

A close-up, high-angle photograph of a man's face. His eyes are closed, and his expression is serene. The lighting is warm and directional, coming from the right, which casts soft shadows on the left side of his face and highlights the texture of his skin. The background is dark and out of focus. Overlaid on the upper portion of the image is the text "Guilt-free" in a large, white, serif font.

Guilt-free

Suntan

A healthy looking glow can be very sexy, especially in the summer. But do we really want to spend hours in the sweltering heat while exposing our skin to damaging UV rays? Thankfully the APEX Profound Beauty skin clinic now offers us the chance to ‘cheat’ with a spray-on tan.

An eternal suntan has long been considered a status symbol in most Western countries which – depending on the season – screams, “I can afford lots of vacations” or “I own a yacht”. In Asia a white, porcelain skin has long been treasured. But today, the warm sun-kissed look seems to have caught on as part of the fashion fad.

While a glowing skin might look healthy – and achieving one in tropical Thailand is pretty easy – it’s been hammered into us that exposing oneself for extended periods to the sun’s damaging UV rays is a recipe for disaster, leading to premature wrinkles, age spots and possibly even skin cancer.

There’s always the option of experimenting with self-tanning formulas at home. But if not applied properly, these DIY kits can be messy affairs possibly leaving you with streaks, carrot-colored palms and darkened knees.

A near-perfect (unfortunately it wears off) solution is getting a spray-on tan at APEX Profound Beauty. Six months ago, the clinic installed a ‘Classic Tan Booth’, using technology first developed in the land of the pale skins, the United Kingdom. Meanwhile this instant tan has become one of their most sought after treatments, equally popular among men and women with Asian as well as Caucasian skin.

Khun Sunee Intarapak, the marketing manager at APEX, whispers that many a Thai celebrity, pop star, supermodel and TV presenter sneak in for a quick session at the center on Sukhumvit Soi 39, the only skin clinic in Thailand offering a totally UV-free tan.

This ‘coffee break’ – or perhaps it should be renamed ‘shopping break’ since the clinic is right around the corner from the Emporium – treatment doesn’t take more than about 20 minutes.

It entails stepping into what looks like a shower cabin and being sprayed with a tanning solution called Dihydroxyacetone (DHA) through 20 tiny nozzles.

You strike four different poses (front, back, and two where you ‘Walk Like an Egyptian’) to ensure every inch of your skin is targeted. (A shower cap, plastic gloves and socks protect hair, hands and feet.) The DHA sugars react naturally with the proteins in the skin, resulting in a desirable natural-looking tan.

After emerging from the cabin, you’ll even smell as tropical as you look because the lotion smells like coconut oil. The Classic Tan lotion’s advanced formula works with a “dual action sequence”, meaning it produces an instant natural looking tan, while over the next four to six hours the tan will intensify to a golden color which can last over a week.

Repeat the above procedure once if you’d like to get rid of a sallow office complexion (a light, healthy glow), twice for a golden-brown tan, three or four times if you’re British (i.e. have a very pale skin), and keep going for the George Hamilton, Valentino or Fabio look.

Normal activities can be resumed immediately but it’s best to wait about four or five hours before showering, swimming or exercising.

So whether you’re looking to pretend you’ve just spent a fun-filled weekend on the beach, fool your dates into thinking you’ve got a convertible, or simply want to look a bit healthier without risking sun damage, here’s your opportunity to cheat. It’ll be our little secret...

**Special Summer Promotion
A ‘Classic Tan’ session for 1,500 baht only.
(offer expires 30 April 2007)**

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