

# Keep that summer glow year round at The Bronze Salon, Acton's newest addition

by Deborah Quaille

It's the ultimate in comfort, luxury, convenience and control in an office that's chic, well-appointed, upscale and yet relaxed.

It's the new Bronze Salon, an Acton tanning studio owned by Rockwood resident Darlene Saunders.

"A couple of years ago I thought about opening this type of business," Ms. Saunders relates. "I sold TV advertising for 15 years, and a few of my clients had tanning salons. They guided me with some information, and the next thing I knew I was looking for a spot."

Bronze Salon is located at 130 Mill Street East, in a newly renovated spot wherein "my husband and dad did quite a bit of work," Ms. Saunders says. "It took a couple of months, but with help they did a great job."

The rich, warm browns and taupes give hints of sunnier climates, while lush tropical style plants and furnishings lend an exotic atmosphere. Comfortable wicker chairs, zebra motifs, a carved wood elephant table, and soothing rock and water foun-

tains add to the luminous ambiance.

"There is a definite need for this type of business in the area. The closest tanning salons are in Georgetown or Milton, and everyone had to travel out of town," Ms. Saunders said. "Acton is a town that's growing and there's great potential."

"And the people in Acton have been great. My business has been accepted, and others are very supportive. I've met some really wonderful people who drop in to chat or even bring me snacks when I'm working long hours. Word of mouth is spreading from satisfied customers!"

The rapid success of The Bronze Salon has already encouraged Ms. Saunders to consider expansion.

As well as operating the tanning beds, Bronze Salon has a good stock of supplies to purchase for indoor tanning. There is a selection of juices, protective eye goggles, and a wide variety of tanning products that are specially formulated for indoor use. There are lotions for all skin types.

Outdoor lotions cannot be

used in sunbeds, because tanning indoors requires a specific formulation - more nutrients and moisture since a tanning bed can dry out your skin. The more moist the skin is, the better the tan.

Besides the tan, Ms. Saunders believes there are numerous benefits to tanning indoors.

Indoor tanning has been thought to improve people suffering from various ailments, such as Seasonal Affective Disorder (SAD), Osteoporosis or Multiple Sclerosis - all of which require more Vitamin D to maintain health. When there is a lack of natural Vitamin D from sunlight, as in the shorter winter days, then it must be gained by the body elsewhere. Vitamin supplements alone will not substantiate this.

It's also said that certain skin conditions such as psoriasis or acne can benefit from regulated indoor tanning. It may help decrease blood pressure, lower blood cholesterol, and is thought to reduce the risk of some cancers, such as breast or colon cancer.

"Statistics have proven that burning is the damaging part of tanning," Ms. Saunders says. "People in warmer climates have a year round tan and often have less probability of skin cancer. Careful tanning indoors reduces the risk of sunburn, because indoor tanning times vary from five to 30 minutes."

Outdoor tanning times can be four hours or more, and the total UV received indoors is probably less than outside.

Ms. Saunders has a variety of tanning beds to suit each client's tastes. There is one regular, three super, and a standup tanning bed. The regular bed is slightly smaller, with less bulbs and lower wattage, providing a gentler tan. The larger



Bronze Salon owner, Darlene Saunders

beds have built in fans to cool the client and three face panels to tan the entire face. They are also larger which makes your tanning experience more enjoyable. A timer sets each bed for the requested amount of time.

"You must wear goggles for eye protection - it's very important," Ms. Saunders stresses. "I also supply a towel that the client can use to cover a portion of their body if they wish. Anyone under 16 must have their parents come in and sign for them."

"You can book one month ahead for every day if you like. I have several packages of tanning sessions, and gift certificates are available. Reservations are recommended but walk-in trade is welcome. The business is getting busier all the time so it's best to book ahead."

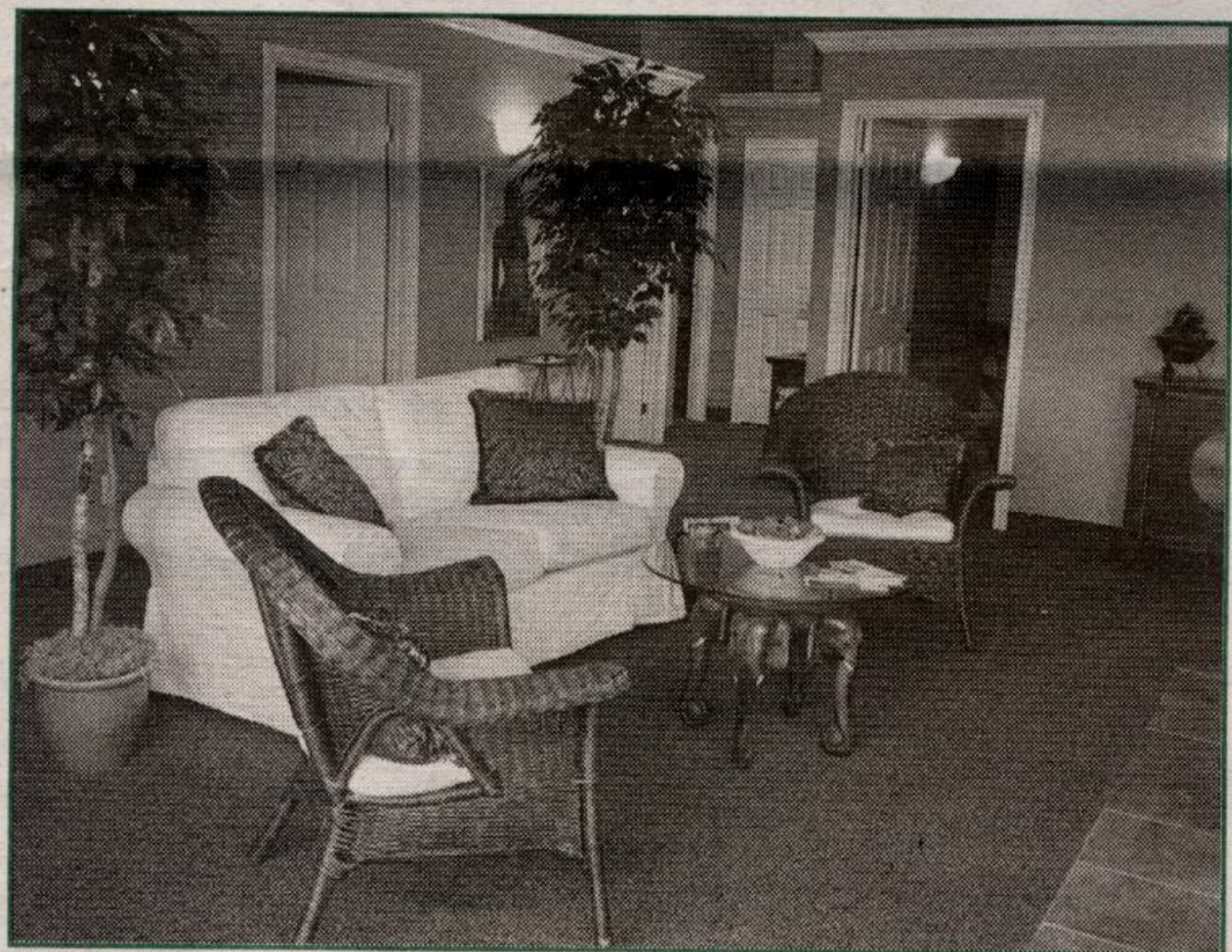
The benefits to indoor tanning are generally about control. When inside, a tanner enjoys convenience - it's always warm and sunny indoors. They can speed through a few quick sessions a week, can adjust the amount of

light and duration of exposure, and most of all enjoy the personalized service.

Darlene Saunders is a professional who can monitor progress and advise clients on how to properly maintain a tan, thereby reducing risk of a dangerous sunburn. As many variables take place when people try to tan outdoors, the result is riskier. The intensity of light from one season to another, the location (with reflection from sand, water or snow), the proximity to the Earth's equator, weather conditions, altitude, and the changes in the ozone layer can be due cause for alarm.

"The main advantage of tanning indoors is the reduced risk of contracting a sunburn. It's important that people tan responsibly," Ms. Saunders concludes. "With only a few quick sessions a week, you can maintain a great golden tan."

Bronze Salon is located at 130 Mill Street East, Acton. Call 519-853-1333 for more information or to book an appointment.



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