

Kona Tanning Company's Gradual Tanner Making Waves in CA - Even Has Freckled Folk Feeling Fab

In response to last week's announcement that tanning beds are as lethal as arsenic, Kona Tanning Company launches their Gradual Tanner; a luxurious moisturizer with the KTC formula built right in.

Irvine, CA ([BizHWY](http://www.bizhwy.com)) August 6, 2009 - Last week's announcement that tanning beds are as lethal as cigarettes, arsenic, and mustard gas really narrowed down options for those seeking a healthy-looking, sun-kissed skintone. Studies also show that exposure to ultraviolet light, UVA or UVB, from natural sunlight contributes to 90% of the symptoms of premature aging, such as fine lines and wrinkles, and has also been linked to cancer. What's one to do? Rest assured, there exists a way to achieve that radiant, bronzed bod that is actually GOOD for your skin. Part of KTC's brand new sunless product line - Kona Tanning Company's Gradual Tanner is a lavish, moisture-rich lotion designed to give anyone the chance to build a Kona Tan, from a yacht in the Virgin Islands to a sleeping bag in Alaska. Or, for those who enjoy receiving an airbrushed tan treatment, the gradual tanner can be used daily between your sunless tanning visits to continue saturating new skin cells, lessening the frequency of pricey sunless tanning visits. This product is designed with the "girl on the go" in mind, but can be used by anyone concerned with youth and beauty of their skin, and safety of their health. This hydrating body lotion gradually builds existing sunless and UV tan color with each application. The caramel tint and gold shimmer dust provide instant glow, and if used daily, the color received will resemble a rich, golden brown color.

Enriched with a new generation of specially formulated rich emollients, vitamins, antioxidants and fortifying botanicals to protect and hydrate your skin, keeping your skin soft and smooth. Kona Tanning Company's Gradual Tanner is fueled with chamomile, for a soothing and calming treatment, and features Pro Vitamin B5 for intense hydration. Advanced technology utilizes DHA (dihydroxyacetone) more efficiently than ever imagined, leading to superior performance even away from the salon. All natural preservatives, including thyme and grapefruit seed extract, provide super anti-oxidant properties, and encourage cellular repair to assist in promoting a youthful appearance. Blends of citrus and vanilla notes of fragrance add a special treat as you indulge in this masterpiece of a tan extender.

Launching in August, the goal of the line is to, quite frankly, ooze liquid confidence. Now, what makeup foundation does for your face and your self-image can be enjoyed from head to toe! Each item's packaging has been designed to flash a sense of sass and joy into its beholder; and its contents blend, camouflage, protect, and produce golden undertones in all skin types tested. More information can be found at: (http://konatanningcompany.com/Products/KTC_Gradual_Tanner_Product_Info.pdf)

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Established in 2005, Kona Tanning Company was founded in the bathroom of the owners' home, mixing colors to find the best shade for Katie's redheaded complexion. What they stumbled upon was the best color around, which lasted twice as long as anything else they tried, and didn't stink! Katie left her job as a paralegal to follow the bronzed brick road.

Katie studied the application technique through the eyes of a body makeup artist, manipulating shadows as she airbrushed, masking and blending flaws. Next she mastered the art of enhancing the body's natural definition and curves, creating from scratch when necessary. Katie then studied drawing the human body with charcoal, paying particular attention to highlights and lowlights, muscle groups, frames, and the reflection and bouncing of light with a body's movement. Because of this approach to airbrush tanning, Katie has worked on some of the greatest bodies in the fitness and editorial industry, in Hollywood, and in fashion. Most recently Katie added Victoria's Secret to her fashion resume, working on the Pink campaign in New York in 2009. Katie is also staff Beauty Director at Amour Creole Magazine. For information visit www.konatanningcompany.com.

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