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## SECRETS TO A SEAMLESS SUNLESS TAN

— Tips from Estée Lauder —

Now there's no need to spend the day trying to get a great tan. An eye-catching sunless tan can be yours in a matter of minutes. The experts at Estée Lauder, the innovative suncare leader, offer these step-by-step application tips to ensure a year-round tan.

1. Smooth skin is the best surface for applying **Self-Action SuperTan For Body**. During your shower or bath, prepare your skin by sloughing off dead skin cells with Body Smoother or a wash cloth and shaving your legs. Afterwards, be sure to dry your skin thoroughly.
2. It's best to apply **Self-Action SuperTan For Body** while you are standing up. Avoid contact with towels, sheets and clothing during application and for 15 minutes afterwards since the active ingredient in sunless tanners can cause stains.
3. Starting with your face, apply **Go Bronze** or **Self-Action SuperTan For Face** in a thin layer over cheeks, nose, forehead and chin. Be sure to blend well. Steer clear of the hairline and eyebrows; a self-tanner can darken these areas.
4. Working down the body, lightly and evenly cover the neck, chest, arms, stomach, legs and tops of the feet. Blend it in quickly, rubbing with the palms of your hands. Thick-skinned areas like elbows, knees, ankles and knuckles absorb self-tanner more easily, so use sparingly to avoid streaking.

5. Wash your hands with soap and water as soon as you are finished. Otherwise your palms and nails will "tan." Do not get dressed for at least 10 minutes after application. (This is a good time to apply make-up or dry your hair.)
6. You can expect to see a tan develop in about one or two hours. Be advised that you'll risk streaking your sunless tan if you swim, bathe or exercise within one hour. To maintain a healthy glow, reapply on your face and body every one-to-two days.
7. When using self-tanning products, particularly during the winter, don't forget other exposed body parts, like the back of the hands, back of the neck, even ears.

- o Protecting yourself from the hot Summer sun is wise, especially when you can fake a tan that looks just as real with **Go Bronze** or **Self-Action SuperTan For Face** and **Self-Action SuperTan for Body**. Reapply every two to three days to avoid fading.
- o When it's too hot to wear panty hose, use **Self-Action SuperTan For Body** on legs before heading out the door. In fact, smooth, tanned legs look great any time of year!
- o Going on vacation? Don't forget to pack **Go Bronze** and **Self-Action SuperTan** along with your sunscreen. Apply it daily (at night) and you'll come home with a truly healthy tan.
- o One wonderful thing about **Self-Action SuperTan** is you never have to have "tan lines"...unless, of course, you choose to. If you're wearing a low-cut or strapless dress, an even application of self-tanner gives skin a smooth, supple appearance.
- o Remember to use **Go Bronze Tinted Self Tanner For Face** and **Self-Action SuperTan For Body** on special occasions. Wearing a short, skimpy cocktail dress lends itself to baring a body with a light, golden glow.
- o When you're the bride, using a self-tanner like **Self-Action SuperTan For Body** is a smart idea. You'll shine on your special day without looking too tan. Hint: use it on your decolletage to eliminate any tan lines so you'll look "picture perfect" for all those wedding photographs. Apply it several days before the big day so you have more control over the color.

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## SELF-TANNING FOR ALL SEASONS

Creating a faux glow doesn't have to end when the warm weather does. In fact, one of the best things about self-tanning is you can fake a tan as often as you'd like all year long!

Think of self-tanning as an affordable indulgence...a luxury that gives your spirits and your looks a little lift. Here, a few ways to warm up your skin tone no matter what the season.

- o For an all-year glow, **Go Bronze Tinted Self Tanner For Face** is the way to go! It provides an instant bronze glow and a flawless self-tanner that develops in 1 - 2 hours.
- o In the Fall, extend the life of your summer tan by using **Go Bronze** and/or **Self-Action SuperTan** on your face and body at least once a week. This way, when Indian Summer arrives, you'll still have that golden glow.
- o Harsh Winter weather can take a toll on your looks. When you simply can't bear to look at your pale complexion in the mirror any longer, applying **Go Bronze Tinted Self Tanner For Face** or **Self-Action SuperTan for Face** is a great, quick pick-me-up. In fact, using it on your face every two days is a surefire way to keep your skin from looking sallow.
- o When the Winter blues come knocking on your door, indulge yourself by taking a luxurious bubble bath followed by the application of **Go Bronze** and/or **Self-Action SuperTan** on your face and body. You'll exude relaxed radiance from head to toe.
- o After a long winter of hiding behind heavy clothing, the Springtime lets you shed a few layers. Before putting on a pair of walking shorts, try self-tanning your legs with **Self-Action SuperTan For Body**. Most people agree: legs look lovelier with a little color.