

Milton Means Business

Sun Haven now offers UV ray-free tanning

By **STEPHANIE THIESSEN**
The Champion

If you're like most people, the thought of standing buck naked in a four-foot by seven-foot booth while a brown solution mists your body might seem, well, odd — to say the least.

But, like an increasing number of Miltonians, you might change your mind if you came out less than a minute later with a new bronze glow, ready to gradually turn into a golden tan.

That's exactly the image Mystic Tan, the name of that new-fangled booth, uses to lure its customers.

And Dawn Phillips, owner of Sun Haven Tanning Spa at Ontario Street and Derry Road, said it practices what it preaches.

"When I used Mystic Tan I thought, 'This is for me'. I look brown, and I feel good," she said.

For the past five months, Sun Haven has been home to a tanning machine that has no UV rays, takes about a minute and can give a golden glow to even the palest of skins. Sun Haven was expanded in March to accommodate an extra room for the Mystic Tan booth and more rooms for traditional tanning beds.

It didn't take long for Mystic Tan to earn its own group of loyal fans at Sun Haven. Ms Phillips said 10 to 20 customers use Mystic Tan each day.

"It does very well. Word of mouth travels," she said.

Mystic Tan is a completely different way of tanning. Customers are sprayed with a solution that's a combination of bronzer and self-tanner. A 14-second spray on the front, and a 30-second spray on the back, and you're done. The solution is 65 per cent aloe vera.

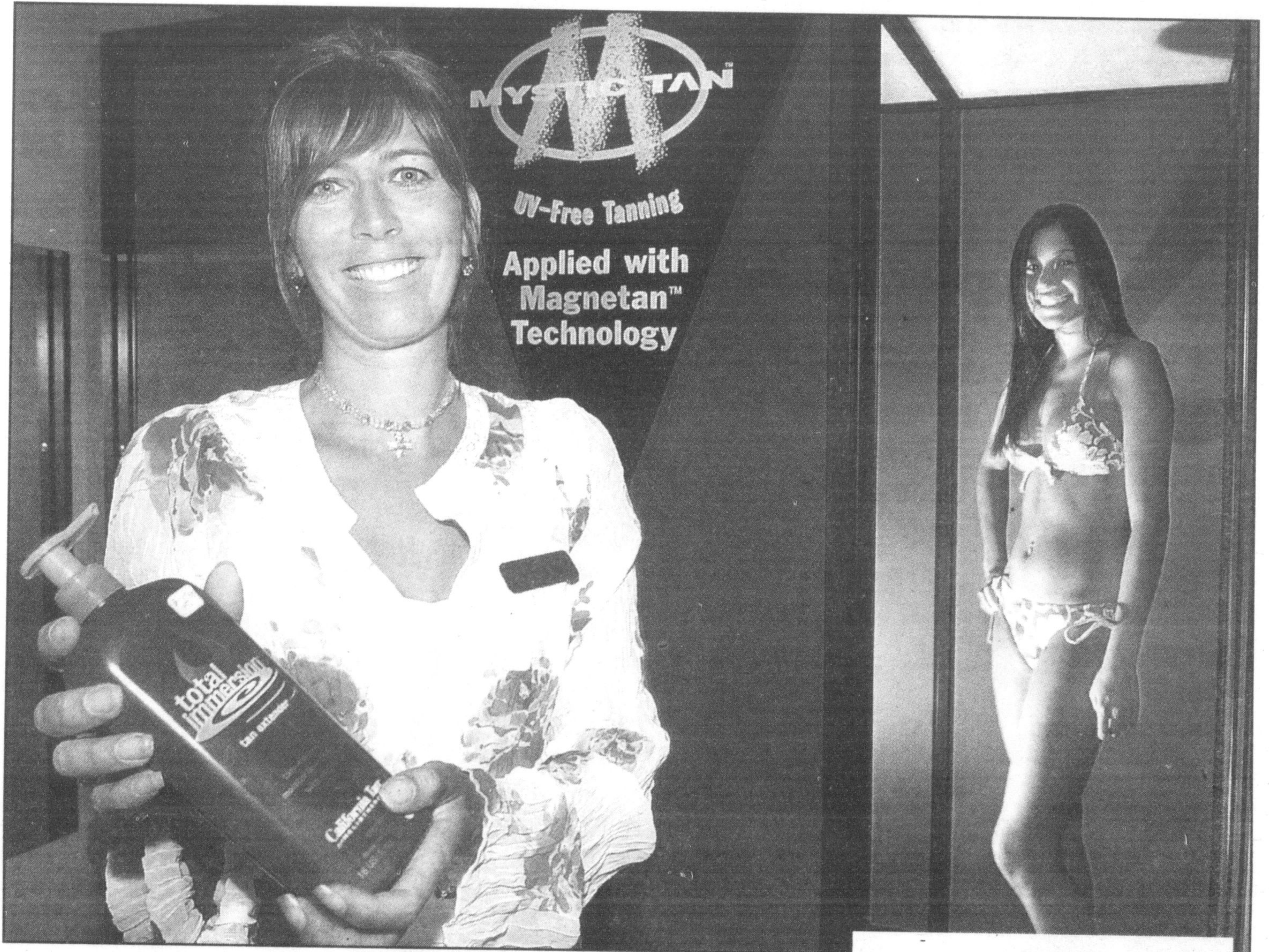
There are three levels of darkness from which clients can choose, beginning with level one for fair-skinned individuals and those who burn easily.

Ms Phillips said besides people who can't usually tan, Mystic Tan is also used by customers to darken already existing tans.

Customers are slightly darker as soon as they step out of the booth from the bronzer, which washes off once they take showers. The self-tanner takes a few hours to darken the skin, Ms Phillips explained.

The tan lasts four to seven days.

Many of the people who use Mystic Tan regu-



larly are those who don't like the idea of tanning under high concentrations of UV light.

Ms Phillips said she doesn't believe UV rays in tanning beds are harmful if absorbed in moderation. But for people who disagree, Mystic Tan has become a welcome alternative, she said.

As far as her tanning regiment goes, Ms Phillips said she uses both traditional tanning beds and Mystic Tan. The latter helps her face and lower legs to tan, she said.

Ms Phillips said she remembers when she went to a tanning industry show in the U.S. and first heard about Mystic Tan.

"I saw the booths come out five years ago, and everybody was like, 'Yah, right.'"

Deciding to become the first spa to offer Mystic Tan wasn't done flippantly by Ms Phillips and her husband, John, due to its pricey tag of \$50,000. One Mystic Tan session costs \$29.99, compared to the \$8 cost of a 20-minute tan in a regular bed at Sun Haven.

Although she thinks Mystic Tan will continue to increase in popularity, Ms Phillips said she doesn't think it will ever replace tanning beds. There are still customers who prefer the traditional tanning beds at Sun Haven, Ms Phillips said, because they enjoy the relaxing experience of tanning under a soothing heat.

"It's totally cosmetic, it's not therapeutic," she said of Mystic Tan.

Sun Haven owner Dawn Phillips (left) holds up a bottle of tanning lotion while customer Maria Pinet prepares to use the Mystic Tan booth, which offers UV ray-free tanning.

Photo by
GRAHAM PAINE

Besides Mystic Tan, Sun Haven, which has been open for seven years, also offers regular, deluxe and turbo beds.

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