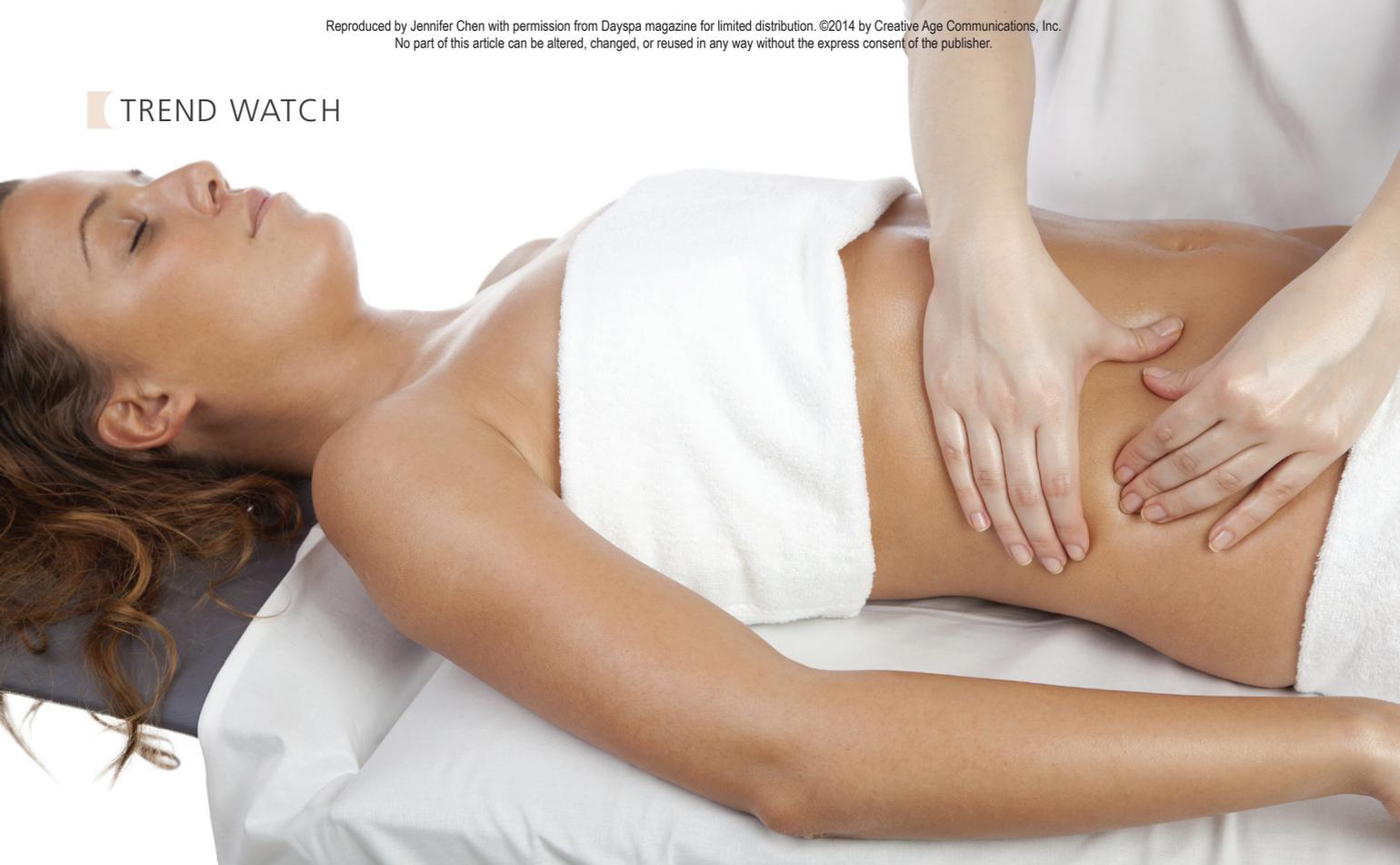


TREND WATCH



Bronze Stars

Luxurious sunless tanning treatments offer clients a year-round faux glow. *By Jennifer Chen*

Bella Santé Day Spa & Med Spa (bellasante.com), with three locations in eastern Massachusetts, gives clients a look that's more Bahamas than Boston, with its Body Bronzing Treatment (50 min./\$90), which promises a fresh summer makeover for dry winter skin. Sara D. Lahey, vice president of operations, reports a spike in sunless tanning from June through August, and again in the run-up to New Year's Eve, with a trend toward a more natural, "sun-kissed" rather than "sun-baked" look. The treatment kicks off with a full-body exfoliation, followed by a shower and an application of tanning cream. Lahey cautions against overusing the product: "It's better to apply a moderate amount of tanner, just enough to smooth over the skin, to avoid overlapping and streaking." To maintain results, the spa recommends a follow-up treatment within three days.

Even in The Golden State, where beaches are abundant, sunless tanning treatments are popular, especially in summer. At **Spa Gregorie's** (spagregories.com), with three locations in Orange County, clients clamor for the Buff & Bronze package (60 min./\$109) before they head off on vacation. The session starts with an exfoliating Bora Bora body polish—a dry scrub that's oil-free to reduce the risk of streaking. Next, the guest enjoys a soothing Vichy shower, before her entire body is hand-sprayed with tanning solution. Nicole Rhodes, esthetician and retail coordinator at the spa's Del Mar location, discusses the importance of client education. "We always inform the customer about how to care for her tan before and after the service," she explains. "We advise her to wear loose-fitting clothing and flip flops to avoid lines, and offer other tips," she adds.

Near the nation's capital, **Lorien Hotel & Spa** (lorienhotelandspa.com) in Alexandria, Virginia, offers a Sunless Tanning Treatment (50 min./\$110 weekdays or \$115 weekends) that's like a relaxing day at the beach, sans sand. Demand peaks during the wedding season, from April through September, with Memorial Day and Labor Day delivering all-time highs. Spa director Matthew Punsalan's approach to a quality, luxurious tan begins with a tanning lotion that incorporates antioxidant-rich botanical ingredients such as ginkgo biloba extract and echinacea to rejuvenate and hydrate the skin. Punsalan shares, "Not only do clients leave with a natural-looking, even color, but their skin feels smooth, relaxed and hydrated, without the damaging effects of the sun's UV rays." Retail is high on the agenda too, with the spa selling at-home products that allow for easy touch-ups to prolong that just-back-from-vacay vibe.

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