightly or wrongly, the natural reaction is to defend oneself. However, this is NOT the best course of action. The client has a problem that needs to be solved. By resisting the need to defend yourself, and focusing on the needs of the client, you can resolve the problem faster and with less stress and confrontation.

Happy Client Through Client Resolution

Handling difficult client's either face to face or on the phone can be an intimidating or challenging task especially if it is charged with irrational statements and emotion. Your natural reaction would be to feel defensive and try explaining why the situation occurred. This kind of reaction will only make the situation worse.

According to research, for every twenty-five client's complaining, only one expresses feelings and thoughts directly to the company that is responsible for the problem. The rest of unhappy client's will not contact you instead will tell others regarding their unpleasant experience.



This could come with a compounding negative perception about Go Brown and damage our credibility thereby resulting in losing tanning opportunities.

Poor client service begins with the belief that, "sometimes it feels as if nothing is anybody's fault."

Good client service means accountability, responsibility and taking action to satisfy the client.

Before Disputes Arise - Read the Signs and Intervene

The unofficial first step of dispute resolution is actually proactive rather than reactive. If you feel that your client may be unhappy with the standard of your work or the way in which you conduct yourself, you shouldn't wait for them to voice their concerns. Instead, approach them with a simple question: Are you happy with your tan and the service you received?

The exact question will vary depending upon your relationship with your client and what you are doing for them. However, the underlying message should be undeniably implicit: you want them to be satisfied.

If you ask this question to a client who is happy they will be impressed with your eagerness to please. If you ask this question to a client who is unhappy then the fact that you brought the subject up before it came to "breaking point" will serve to help you in following the rest of the process.

Do Not Take It Personally

When you listen to a client complaint, you can become emotionally involved making you feel hurt which turns into anger. These can be warning signals that you are defensively reacting instead of responding to the client in a calm way. Such behavior will show up in the tone of your voice and speech rate, which make your client think you lost control. Instead of taking it personally, welcome the complaint and see it as an opportunity the client gives you to fix their problem. Client's who do not complain will not come back either and chances are, they will spread bad news about Go Brown.

Acknowledging The Client

This means recognizing them with real gratitude. This is a stepping stone in taking control. Start by breathing slower and deeper as it allows your voice to be calm which will then project credibility and warmth.

Listen Actively And Empathize

The sad news is that a lot of client relationships and tanning opportunities are lost because of poor listening. This can be a huge cost to Go Brown. Active listening is about putting your full concentration on what the customer feels or says. Also, it requires you to be patient enough without interrupting even if what the client tries to say is incorrect or the right person that is supposed to handle it is not you.

Happy Client Through Client Resolution

Apologize

Once you're sure that you understand your client's concerns, be empathic. Show them you understand why they are upset. If you are face to face with them, make sure that your body language also communicates this understanding and empathy. For example, you could say, "I understand why you're upset, I would be too. I'm very sorry that we didn't get the result you wanted, especially since it's caused this problem."

Ask Questions

This will present an opportunity for you to take control, reduce the frustration or anger of the client and to build rapport with them.

Look For A Solution

When you have all the information you need, you will be in a position to solve the problem of the client. It can sometimes be as easy as providing a free tan or partial refund but there are also times when it can be more complex than you first thought.

Follow Up

It is not common for complaining client's to receive a follow up to check if they are still unhappy. This can be done by making a phone call or sending a thank you card in email.

Give The Client A "way Back"

Sometimes Client's Are Wrong. You Should Let Them Leave With Dignity, Without Feeling Embarrassed.

Do Not Question The Customer's Correctness

From the very beginning you should believe that the client may be right. Always be open minded toward the client's opinion, make them feel they deserve to be listened to.

Conclusion

The entire process outlined above centers upon one key principle: the objective assessment of how your actions can best benefit Go Brown. You must remove emotion from the process and work with the business' best interests at heart. Of course, your happiness in the work that you do forms a part of Go Browns' best interests.

The fact is that handling disputes in a professional manner and seeking to understand why a client is unhappy can help to improve a relationship. Disputes can be the basis from which a much-improved working relationship between technicians and client's emerge. Rather than dreading disputes, see them as an opportunity to improve the way in which you do business.

Just make sure that every step you take in resolving a dispute is calculated and as free from emotion as possible. You are likely to regret any rash actions that you take in the heat of the moment — why not save yourself the regret and follow the process?

IF ALL ELSE FAILS REFER ALL PROBLEMATIC CLIENT'S TO GO BROWN HEAD OFFICE

TANNING



TANNING MODULE 7

Spray Tan Solution - Quality Assurance

At Go Brown Mobile Spray Tanning we believe freshness is the key to the perfect spray tan. All our Spray Tan Solutions are ordered on a bi-weekly basis from our manufacturer to ensure this. We formulate and manufacture our spray tan products locally in Cape Town.

These products are formulated especially for Go Brown Mobile Spray Tanning. We don't mass produce, bottle, or stock months of inventory so product quality remains fresh and ready to use. The spray solutions you order are usually no more than 1-2 weeks old.

Why do we do this? To ensure that solution gets to you at its peak efficacy. DHA is fragile, heat can cause DHA to activate, so the last place we want to have your product, is sitting in a hot car or non-climate controlled warehouse over the weekend.

STORING YOUR SPRAY TAN

Keep It Fresh!

The solution should be stored in a cool, temperature controlled environment. Maintain a maximum temperature of 10 - 15 degrees Celsius for long-term storage. Repeated or prolonged storage at high temperature will destroy the products tanning effectiveness. Refrigerating the solution after it has been opened is recommended. When traveling with your product you should take along as little product as possible and never leave them in a hot car. We suggest transporting them in a cooler bag to maximise effectiveness.

Exposure To Sunlight

Due to the natural properties of the raw material in Go Brown Professional Solutions, DO NOT store it in direct sunlight. The solution will NOT spoil from incidental exposure, however repeated or prolonged exposure will reduce the products effectiveness.

Contact To Metal

The ingredients that make our solution are highly reactive to elements in the skin, making it an effective tanning agent, they also make it reactive to contact with metallic objects. Never pour the solution through a metal funnel, stir with a metal spoon, or store in metal containers. Doing so will dramatically reduce the tanning effect of the solution. Only stainless steel is safe for direct contact with the solution. Components of spray on systems are built from stainless steel and will not affect its performance.



Spray Tan Solution - Our Colour Inspiration

Like choosing your cosmetics for the perfect skin finish, spray tan solutions can be tailored to enhance the end result of the spray tan. We can now replicate many of the exotic skin tones from around the world using the different solution colour bases - regardless of your client's skin type.

During consultations it is important to assess and suggest the correct solution for the skin type. If someone wants to disregard this advice and go for a dark tan, please advise them that it is not going to wear off well if they are pale.

Body Bronzer - 0% DHA: This is used by many clients who wish to be tan-free the following day. It will wash straight off in the shower and is great for training or for dancers who want the tan to be strictly temporary.

Winter Glow - 9% DHA: This solution is also used for clients with very fair skin tones. It is well suited to people with red or pale blonde hair and gives light skin a natural-looking tan without looking too dark or fake.

Natural Glow 11% DHA: For anyone wanting a sun kissed, classic natural tan. Spring Breeze is a medium-strength solution that can be adapted for most coloring simply by applying slightly more or less tan according to the desired result.

Summer Breeze 11 & 13% Blend: Getting our inspiration from the off shore breeze that gently cools those hot days on the beach, a solution that results in a tan that is not too light and not too dark. This is a perfect medium based color solution that can be adapted for most uses.







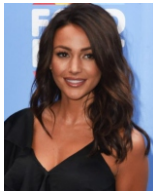
Bridal Mist: With added ingredients, Aloe Vera and Witch Hazel, Bridal Mist is the perfect tan for brides. With a softer application and faster drying time Bridal Mist gives the bride peace of mind that the tan will be on point for and after the wedding.

Vacation Tan 13% DHA: Inspired by exotic European skin. Summer Beach delivers a slightly deep bronze, European tan every time. The most commonly used solution and the one most often preferred by technicians. This is a medium/dark solution that can be adapted for most uses.

Performance 15% DHA: Inspired by the beautiful Brazilian look, Performance leaves a deep, dark and rich tan. It is the ideal colour for stage when under the spot light. Begin to be dangerously dark without anyone knowing it's not your real skin colour.



Spray Tan Solution - Best Recommendation

		SKIN TONE	NATURAL HAIR COLOUR	EYE COLOUR	HOW DO THEY NATURALLY TAN	ETHNICITY GENEALOGY	GO BROWN SOLUTION
		<ul style="list-style-type: none"> Pale Fair skin Milky white Freckles 	<ul style="list-style-type: none"> Red Blonde 	<ul style="list-style-type: none"> Blue Green Hazel 	<ul style="list-style-type: none"> Hard to tan Burns red Very sun sensitive 	<ul style="list-style-type: none"> Irish Welsh Scottish Scandinavian 	<ul style="list-style-type: none"> 9% 11%
		<ul style="list-style-type: none"> Very light brown Some freckles 	<ul style="list-style-type: none"> Blonde Light brown 	<ul style="list-style-type: none"> Blue Green Hazel 	<ul style="list-style-type: none"> Sun sensitive Tans minimally Burns sometimes 	<ul style="list-style-type: none"> Caucasian 	<ul style="list-style-type: none"> 11% 13% 11% & 13% Mix
		<ul style="list-style-type: none"> Light brown Olive tones 	<ul style="list-style-type: none"> Light to dark brown 	<ul style="list-style-type: none"> Hazel Brown 	<ul style="list-style-type: none"> Rarely burns Tans well Minimal sensitivity 	<ul style="list-style-type: none"> Mediterranean Middle Eastern Asian 	<ul style="list-style-type: none"> 13% 15% 13% & 15% Mix
		<ul style="list-style-type: none"> Dark brown Black 	<ul style="list-style-type: none"> Dark brown Black 	<ul style="list-style-type: none"> Brown 	<ul style="list-style-type: none"> Never burns Tans quick and deep Insensitive to the sun 	<ul style="list-style-type: none"> Asian Middle Eastern African Caribbean 	<ul style="list-style-type: none"> 13% 15%

Understanding what the right professional spray tan solution is for your client is important to running a successful business and ensuring client's leave satisfied and continue coming back to you for their tanning needs.

Tan Depth

It's great to get an understanding of the depth a client wants to go as everyone usually has an idea in mind and you need to be able to manage these expectations. If they're after an ultra dark tan, which many customers will be, it's great to keep a dark solution in stock. It's also great to keep a range of solutions varying in depth, from light to ultra dark and then discussing with customers what will suit them best due to their skin tones and types, what they're being tanned for (an every day tan or for a specific event with a specific dress code) and how dark they would actually like to be.

As the beauty and tanning industry continues to advance, consumers and customers are getting more sophisticated in understanding how their needs may and should be met by certain products. This is why being well-educated in the solutions you offer is so important to making sure you give your customers the best tanning experience possible to meet what their demands may be.

Setting Up All Your Equipment - Getting It All Right

Preparation is key to a successful appointment and making sure that you have all your equipment set up and ready for your spray tan can be the difference between a good spray tan and an excellent spray tan.

Step 1: If it's cooler weather, warm up the room slightly with a heater. In warmer weather a fan can be used to cool down the room and prevent the client from getting too hot and sweaty. A heater in winter and a fan in summer will also help to dry the finished tan.

Step 2: Provide ventilation; if you choose to have an extractor switch it on, alternatively open some windows slightly.

Step 3: Unfold your Pop Up Tent that will protect the floor and walls and place your Go Brown floor towel in the tent base.

Step 4: Position compressor and gun to the side of the tent opening.

Step 5: There is nothing worse than the equipment failing, so test it out now and have a back up plan. Switch the HVLP machine on to ensure the plug point is working, and then off. Make sure the compressor is positioned as far away and to the side of the tanning tent.

Step 6: Make sure all electrical equipment is safe. Do not leave wires where they form a tripping hazard to your client or to yourself.

Step 7: Set up your HVLP system. Attach the flexi hose to the HVLP machine by matching the notches on the hose and inserting it into the grooves in the HVLP machine. Wrap the flexi hose around the machine.

Step 8: Pack out your client essential items: hair nets, G-strins, wet wipes, application mitt, powder and powder brush.

Step 9: Put on a pair of disposable gloves.

Step 10: Pop the cup on a flat surface and fill (do not overfill it) with no less than 100ml and not more than 200ml of chosen solution.

Step 11: Ensure the pick up tube is properly connected to the gun.

Step 12: Carefully fasten the lid on, ensuring no cross threading occurs as this may damage the cup.

Step 13: Tighten down the fluid cup to make sure there is no leakage.

Step 14: Attach the gun to the hose, you are now ready to test your gun.

Step 15: Switch on your HVLP machine.

Step 16: Set the pressure or spray diameter if necessary.

Step 17: The HVLP rate will decrease if the fluid adjusting screw is turned to the right and increase if the screw is turned to the left.

("Lefty-Loosey Righty-Tighty") If the trigger is a little sticky loosen it off and pull it back and forth a few times.

Step 18: Keep the gun level to avoid tan spilling from the cup or the spray uptake becoming uneven



Prepping Your Client – To Get The Best Tan

NOTE: Before you Start spray tanning - MAKE SURE YOU HAVE YOUR GLOVES ON.

1. Spray tanning is a new experience for many people. They may be apprehensive about their first session. To relax the customer, explain how your system works and explain each step in the spraying process.
2. Ask the following questions to every client who you spray tan:

“ Have you followed the pre care information?”

“ Have you - Exfoliated - shaved or waxed within the last 8 - 24 hours?”

“ Do you have any creams / underarms / perfume / cologne / makeup on your skin?”

If the client answers NO to any of the questions and is un-prepared provide them with an exfoliating mitt and or wet wipes.

3. Once ready to start the treatment, leave the client to get undressed, provide:

- Disposable Underwear
- Nipple Pads
- Face Mask
- Go Brown Gown

4. Leave the room, to give them a chance to get ready. If you are not wearing gloves, please sanitize or wash your hands thoroughly.
5. On return, knock and ask the client if they are ready, once confirmed, enter the room and lock the door.
6. Keep checking the client's well being at regular intervals throughout the treatment.
7. Ask the client to step into the cubicle.
8. Ask client to remove the gown

Proceed with Pre-tan Application Procedure

PRE-TAN APPLICATION PROCEDURE

Standing still is critical in order for the tan to be applied evenly. There are a couple of ways you can help your client to remain steady during their application. Firstly, prepare the client for a spray tan. It is always a good idea to instruct your client about what to expect. Let them know that the spray tan machine will produce a cold spray, as this will help prepare them to avoid flinching once you begin.

1. With the client facing you, ensure that all hair is tucked into the hair net, above the forehead and hair line on the neck.
2. Check for any clammy, damp or sweaty skin by rubbing your hand gently over the clients shoulders and down the spine.
3. Dry your client with your HVLP system hose, making sure there is no beads of sweat or damp skin.
4. For proper protection have the client wear glasses and a face mask or breathable nose plugs.
5. Apply barrier cream to areas you want little to no colour, such areas of excess dryness or hyper pigmentation.
6. If the client has excessively dry skin on the elbows and knees rub a thin layer of barrier cream onto the area using a circular pattern. These areas tend to absorb the spray tanning solution more readily, so a barrier or blending cream can help to avoid them turning too dark.

AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

IMPORTANT THINGS TO REMEMBER

- Make sure there is always enough tanning solution in the cup; keep the cup perpendicular to the body, but always in the upright position.
- You must be accurate with coverage, so follow the Go Brown Tanning Sequence and stick with it.
- Apply the tan in the correct sequence and according to Go Browns instructions as prescribed
- Remember to always start the airgun away and off from the body.
- Keep the gun moving around, at a good distance away from the body, approximately 15 - 20cm , too close and the tan will run too far away and it will not reach the skin.
- If the action is too slow dripping will occur, too fast and the skin will not be covered.
- Use a side to side action in smooth moderate paced, even strokes across the body.

DEFINITIONS:

Flaring: to gradually open or close the guns trigger at a point off the body

Legs apart: Standing with the inside of the upper leg not touching.

Gun Angles



45 Degrees left



Upright



45 Degrees right



90 Degrees Right



90 Degrees Left

AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 1

TARGETS:

Back Of: Upper Body, Arms, Upper And Lower Legs

CLIENTS STANCE:

Back towards you

Legs apart

Arms held away from the body

Elbows slightly bent and pulled up

Hand turned up with palms facing down

METHOD:

Begin spraying, flaring in from the top of the neck on the hair net.

Spray under the hairline straight down the center of the back.

Follow the curvature of the spine ending at the buttocks or the bikini seem.

Flaring in off the top of the right shoulder moving from the middle to the right repeat 2 - 4 times depending on the width of the back

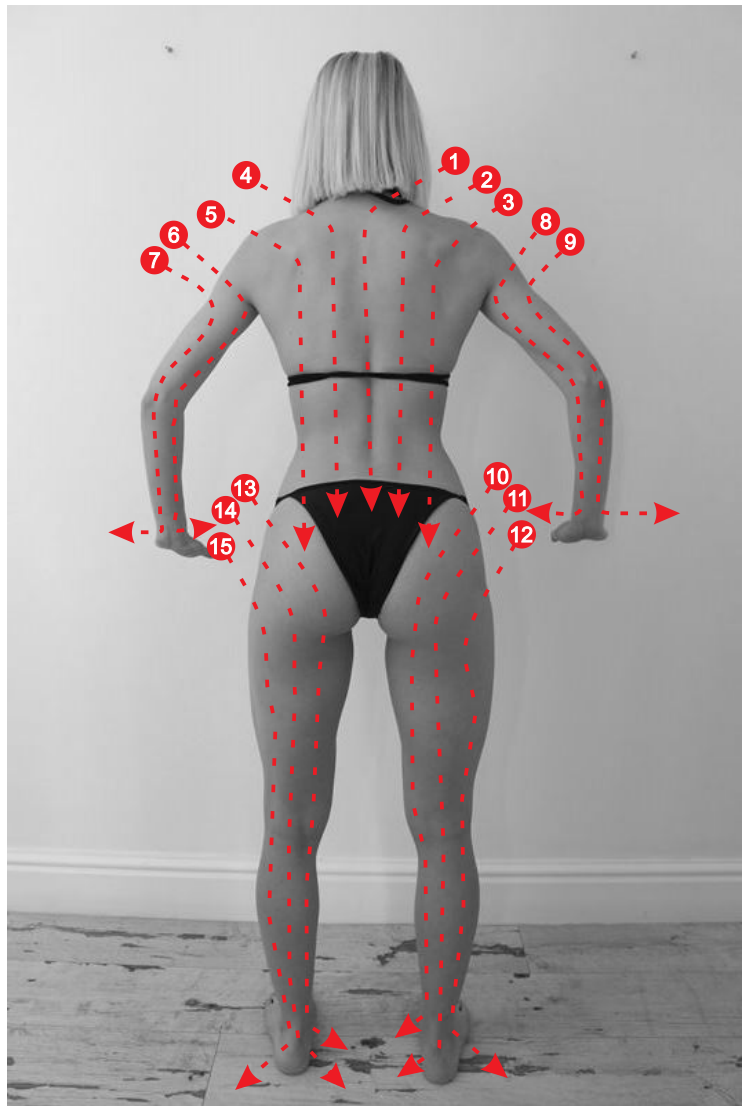
Spray the backs of arms flaring in at the shoulder and flaring out at the wrist.

Spray the backs of the legs flaring in at the buttocks crease or bikini leg seem

Spray down the middle to the feet, flaring out at the ankle.

Client's with voluptuous buttocks, must arch back slightly, protrude buttocks and bend

knees slightly to ensure no fold or creases by the buttocks.



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 2

TARGETS:

Side Of: Upper Body, Arms, Upper And Lower Legs

CLIENTS STANCE:

Facing the right

Arms to the front

Elbows raised and slightly bent

Palms facing down

METHOD:

Start by spraying the sides with 2 passes. Start the first pass by flaring in from the middle of the shoulder, ending by flaring out at the buttocks crease or bikini hem. Start the second pass by flaring in above the shoulder blade spraying below the armpit, Flaring out at the hip or bikini hem.

Start the third pass by flaring in from below the armpit, spraying the side of the breast in a "C" shape. Flaring in from the breast bone, start your forth and pass, ending on the hip bone or bikini hem.

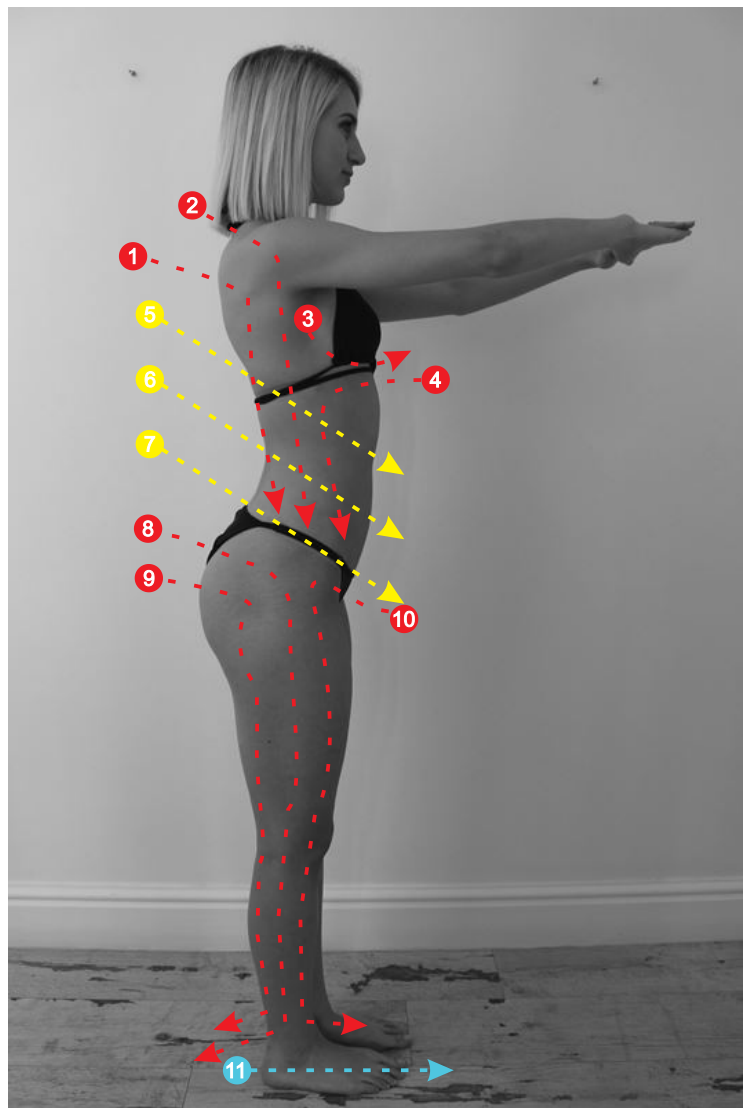
Rotate the gun 45 degrees and spray 4 passes diagonally from the clients back to the front of the body

- over the area between the shoulder blade to the breast
- over the ribs to the stomach
- over the top of the hips and pelvis
- over the g-string line

Spray 3 passes from the hips down to feet, flaring at the ankles. All the while following the natural curves of the body.

Hold the gun at a 90 degree angle.

Spray the side of the foot from the heel, over the ankle to the side of the toe.



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 3

TARGETS:

Arms

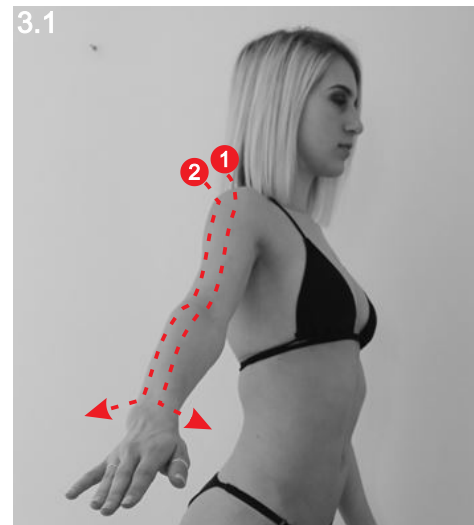
3.1 CLIENTS STANCE:

Facing Right

Extend the arm 45° DOWN from the shoulder, palm facing down

METHOD:

Spray the top side with two light passes on the back of the arm, start by flaring from the shoulder and flaring out at the wrist.



3.2 CLIENTS STANCE:

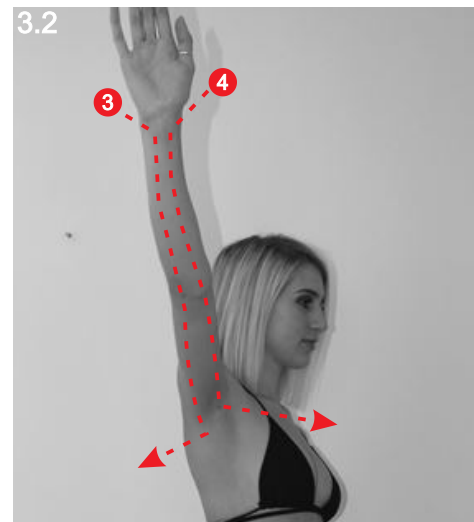
Facing Right

Raise the arm 45° UP from the shoulder, palm facing down.

Lifting the hand to the stop position, to expose the wrist area.

METHOD:

Spray two light passes on the front of the arm, start by flaring from the wrist all the way into the armpit, flaring out when in the armpit. Remember to pull the gun back when starting and finishing so that you not to over spray the wrist and armpit.



3.3 CLIENTS STANCE:

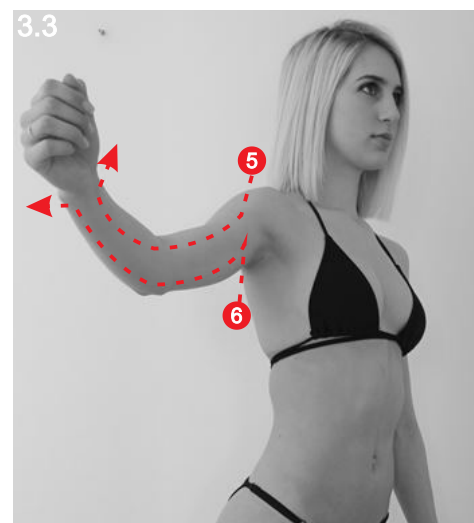
Facing Right

Lower the arm 90° parallel to the floor.

Hand twisted with palm facing forward and pulled slightly back to stretch out the wrist area 45° bend in the elbow.

METHOD:

Spray two light passes on the side, start by flaring from the shoulder and flaring out at the wrist. Be very careful as not to over spray the hand, tilt the hand back slightly to minimize over spray before spraying.



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 4

TARGETS:

Side Of: Upper Body, Arms, Upper And Lower Legs

CLIENTS STANCE:

Facing the Left

Arms to the front

Elbows raised and slightly bent

Palms facing down

METHOD:

Start by spraying the sides with 2 passes. Start the first pass by flaring in from the middle of the shoulder, ending by flaring out at the buttocks crease or bikini hem. Start the second pass by flaring in above the shoulder blade spraying below the armpit, Flaring out at the hip or bikini hem.

Start the third pass by flaring in from below the armpit, spraying the side of the breast in a "C" shape. Flaring in from the breast bone, start your forth and pass, ending on the hip bone or bikini hem.

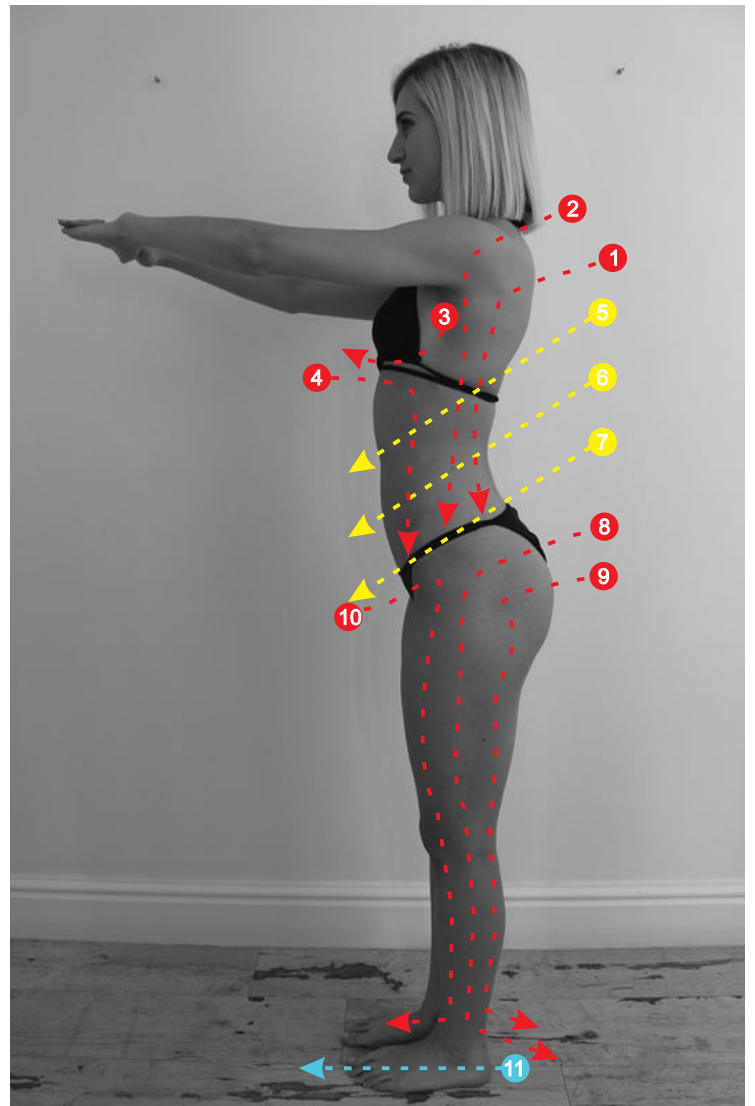
Rotate the gun 45° and spray 4 passes diagonally from the clients back to the front of the body

- over the area between the shoulder blade to the breast
- over the ribs to the stomach
- over the top of the hips and pelvis
- over the g-string line

Spray from the hips down to feet, flaring at the ankles. All the while following the natural curves of the body.

Hold the gun at a 90 degree angle.

Spray the side of the foot from the heel, over the ankle to the side of the toe.



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 5

TARGETS:

Arms

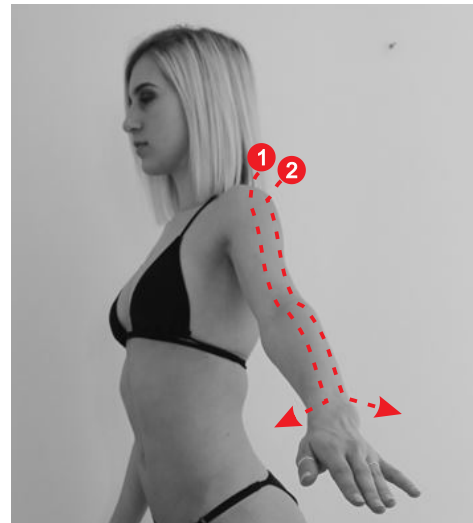
3.1 CLIENTS STANCE:

Facing Left

Extend the arm 45° DOWN from the shoulder, palm facing down

METHOD:

Spray the top side with two light passes on the back of the arm, start by flaring from the shoulder and flaring out at the wrist.



5.2 CLIENTS STANCE:

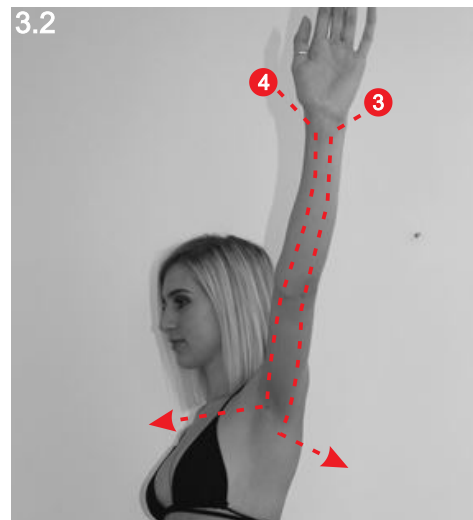
Facing Left

Raise the arm 45° UP from the shoulder, palm facing down.

Lifting the hand to the stop position, to expose the wrist area.

METHOD:

Spray two light passes on the front of the arm, start by flaring from the wrist all the way into the armpit, flaring out when in the armpit. Remember to pull the gun back when starting and finishing so that you not to over spray the wrist and armpit.



5.3 CLIENTS STANCE:

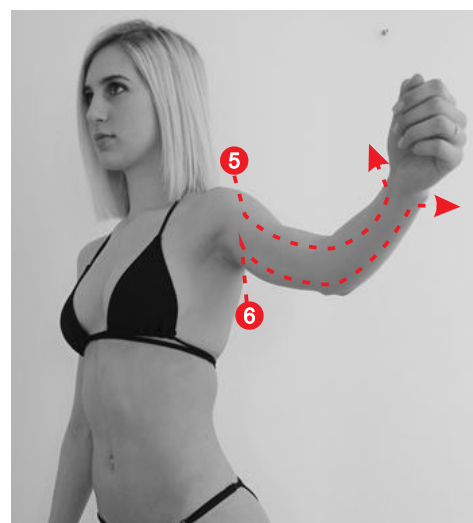
Facing Left

Lower the arm 90° parallel to the floor.

Hand twisted with palm facing forward and pulled slightly back to stretch out the wrist area 45° bend in the elbow.

METHOD:

Spray two light passes on the side, start by flaring from the shoulder and flaring out at the wrist.



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 6

TARGETS:

Front Torso

CLIENTS STANCE:

Facing You

Legs apart

Arms held away from the body

Elbows slightly bent and pulled up

Hands opened up with fingers facing down

METHOD:

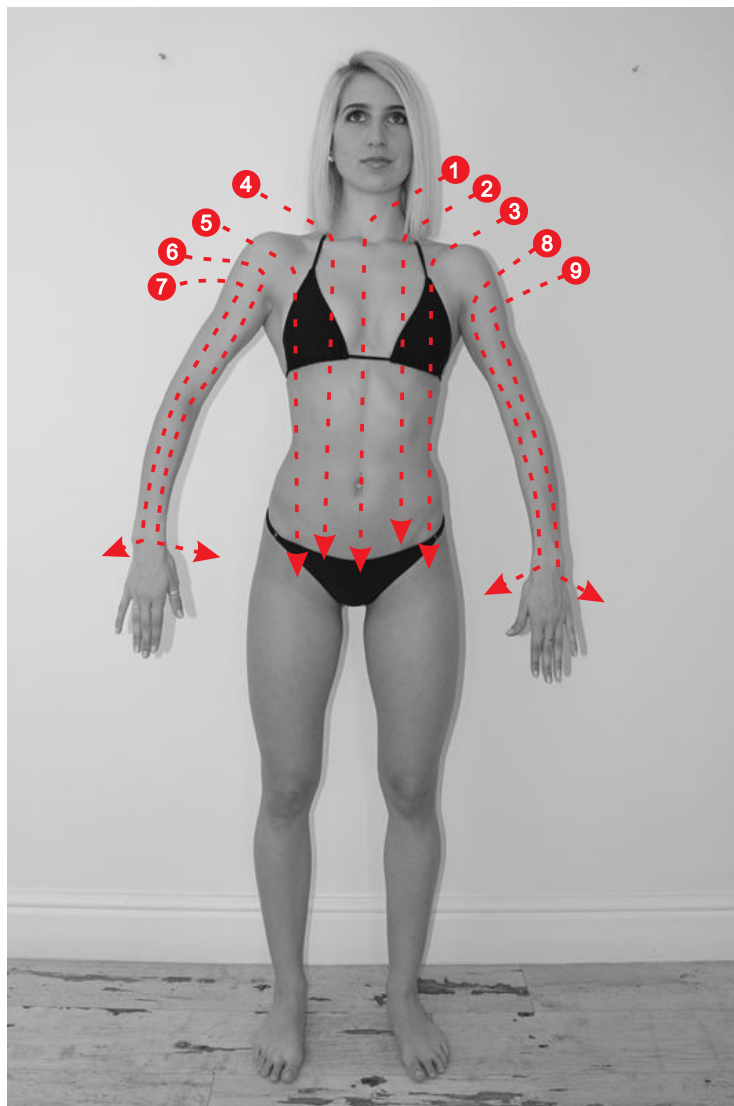
Start spraying flaring in from the side of the neck in under the chin.

Follow the curvature of the of the stomach ending at the pubis or the bikini hem.

Flaring in off the top of the left shoulder (your right) moving from the middle to the right over the breast , repeat 2-3 times.

Flaring in off the top of the right shoulder (your left) moving from the middle to the left over the breast , repeat 2-3 times.

Spray the fronts of arms flaring in at the shoulder and flaring out at the wrist.



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 7

TARGETS:

Hands And Fingers

CLIENTS STANCE:

Facing You

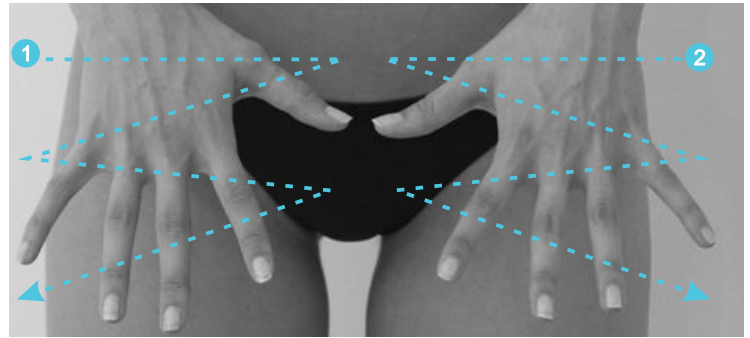
Arms Extended towards you

Elbows bent at 90°

Fingers stretched out exposing the creases between the fingers and the thumb

Hand turned up with palms facing down

Fingers pointing down at 45°



METHOD:

Turn the gun to 90°

Spray three even stokes starting at the

- Wrist
- Between the fist and finger knuckles
- Below the fingers knuckles to the nails

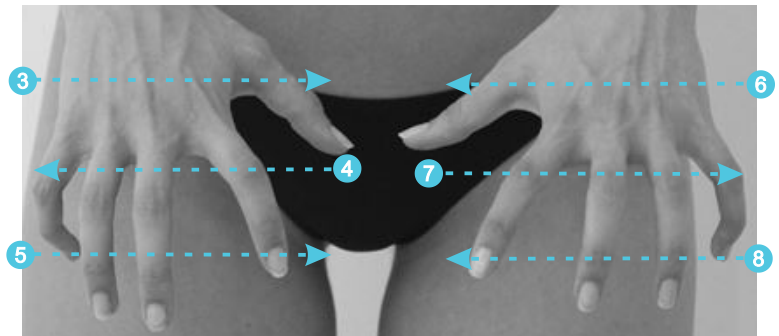
CLIENTS STANCE:

Still Facing You

Arms Extended towards you

Elbows bent at 90°

Fingers in a "Cat's Claw" to expose the finger knuckle creases



METHOD:

Turn the gun to 90° and at DOUBLE the distance.

Spray three quick strokes starting at the

- Wrist
- Between the fist and finger knuckles
- Below the fingers knuckles to the nails

AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 8

TARGETS:

Face

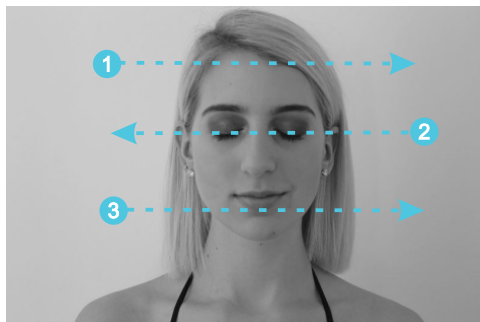
INSTRUCTIONS

Remove the mask and glasses for the client

Ensure the hair is pushed back of the face by the hair net

Ears should not be tucked into the hairnet

Ask the client to close eyes and hold breath



CLIENTS STANCE:

Facing you

Eyes shut

Holding breath

METHOD:

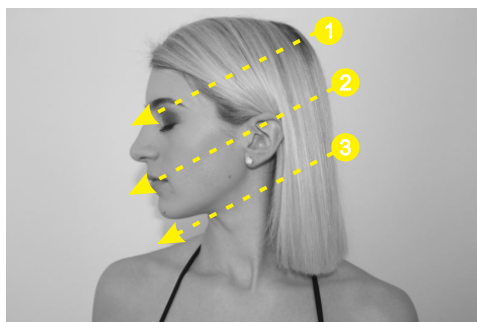
Hold the gun at 90°

Start by spraying the front of the face in 3 passes, flaring in and out over:

- the forehead
- the nose bridge
- the mouth

INSTRUCTIONS

The client may now open eyes and breathe



CLIENTS STANCE:

Facing you

Head turned to the Right

Eyes shut

Holding breath

METHOD:

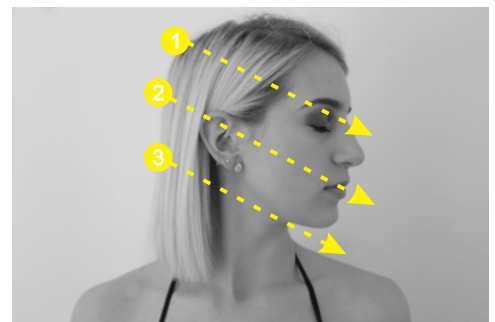
Hold the gun at 45°

Start by spraying the side of the face diagonally in 3 passes flaring in and out over:

- the temple over the cheek bone
- below the ear and
- over the cheek to the chin
- the neck and under the chin

INSTRUCTIONS

The client may now open eyes and breathe



CLIENTS STANCE:

Facing you

Head turned to the Left

Eyes shut

Holding breath

METHOD:

Hold the gun at 45°

Start by spraying the side of the face diagonally in 3 passes flaring in and out over:

- the temple over the cheek bone
- below the ear and
- over the cheek to the chin
- the neck and under the chin

INSTRUCTIONS

The client may now open eyes and breathe

AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 9

TARGETS:

Front Upper and Lower Legs

CLIENTS STANCE:

Facing you

Legs apart

Knees bent very slightly

METHOD:

Hold the gun upright

Start by flaring from the left side of the hip line

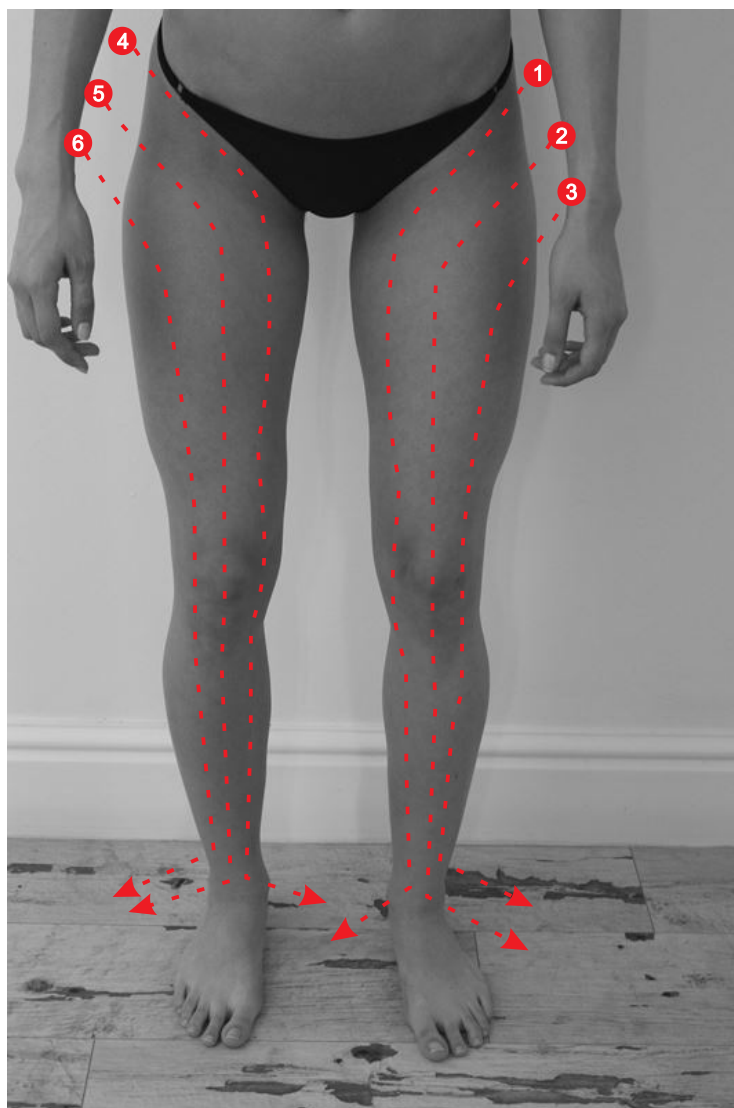
Spray directly down the middle of the left leg (your right) to the foot

Flaring out at the ankle / bridge of the foot

Start by flaring from the right side of the hip line

Spray directly down the middle of the right leg (your left) to the foot

Flaring out at the ankle / bridge of the foot



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 10

TARGETS:

Inside Upper (Quad) and Lower leg (Calf)

CLIENTS STANCE:

Facing you

Arms to the side and away from the body

Rotate the left leg that the knee faces outwards (strike a pose)

Heel to be flat on the floor

Expose the inner thigh and leg.

METHOD:

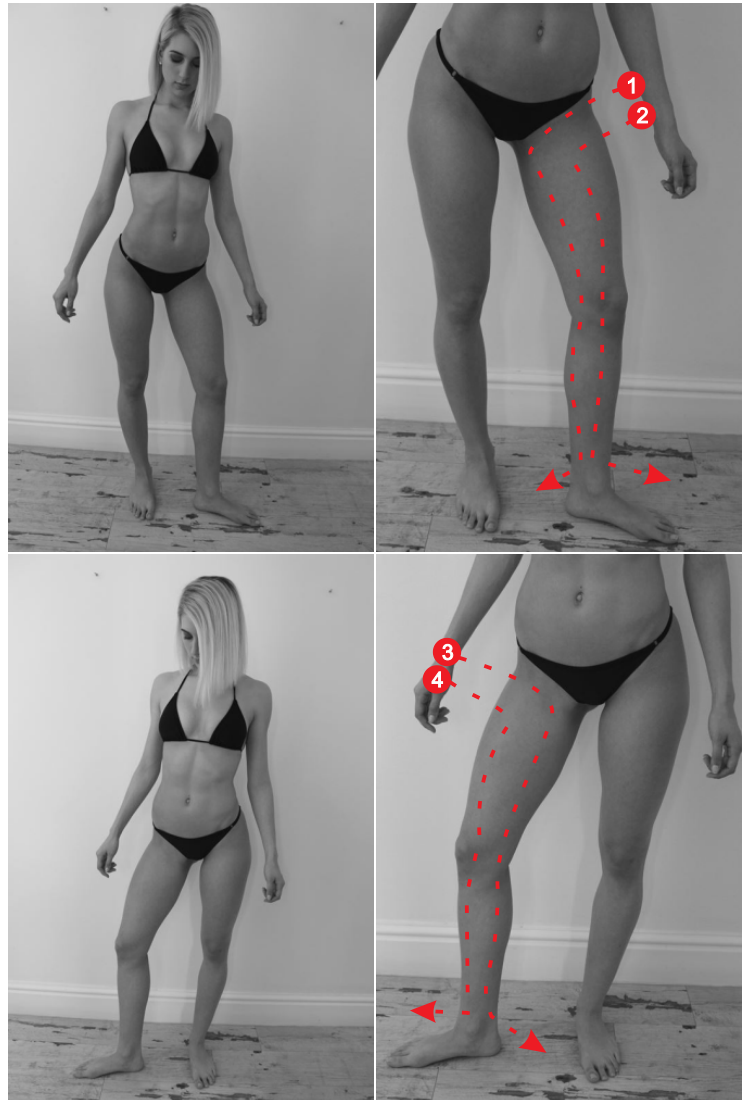
Hold the gun upright

Start spraying by flaring in from the inside of the left leg by groin

Follow the line and shape of the leg

Flaring out at the ankle

Repeat the process on the right leg



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Tanning Application Sequence - Attention To Perfection

PHASE 11

TARGETS:

Feet

CLIENTS STANCE:

Facing you

Legs apart

Feet straight and forward

METHOD:

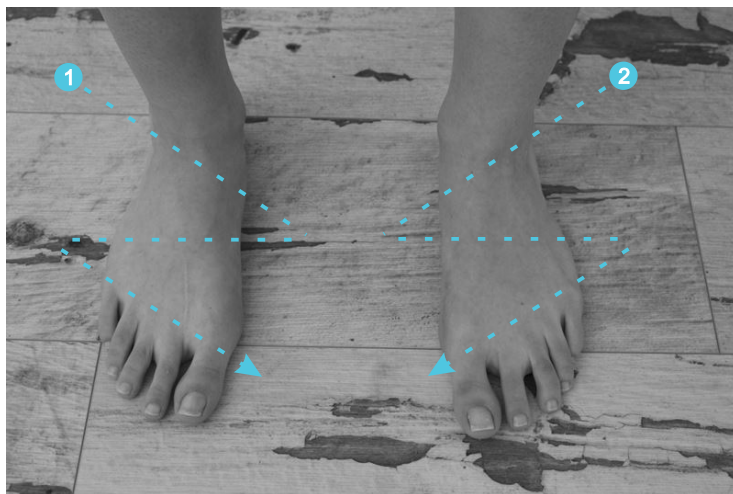
Hold the gun at 90°

About 30cm (double distance) far from the feet

Spray 3 passes over each foot separately

Flaring from the outside to the inside over the:

- the ankle
- the bridge
- and toes



AT ALL TIMES MAINTAIN YOUR CLIENTS MODESTY, PRIVACY AND COMFORT THROUGHOUT THE TREATMENT

Post Tanning Sequence - To Get The Best Finish

With the tanning application complete, unplug your gun from the hose and place the gun on a stable level surface.

**WHEN THE GUN IS NOT IN USE TAKE THE HOSE OUT.
NEVER LEAVE THE HOSE IN THE GUN!**

The tan may take longer in humid summery conditions to dry, but generally leave the client to dry for 5 minutes standing up. In cooler weather the tan can be dry within 2min.

Gently wipe the arms and under the arm pits with a tanning mitt to ensure full even coverage and to prevent tanning solution from rubbing off onto the body and clothing.

If droplets occur in cleavage wipe/pat gently with tanning mitt.

Gently wipe the area behind the knee with the tanning mitt.



Dry the client with the HVLP system hose, all the while checking for any drips, drops and forgets.

If after you have dried the tan with the HVLP system hose, and it still looks wet, pat it dry with application mitt.

Place the clients right hand on top of your wrist, take a wet wipe and clean clients finger nails and cuticles. Be careful not to touch the clients fingers or the hand with the wet wipe.



Ask the client to turn hands palm up, gently apply pressure to the palm with one hand and in a circular motion clean The palm and underside of fingers. Repeat with the clients left hand.

Clean the toe nails and wipe the arch of each foot.

Remove hair net and discard.

Check that the finished result is to the clients satisfaction.

They may now dress in loose clothes and move away from the treatment area.



Pack up your equipment and fold away your pop up booth. Roll and throw away all the disposables. A bin bag is essential for doing this. Check for any over spray residue around you and wipe with a wet wipe. It is important to leave the client's home the way you found it.

Post Tanning Sequence - Client Care Information

With the tan completed and your equipment packed up, re-inforce the following information to the client:

- Ask the client NOT to shower or exercise for at least the next 8 hours.
- After the 8 hours the client can shower and gently wash with a soft cloth.
- Moisturize daily. But not on the day of treatment.
- Use moisturizer that does not have any fruit acids as part of the ingredient. This will fade the tan faster.
- No Soaking in the bath. A shower with no scrubbing is the best to prolong the tan.
- The client should gently pat themselves dry after the shower. Do not vigorously towel dry.
- Shave with a new sharp razor.
- Anything which exfoliates the skin will reduce the life of the tan.
- Refrain from swimming too much, chlorine drastically reduces the life span of the tan as it is pretty good at exfoliation.

Optional: Offer the client 10% off their next treatment if they re-book before they leave as it feels good to have a full book.

Provide the client with the Go Brown aftercare instructions.

Give your client the chance to purchase additional spray tan items like:

Go Brown tanning mitt,

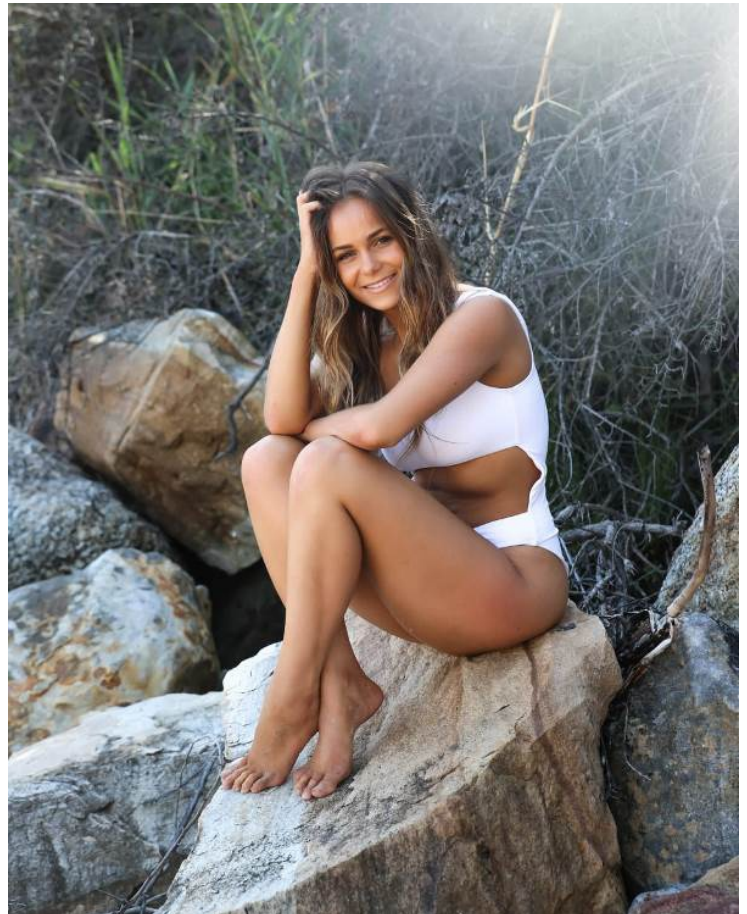
Exfoliating Gloves,

Tan extender,

Go Brown Wraps or dress or any of the

home care range.

Recommended further follow - on treatments as agreed in the consultation.



Tanning Tips For Those Tricky Parts

When spraying clients with large breasts, ask the client to place hands behind their head and arch their back. If after the client lifts her hands behind her head and you still cant see her diaphragm, politely ask the client to lift the breasts with her hands, start by spraying, flaring from under the breast to flaring out at the genitals, from the middle to left and middle to right. Request that the client continues to hold her breast to allow the tan to dry.

Continue to spray the front of the legs. Once the legs are completed the client can release the pose. Spray flaring in from the shoulder flaring out at the tip of the breast from the middle to left and then from middle to right.

Have your tanning mitt ready incase you drip. Gently blot and blend any drips and drops that happen.

To prevent smudges the client should stand with their legs slightly spread through out the treatment.

Knees: With some clients, mostly the more mature clients you may have to ask them to bend their legs so you can spray over their knees. Some people have creases on their knees so get into the habit of checking.

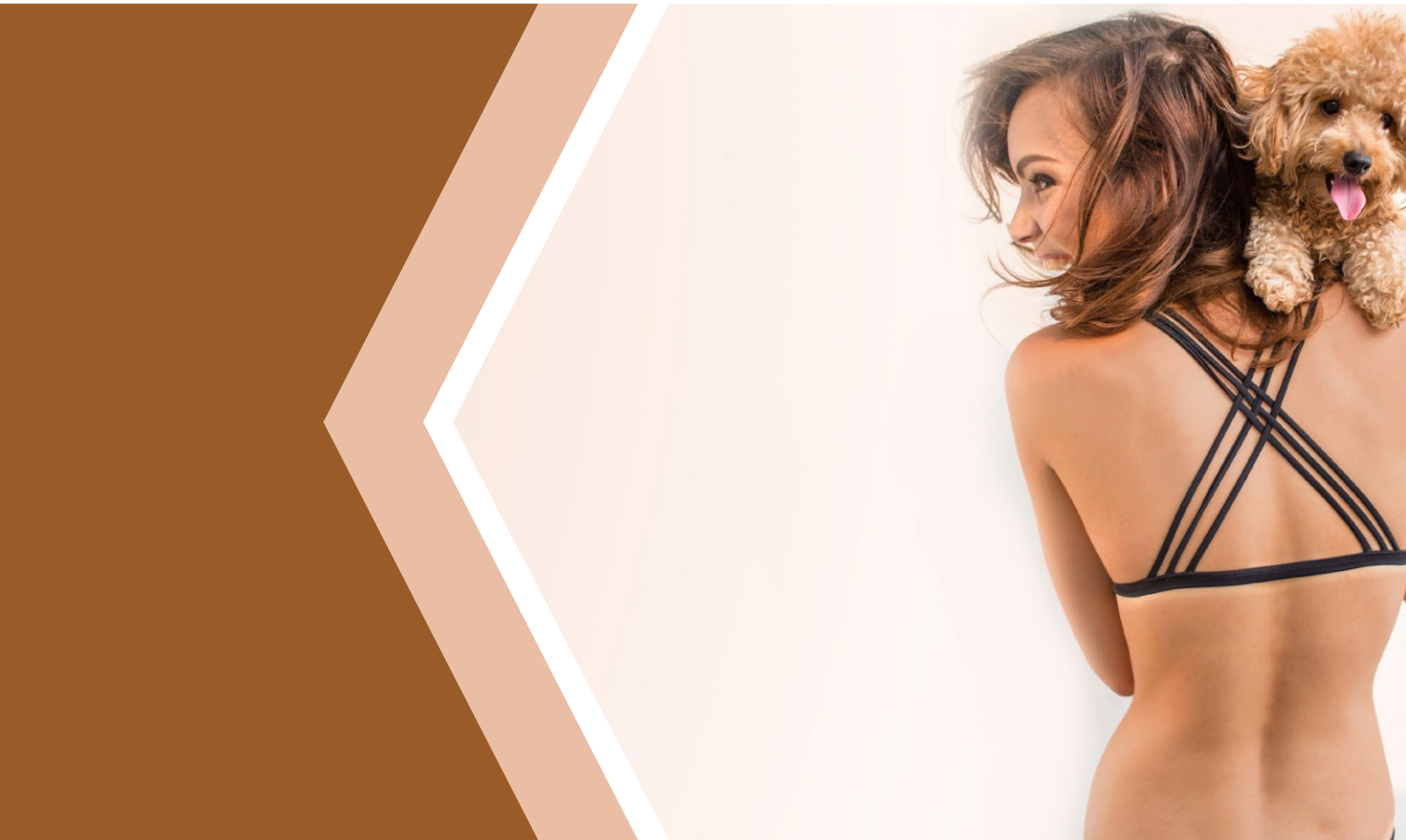
To prevent smudges the client should hold their arms away from their body throughout the treatment.

Do not spray over the hands, knuckles or palms. Remember to flair out at the wrist.

Spattering or spitting of the solution is a sign of a dirty gun. Your HVLP Machine should be serviced every 6 months in order for it to function correctly.



SUCCESS



SALES FUNDAMENTALS
MODULE 8

Understanding Why People Buy

In any transaction with others, you may need to go through a sales activity. This activity may not necessarily involve the exchange of money. You might be selling your skills' in a job interview, or you could be selling the 'features' of your design to an engineering committee. In any of these interactions, you can greatly benefit from knowing 'how' to sell. Selling optimizes your transaction to get the best results for what you have to offer. Naturally, it is quite important to know the tricks of the trade in order to get the best outcome with minimum effort.

If you are in a professional sales position, knowing these skills is even more central to your daily professional life and livelihood. It is therefore almost critical to go through some systematic training to get prepared for all eventualities. In this course, you will learn about different aspects of sales, become familiar with traditional and more modern approaches and learn how to use psychology to obtain optimum results.

WHY PEOPLE BUY

The first step in learning about sales is to understand why people buy. Understanding your customers needs, way of thinking about sales and perceived benefits to them will help your sale process immensely.

People buy what is missing in their life. Customers are not interested to buy 'things', they are more interested in what the products and services stand for and in particular what they mean to them and to the quality of their lives. As a Go Brown Technician, pay particular attention to what the service and product means to your buyer.

Consider the differences illustrated in the following:

Please Don't Sell Me...

Spray Tan

Spray Tan Package

Skin Care Range

Exfoliation Mitt

Spray Tan Dress

Please Sell Me...

An experience that will make me look incredible and feel beautiful.

Peace of mind that I will get great value for money and big savings.

A way to enhance and extend the life of my spray tan.

A product that will make my fading tan come off easier and a way to prepare my skin for my next appointment.

An easy way to transition from my spray tan to putting clothes on without spoiling or damaging my tan.

Seven Attributes Of A Great Sales Person – To Earn More

There are a lot of different ways to approach sales, but they all tend to rely on the same skill set. Note that these are skills, not talents: talents are inborn, but skills are

earned. Anyone can learn to be an effective salesperson, and good salespeople can become great ones by honing the following sales skills.

1. Maintaining Self Confidence

This is the absolutely most important skill a salesperson can cultivate. Why? Because all the other skills are based on persistence. If you have every other sales skill listed below but you give up at the first hint of a “no,” then you'll never have a chance to use those skills. The first time you speak to a prospect, they might not want to talk to you because they're having a bad day... but if you call back a week later they'll be eager to buy.

Self-confidence doesn't end with persistence; if you believe in yourself and your product, your prospects will be inclined to believe as well. Self-confidence will also incline you towards a more assertive closing approach, which is vital to your selling success.

2. Positive Mental Attitude

When selling, it is easy to get emotional. Some people might take it very personally as if this is a competition and they must close the deal on 'their' terms every time. The problem with this approach is that as a salesperson, you may come to view the customer negatively as if they are there to stop the sale taking place and you must convince them no matter what to go ahead instead. This mentality will generate many verbal and non-verbal signals that the customer can easily pick up and can only make the situation worst.

To turn the table, understand that this is not about you; it is just business. Remember that most of this is only in your mind and you can choose to be happy and positive or upset about a customer's behavior and unforgiving. However, the difference between the two can mean the difference between closing a deal successfully or losing the opportunity.

Consider the following differences between positive and negative thinking when dealing with customers:

Examples of Bad Attitude

I am a salesman, they will hate me

They think I am going to rob their money from them

My service is not necessary and this whole process sucks

I am about to manipulate them and I might be caught

I am here to sell something to someone who doesn't need it



Example of Good Attitude

I am here to facilitate the process of buying

My job is to inform the customer, so her needs are matched with our products features

My service is necessary as I am about to help someone get what they want. Apart from having a happy customer, I would feel satisfied as I get a 'token of appreciation' from the person who I just helped.

I am here to make people aware of solutions to their problems. This is my responsibility and my efforts are appreciated by my customers.

I am an arbiter of knowledge, my role is to transfer this knowledge from one domain to another to make people more aware of new and better solutions

Seven Attributes Of A Great Sales Person – To Earn More

3. Good Listening

Most salespeople are natural talkers. Unfortunately even a great speaker will only get so far without a little listening. Taking the time to ask your prospect questions and really listen to the answers shows respect for them, and gives you a clearer idea of what they want. So how can you tell if you're doing enough listening? The next time you cold call a prospect, ask an open-ended question and then hit the mute button and leave yourself muted for at least a minute (or until you are absolutely sure the prospect is finished). By forcing yourself to be quiet, you will notice right away how strong your urge is to jump in and say something before the prospect has stopped talking.

4. Persuasiveness

Emotion plays a major role in sales. There's an old saying that "features tell, benefits sell." Features are the facts about your product or service; benefits are their emotional connotations. For example, a 0% interest rate on a credit card is a feature... being able to save money while buying the things you need is a benefit! Persuasiveness is the skill that allows you to convey these emotions to the customer. If you can make your prospect feel how great it will be to own your product and how much their life will be improved when they have it, you can sell it to them.

5. Building Strong Relationships

This sales skill is just as important to a salesperson's business life as it is to their personal life. Building and maintaining healthy relationships is the key to developing a strong network. And networking will allow you to reach far, far more prospects than you could manage on your own. Remember the theory of "Six Degrees of Separation?" Let's say you're trying to reach the decision maker at a major company but you don't know anyone who works there. A call or two to your network contacts yields someone who knows someone who works for your target; armed with that person's name and direct phone number, you now have access to the prospect.

6. Self Motivating

Even the best salesperson is a work in progress. You can always find a way to develop your skills, work on your pitch, and learn more about the products and services you sell. But the drive to constantly improve yourself has to come from within. Your manager might direct you to make some changes if your sales start to plummet, but if you are constantly working to become a better salesperson you can start working on the issue before it affects your numbers.

7. Enthusiasm

Be openly enthusiastic, you can convey enthusiasm for Go Brown and products by the tone of your voice, facial expression, attitude and gesture. This will influence your client to believe in you. Let everyone know by your attitude that you like your job and you believe in what you sell.

Seven Steps To Successful Selling - To Seal The Deal

The emphasis of the Seven Steps is on presentation, overcoming objections and closing the deal effectively..

Step 1:

Planning And Preparation

You can only do the best selling products which you have complete faith in. This faith is acquired only by completely understanding all the product features advantages, applications and the benefits the customer will gain by using them. You need to learn about your products and services, so that you are well prepared. You need to understand:

·Know what you are selling and know it extremely well.

What is it?

What benefits might they offer?

How are they priced? and

What delivery can you offer?

·Understand how your product and service fits into the culture and lifestyle of the client

·What are your client's current products?

·What are the client's issues and problems with their current products?

·Prepare your sales pitch and opening statement

Have a clear objective in mind. What do you want to achieve at your appointment?

Step 2:

Introduction

This step can take place in a physical meeting or it might be handled through a phone conversation. The principles apply to both cases:

Be professional and present yourself with confidence. Keep smiling.

SHAG

Introduce yourself and elaborate on your background in relationship with the client's business. For Example:

"I am _____ from Go Brown Mobile spray Tanning. I am

here to do your vacation spray tan / wedding spray tan"

Set the tone of the appointment. For Example:

"Thanks for having me today. Where would you like me to set up, preferably near a plug and in a room that is private and well lit."

Get your client preparation information clarified. For Example

"Did you receive my pre care email / whats app?"

"Have you shaved in the last 12 hours? Are you wearing any make-up, deodorant, perfume or body oil / lotion?"

"Will you be wearing your own underwear, tanning in the nude or would you like a pair of disposables?"



Seven Steps To Successful Selling - To Seal The Deal

Step 3:

Questioning And Prospecting

The function of this step is to allow a better understanding of your client's needs and also shows that you are interested in customer's requirements and concerns: Prepare a number of questions before you arrive. Over time you can accumulate a number of stock questions which will increase your efficiency.

Ask questions to understand what the customer needs and will benefit from.

The customer may not know what they need. A series of questions can shed light on their problems and open up many new possibilities.

Use open questions to get as much information as possible.

A good part of questioning is listening. Listen empathically and understand the true meaning behind words. Be quick to ask for clarification if you suspect you have misunderstood something.

Recap and reflect back every now and then to make sure you know where you are and where you are heading to. The client must be talking 80% of the time or more at this stage. If you find yourself doing most of the talking, it is likely that you are not asking the right kind of questions. Use closed questions to confirm facts.

Do not attempt to provide solutions until you have asked all the questions. Even then, your solution should just be a rough idea to excite. You should focus more on possibilities and how it satisfies the needs of the customer than the actual details which are handled in later stages.

Step 4:

Presentation

The purpose of the Product presentation is to illustrate how you can fulfil the needs of the customer. You must clearly demonstrate the benefits of your product or service to your client. You need to understand the specific views of the people you are presenting to and pitch correctly to their specific needs and desires. 'Seeing is believing', and the customer will be more than impressed to see, smell and feel the products. Demonstrate to their needs. During the presentation, expect feedback, questions and agreement and respond accordingly to them.

You don't have to follow a predefined path since this is a live presentation and not a video playback. Use this opportunity to expand in areas that they are interested in.

If you don't know the answer to certain questions, don't waffle. Say you don't know, but state that you will find out about these questions and will get back to them. Make sure you DO get back to them!

Don't bring down the competition. This will only undermine your credibility and integrity. In today's world the relationships are very flexible. Today you might be the supplier to your customer and tomorrow you might take the role of the customer. If you bring the competition down, you are also likely to bring your customer down in the future!

Seven Steps To Successful Selling - To Seal The Deal

Step 5:

Overcoming Objections

Like any presentation, objections and doubtful views are almost inevitable. Ensure these are handled constructively and professionally. The first rule to handle any objection is to fully understand it. It is tempting to reply straight away by "Oh but that is not important...", only to hear back, "Well, that doesn't really answer my question!".

Receiving objections is a critical stage and if you fail to perform and respond constructively, all your effort might be wasted. Be open to opposition and welcome them. If the solution to the objection was obvious they probably would have worked it out by now. Handling protests is just part of the process of increasing the quality of the solution.

A few effective techniques include:

1) Rephrase the objection and answer positively. For example:

Customer: "The product is expensive!"

Technician: "I think what you are saying is that you are happy with its features and that you believe it will help you, though you are wondering about the price. If paying by credit card you can put it on the budget facility."

2) Isolate issues and work on them one at a time.

Customer: "I am not sure if this product will it work?"

Technician: "So as I understand, you are happy with all the features and the extra functionality of the product that I have told you about, it is just that you are not sure that there will be no results. Well we have a solution for you. You can log onto our web site or Face book and read the many success stories so that you have peace of mind in the success of the product."

Discuss and list 5 common Objections with the Overcome for each of the following circumstances:

- **Book or re-book a customer in for a tan. "I don't want to book / re-book because"**
- **Selling a product to a client. "I can not buy the product because ..."**

A customer in this stage is seriously considering a variety of issues and is visualising the product and its use in their environment. Respond to early buying signals by elaborating on the subject and explaining the details. It is OK if you summarise the key points as this helps the customer to better understand what has been covered already while they are processing their decision.

Step 6:

Closing

If you have come this far and have covered the objections, you can move forward by asking,

"Would you like to go ahead and buy something?"

"Are you happy with what we have discussed so far?"

"Do you have any questions?"

It is important that you treat individuals based on their background. Technical people are more interested in details and may require more time before they can decide.

No-nonsense fast decision makers may have already indicated their interest or lack of it. Make sure you don't overdo it as to irritate them, or you will inevitably receive the classic comment, "Chill out, you sold to me!"

Seven Steps

To Successful Selling - To Seal The Deal

Step 7:

Delivery

This is perhaps the easiest part. You may have to deliver after-care or support which you must elaborate on. If you have products with you leave them with the client.

Complete the invoice and ensure client has banking details and your contact details. Follow up with the customer later on to ensure that he is satisfied with the product.

This is an incredibly important step as it helps you to generate loyal customers who are much more likely to come back and buy more products and services from you.

Follow-up process also demonstrates your integrity and increases customer's trust in you and your services. A trustable salesperson who can be traced and consulted even after the sale has taken place is much more credible and their views are regarded highly next time around which may inevitably lead to more sales.

Putting It All Together

Using the seven attributes of a salesperson and the seven steps to successful selling, role play selling general items that are around you.

Having seen, learnt and practiced the techniques of a Go Brown Mobile Spray Tanning Technician, role play the following:

- Over the phone, book in a prospective customer for an appointment
- Entry into a client's home / Welcoming a client into your studio - each with the correct introduction and client questions
- During the appointment, common discussion topics to build a relationship with your client.
- With the tan complete, give the after care advice, product recommendation and sales
- With the client dressed and busy paying, re-book an appointment with the client

SUCCESS



TROUBLE SHOOTING

MODULE 9

Trouble Shooting

- Your Guide To Problem Solving

If you are experiencing problems with this unit or application, in the first instance please carefully read the relevant sections of the User Manual and the Troubleshooting section below. If you cannot solve your problem please contact Go Brown Mobile Spray Tanning Head Office for further assistance.

How Do I Remove Spray Tan From A Client

Do not get tan anywhere it is not wanted, as without taking off the top layer of skin it cannot be removed. Here are some suggestions from various sources to remove any tan.

1. A Go Brown Kessa Exfoliation mitt.
2. Soak for hours in a bath/swimming baths and towel dry roughly.
3. Half a lemon and rub over the skin, rinse off.
4. A mixture of sugar and lemon juice used as a body scrub will also help remove the tan.

THE TAN HAS COME OFF

Reason

This is likely to be down to lack of preparation.

It could also be that a too high percentage solution has been used or that too much solution has been applied.

Solution

Exfoliate and remove tan.

Use a reasonable amount of solution when spraying, do not over spray. Work on your technique.

THE SOLUTION IS DRIPPING - FROM THE SKIN OR GUN

Reason

Oil on the skin.

Gun to close.

Action to slow.

Fluid adjustment screw loose.

Solution

Wipe the client down with wet wipe, allow to dry for 2 min.

Remember to keep the gun at distance between 15 -20 cm from the client when spraying.

Move slightly quicker over the body. Practice your technique.

Tighten and set the Solution Flow Screw.

THE TAN IS INCOMPLETE

Reason

Cup has run out.

Pick Up tube has fallen out.

Gun has been tilted.

You have not been accurate with coverage.

Air hose has been compromised.

Clogged nozzle.

Compressor not working.

Solution

Put no less than 200ml of solution into the cup.

Reattach the tube more securely.

Keep the gun upright and perpendicular to the body.

Stick to the Go Brown Spray Tanning Sequence

Check that the air hose has been put on properly and ensure nothing is on it.

Clean gun with Go Brown Air Gun Cleaner.

Check that it is plugged in and switched on. Ensure there are no loose or broken wires.

Trouble Shooting

- Your Guide To Problem Solving

THE TAN APPEARS SPECKLED

Reason

Dirty needle.

You may be positioned to far away.

Solution

Clean your gun, using the Go Brown Air Gun Cleaner.

Stand closer and ensure the gun about 15-20cm from the client.

SOME PARTS OF THE BODY HAVE NOT TAKEN THE TAN VERY WELL

Reason

Typically, perfume has been sprayed before the treatment or another product has been applied prior to the tan which has prevented the tan from adhering.

Some depilation treatments strip the skin of amino acids, which are essential for the chemical reaction with DHA. The legs are usually effected by this.

Solution

Advise the client to avoid all products containing oil and perfume. Even some shower gels can block the tan.

Apply a second coat of solution to these hard to tan areas.

TAN HAS RUN INTO BODY CREASES

Reason

The tan has run into, and built up in the body creases such as neck and the elbows.

Solution

Fan the affected area, using the air from the compressor. Running a tanning mitt over the area may also help.

THERE IS BROWN SPOTTING ON THE CLIENTS SKIN

Reason

Guide colour has collected in the hair follicle.

Solution

Avoid waxing or shaving for 48 hours before a treatment.

SOME PARTS OF THE BODY ARE DARKER THAN OTHERS

Reason

Dry skin absorbs tan much more readily than normal skin so naturally dry areas of the body will often appear darker.

Solution

Identify these problem areas during the consultation, ensure that you apply a thin layer of barrier cream before commencing with the spray tan. Spray more lightly over these areas.

THE TAN IS STREAKING

Reason

This is usually the result of the tan solution dripping on the client.

Solution

Avoid streaks by starting and stopping the spray session away from the body. Use the air from the compressor gun to speed up the drying process, which will limit the probability of drips forming. You can also run an Applicator mitt over the problem area.

Your Air Cap dial is in the vertical position.

Loosen the Air Cap Ring and turn the Air Cap Dial to a horizontal position.

Trouble Shooting

- Your Guide To Problem Solving

THE CLIENTS NAILS HAVE GONE ORANGE

Reason

False nails and very porous natural nails may absorb the guide colour pigments.

Solution

Always clean your clients finger and toenails with a wet wipe after the tan session.

THE CLIENTS CUTICLES HAVE GONE ORANGE

Reason

The clients cuticles may be very dry and may react with the solution.

Solution

Spray these areas lightly and apply barrier cream.

THE CLIENT HAS GONE ORANGE

Reason

The percentile of solution is too dark for the clients skin complexion. (DHA over saturation)

The clients hormonal levels are out of balance, which can be caused by the starting of menstrual cycle or first trimester of pregnancy.

Solution

Request the clients shower as soon as possible. Do a follow up re-spray with a lower DHA.

Request the clients shower as soon as possible. Do a follow up re-spray after the client period is finished or after the first trimester is over.

THE CLIENTS TAN HAS GONE GREEN

Reason

The guide colour in the solution has come into contact with chemicals on the clients skin.

The spray tan solution has gone green from heat fluctuation, improper handling and storage.

Solution

Wipe the client down with a wet wipe. Instruct the client to shower and exfoliate.

Be mindful when working with your solution, always try to keep your solution temperature at a constant level between 10 - 15°C. Do not touch the liquid with your fingers or allow it to touch any metal.

Your client could be stressed, under immense emotional pressure, or suffering from depression.

Changes in your client physiological well being effect the secretion of hormones. Wash tan off immediately and suggest a re-spray at a later date.

THE CLIENTS ARM PITS AND OR BODY PARTS HAVE GONE GREEN

Reason

The client is wearing antiperspirant or deodorant.

Client did not follow pre tan prep correctly

Traces of metal left on the skin from wearing jewelry and the solution has oxidised on the skin.

Solution

Give the client a wet wipe and ask to wipe off all traces of antiperspirant or deodorant.

Wipe the client with a wet wipe and instruct the client to shower and exfoliate.

Wash and exfoliate the area of the skin that has been contaminated.

Trouble Shooting

- Your Guide To Problem Solving

CLIENT'S EYEBROWS ARE DISCOLOURED

Reason

Clients, especially fair haired ones, may find that the tan solution collects in the eyebrow.

Solution

Carefully apply barrier cream with a cotton bud before spraying or else wipe over the treated area with tissue after treatment.

THE CLIENT'S HAIR HAS DISCOLOURED

Reason

DHA in the solution can have a chemical reaction with the peroxide that is on the hair, especially if the hair is freshly bleached.

Solution

Ensure that the hair is fully covered and tucked into the hair net. The client must at the soonest possible moment wash and rinse hair over a bath or basin taking care as not to allow water to drip or run on the fresh tan.

A RASH OCCURRED AFTER THE SPRAY TAN TREATMENT

Reason

The client may have an allergy to one of the ingredients in the tan solution.

Solution

Get the client to thoroughly and as soon as possible wash off the tan with tepid water and apply an antihistamine cream. If the rash persists they should seek medical advice. This can be avoided by doing a patch test on the back of the wrist before the treatment.

THE CLIENT'S PALMS ARE STAINED

Reason

You may have sprayed solution onto the clients hands.
The client has touched the newly tanned skin.

Solution

Always wipe palms after tan.
Ensure they are aware that touching or patting the skin before they have showered will result in the palms becoming stained.
Scrub with bi-carb

THERE IS NO SOLUTION SPRAYING OUT OF MY GUN

Reason

The solution flow screw has been closed.
The solution flow screw spring is not in.

Solution

Loosen your solution flow screw by dialing it to the left.
Undo the solution flow screw and put the spring back in place.

GOT A QUESTION THAT YOU CAN NOT FIND HERE, THEN PLEASE CONTACT US FOR HELP!

Common Client Problems

- The Perfect Solution

I HAVE A CLIENT WITH SENSITIVE SKIN, CAN THEY HAVE A SPRAY TAN?

As long as the client has not had any reaction to fake tans in the past or an allergy to DHA, they should be fine. If the client is unsure or has not used or had a spray tan in the past, it is worth doing a patch test. This is to discover what element of the solution, if any, the client is allergic to. A Patch Test should be on the inside of the arm, above the wrist or behind the ear below the hair line. The test should be done at least 24 hours before the spray tan appointment.

MY CLIENT HAS ECZEMA, CAN THEY HAVE A SPRAY TAN?

The client will need to exfoliate well with an oil based exfoliant as not to irritate the skin. Client should apply a layer of their cream to their entire body especially the areas where their eczema worse. Spray slowly over dry areas to ensure better absorption of solution.

MY CLIENT HAS RECENTLY HAD AN OPERATION, IS IT SAFE TO HAVE A SPRAY TAN?

Spray Tan solution should never be applied to open wounds due to the spray being sugar based which can influence bacteria growth during the 8 hour tan development period. As long as any scarring is settled (not red and has a good covering of skin) it is safe to use the tanning solutions. Extra exfoliation will need to be done on skin that has had any plasters applied to it.

MY CLIENT HAS JUST HAD A TATTOO / PIERCINGS, CAN THEY HAVE A SPRAY TAN?

It is best that you wait until the tattoo / piercing is fully healed before spray tanning your client. Please note that scar tissue is unlikely to tan the same as the rest of the body, and there will be a colour difference.

MY CLIENT WANTS TO GO ON A SUN BED DURING THE 8 HOUR DEVELOPMENT TIME, IS THIS OK?

We highly recommend against this. Being on a sun bed or tan can cause sweating which could cause the tan to streak or tan unevenly. Once the 8 hour development time is over the client may use a sun bed or tan can.

MY CLIENT HAS BEEN HAVING CHEMOTHERAPY TREATMENT, ARE THEY SAFE TO HAVE A SPRAY TAN?

NO, do not under any circumstances allow your client have a spray tan.

MY CLIENT HAS A SUNBURN, BUT INSISTS ON GET A SPRAY TAN. HOW DO I ENSURE I GET THE BEST RESULTS?

So even though it's not recommended, some people might insist on getting a spray tan despite having a sunburn. There are many legitimate reasons for this: maybe they are going to a wedding, a date, or some other special event. What's important now is that you set the expectations with your client, and then provide the best service possible. It's important to note that if your client is just getting sprayed for an event then their best option might be to go with a bronzer-only solution. This might be the best option because the bronzer could act as a cover up for the event, allowing your client to use the spray tan to temporarily disguise the sunburn. It is also recommended that your client signs an indemnity of tanning failure prior to the tan being done.

MY CLIENT HAS VITILIGO, CAN THEY HAVE A SPRAY TAN?

Vitiligo is a common skin condition where the skin pigment is uneven and has white patches. Vitiligo is not contagious and can develop at any age. The tanning ingredient, DHA, was used after the Second World War as a medical treatment for vitiligo. Therefore it is safe for clients with the condition to use it to even out the skin colour tone. It is recommended that you choose a colour from our range that is as close to client's natural skin tone.

MY CLIENT HAS ACNE, HOW WILL IT EFFECT THE TAN?

Generally, a spray tan masks skin redness and covers minor imperfections to improve the appearance of acne. Some sunless tanning products contain pore-clogging ingredients and can cause breakouts. Go Brown solutions are plant-based and paraben free which will not clog pores or cause any harm to the skin.

Great Answers

- For Common Client Questions

CAN I TAN OUTDOORS WITH A SPRAY TAN?

YES. You can, but you need to remember that a spray tan, whilst it looks gorgeous, does not give you any protection from the sun's ultraviolet light. For outdoor tanning, we recommend using a sunscreen with an SPF of 30 or more. Remember that the sun dries your skin out, reducing the longevity of your spray tan.

Hint: Lots of people have a Spray Tan before their beach holiday, so they can start off looking tanned and fabulous from day one!

HOW LONG WILL MY SPRAY TAN LAST?

Your spray tan will last approximately 4-11 days depending on your daily skin care regime, age and lifestyle. A spray tan fades just like a tan from the sun. As your skin sheds dead cells, your tan will fade. So the key is to moisturise with HydrateMe or Extend-A-Tan, this perfect DHA-rich moisturiser will help maximise the life of your tan.

DO I HAVE TO GET NAKED FOR MY SPRAY TAN?

NO. It's entirely up to your client. If they don't want to get naked, we suggest they wear black thong / g-string or a swimming suit/bikini that they don't mind staining or the disposables you offer them. For men, boxers, swim trunks or shorts.

CAN I TAN IF I HAVE A SUNBURN?

It's not recommended. If you've recently gotten a sunburn then your skin is going to start peeling soon. Once it does, you're going to lose that beautiful tan you just got! It's much better to wait until after your skin has had a chance to recover before setting your next spray tan appointment.

IS A SPRAY TAN SAFE FOR CHILDREN TO HAVE?

Our spray tanning solution has been developed for the use on all skin types and for all ages. We recommend that anyone under the age of 16 is accompanied by an adult when being spray tanned and that a letter of consent has been signed by a parent or the guardian for your protection. Bear in mind that young children are difficult to keep still at the best of times - so it can be hard to make sure that the child will stay still long enough to be spray tanned and that they do not touch the tan to make it develop unevenly.

CAN I WORKOUT WITH A SPRAY TAN?

It is recommended skipping the day of your appointment and the day after. The tan generally needs 24 hours to set. Then all other workouts should not be longer than 1 hour if you plan to sweat a lot. Tight wet clothes will prematurely fade your tan. Be sure to take off your workout clothes as soon as possible.

DURING MY SHOWER, I HAVE NOTICED SOME COLOUR WASHING AWAY?

This is fine and completely normal. The excess colour that is washing away is just the guide colour / bronzer.

CAN I GET A SPRAY TAN IF I AM PREGNANT OR BREASTFEEDING?

Testing has shown that DHA does not penetrate the skin, nor enter the blood stream, therefore, it appears safe to spray pregnant women. As a precaution we suggest clients who are pregnant to get permission from their doctor. For women who are breastfeeding, inform that they should ensure their nipples are wiped over before breastfeeding.

I RECENTLY HAD A BOTOX FILLER, MAY I STILL HAVE A SPRAY TAN?

Botox and similar fillers will enter the body via a needle; therefore this needle would have temporarily punctured a hole into the skin; be sure that the hole is fully closed prior to a spray tan. This usually takes 7 - 10 days.

THE
END



FINAL THOUGHTS
MODULE 10

Your Assessment

- Getting Ready

Obviously with such a practical skill, you will not be allowed any simulation for this unit.

Other than the theory, your assessor will expect to see in the practical all aspects of a spray tan appointment that include:

- Booking of a tan
- Arrival of the client OR your arrival at the client
- Set up
- Post tan
- Getting your kit ready
- Building a relationship with your client
- Spray tan
- Re-booking and Sales

You will be initially assessed on one client. On passing this assessment, you will need to have 5 additional client assessments over a 3 month period of time. Spray tanning is such a popular treatment that you should have no trouble getting clients for these treatments! Do ensure that you personally use at least three of the products in the BeautifulMe Skin care range – you should really try using the exfoliator, moisturiser and scrub. It is also a good idea to practice application of tanning on your friends and family so that you get used to the process and the preparation required for a flawless smooth application.

Remember - A good self tan application should look natural and give a glow to the face and body. It really is a case of practice makes perfect!

Let's Test Your Knowledge

- Why is it important to exfoliate before a spray tanning treatment?
 - To ensure the skin will not react to the solution used.
 - To ensure the skin is warm for better absorption of the tanning agent.
 - To ensure the skin is free from dry patches which could affect the end result.
 - To ensure the skin is free from contra-indications.
- The active tanning agent found in the solution is a form of:
 - vegetable extracts
 - sugar extracts
 - make-up dye
 - floral dye
- Which of the following is a possible contra-indication to having a spray tan?
 - Vitiligo
 - Leucoderma
 - Bacterial skin conditions
 - Freckles
- The benefits of a spray tan for a client are;
 - helps you loose weight
 - even and flawless tan
 - prevents sun burn
 - neutralizes skins pH levels
- The active ingredient for a tanning product is:
 - AHA
 - DHA
 - DNA
 - NBG
- Tocopherol Acetate is found in Go Brown solutions and is a form of:
 - vitamin C complex
 - vitamin B complex
 - vitamin E complex
 - vitamin D complex
- The key steps to a successful long lasting tanning are:
 - cleanse, tone and moisturise
 - wash, tan and rinse
 - exfoliate, tan and moisturise
 - soak, spray and dry
- A spray gun mechanism uses:
 - a battery
 - an engine
 - a turbo charger
 - a compressor
- The tan effects which layer of the skin
 - fatty tissue
 - dermis
 - subcutaneous
 - epidermis
- For home care you should recommend that your client avoids using:
 - soap-based products
 - acid-based products
 - oil-based products
 - water-based products.

In Closing

- My Final Thoughts

You have a real shot at making a good living spray tanning. The strategies in this manual worked for me, they worked for the other Go Brown Technicians and they'll work for you. I said this at the beginning but I think it's worth repeating:

Build your own dreams, or someone else will hire you to build theirs.

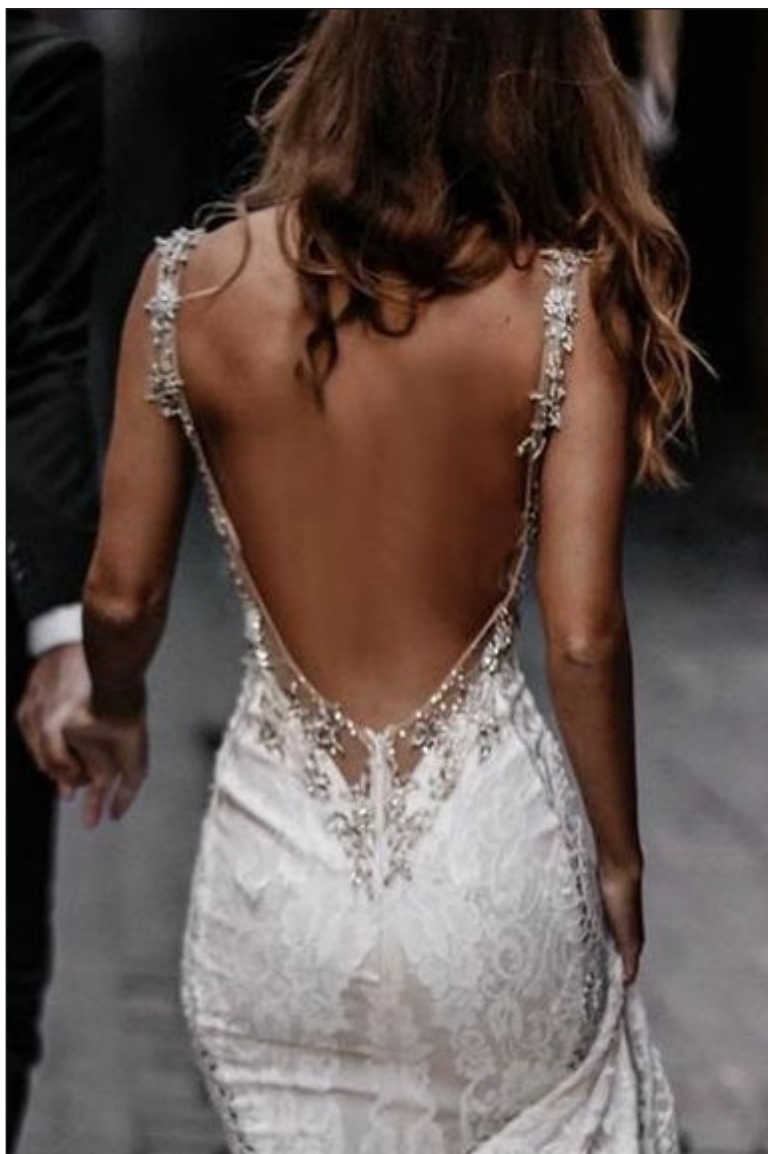
- Farrah Gray

GET READY TO BECOME THE BEST

GO BROWN SPRAY TANNING TECHNICIAN,

START OFFERING THE GO BROWN

EXPERIENCE TO EVERYBODY



In Closing - One Last Thing



When you turn the page, please take the opportunity to rate the manual and share your thoughts with us by completing our Training Review.

If you believe your friends would get something valuable out of this book, I'd be honoured if you'd post your thoughts on our Face Book Page.

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Stay Fabulous

Tuane
Welcome to the Go Brown Family

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