

intake

tanning troubles

Thanks to self-tanning lotions and sprays, there's no reason to be pale. And indeed, clients are no longer reserving their bronzing for the summer months—many are doing the fake bake year 'round. As a result, notes **Annet King**, director of training and development for the **International Dermal Institute**, you're probably noticing a number of tanning-related skin conditions, including:

- Deposits of pigment at the hairline that resemble blackheads
- Additional flaking due to the alcohol content in certain gel-based tanning products
- Dull, congested complexions caused by product build-up

King recommends regular home exfoliation between tanner applications to keep follicles free of debris, plus bi-monthly skin treatments with professional-grade exfoliants.



buzz in a box

A couple of sentences in the local paper or a national magazine about your fabulous Inches Away BodyWrap could fill your books for months. But how do you get the word out? It's all about good public relations but up until now, P.R. has been out of reach for most cost-conscious beauty pros. Now, however, effective P.R. is as close as your

CD player. **Buzz in a Box** is a new, do-it-yourself public relations program from **Durocher Enterprises and Public Relations**. The audio/workbook program offers salon and spa professionals the strategies and tools they need to promote their businesses like the pros—at a fraction of the cost. In addition to the 411 on working with editors and producers, the kit includes:

- A dozen sample press releases
- A complete list of national consumer beauty and trade editors
- Free, downloadable templates for creating a complete press kit

Contact bryan@durocherenterprises.com for additional information.

