

---

# The London Free Press

Source: <http://www.lfpress.com/cgi-bin/publish.cgi?p=251530&s=shopping>

---

## ENTERPRISE: Airbrushing latest rage in chasing a tan

Christopher Clark  
Special to Sun Media

December 1, 2008

*Human beings have many complicated relationships, perhaps none more tangled than the dance we do every day with the sun.*

It's a giver of life, but its rays are so harsh, we rely on a thin atmospheric coating to save us from being fried. It feels wonderful on our skin, but while it's there it may be causing skin cancer. But it also activates the vitamin D producers in our body, the benefits of which appear almost endless.

And most of us prefer to sport nicely tanned body parts, as opposed to pasty white thighs, suggesting there's a psychological benefit to sunbathing.

Ten years ago, Dina Mansour opened Hollywood Tan, modelled largely on her experience growing up in California where being outside in the sun was a big part of her life. The studio offers traditional tanning booths, where customers can lie down or stand for somewhere between 12 and 20 minutes of ultraviolet light.

"Moderation is the key to getting the benefits of a tan without doing any damage," says Mansour, 40.

A few years ago, she added Mystic Tan, which brought the technology of the automobile spray booth to tanning. Clients are sprayed with an aloe-based product that takes a few hours to darken, then lasts five to seven days. It's a very popular product in the winter months, when people want to look and feel like they've been somewhere warm.

More recently, the studio introduced a variation on the Mystic Tan: airbrushing.

Mansour has teamed up with Karen Wilson, a woman who once babysat for her, to expand her roster of services. Wilson, 29, operates Naturally Smooth within the Hollywood Tan premises and does body sugaring to remove unwanted hair.

She's also the airbrush technician, able to give clients a more precise tan look that appears instantly as she's spraying. The spray includes an instant bronzer so she can see where she has sprayed. It wears off after a few hours, by which time the five-to-seven-day effect has kicked in.

"People love walking in without a tan and walking out 10 minutes later with a tan," Mansour says. "It's a good idea to wait eight hours before showering to let the product set, and then it lasts as long as seven days."

All seven employees are female, and when female

clients come in for an airbrush, it's up to them what clothing they wear or don't wear.

"We tell them to wear what they're comfortable wearing," says Mansour. "But most women don't like tan lines," she adds, diplomatically.

As for men, who make up as much as 30 per cent of the clientele, it's a different story.

"They're required to wear boxers," she says, firmly.

Sorry, guys, get used to the tan lines.



**Business partners Karen Wilson, left, and Dina Mansour show off the new airbrush tanning equipment that they feature at the Hollywood Tan tanning studio on Wonderland Road South. (SUSAN BRADNAM/Sun Media)**

Another advantage of airbrushing is that Wilson can shade some areas more than others, giving greater control than the traditional Mystic Tan process.

"She can contour abs or do your face lighter than the rest of your body, whatever you want," Mansour says. Airbrushing costs \$45 and is available by appointment only.

The two women make a great team. Both are single moms with two daughters, and since Wilson joined the business, they have rekindled a good friendship.

-----

Hollywood Tan  
1021 Wonderland Rd. S.  
519-649-0385