XENTAN

PREMIUM SUNLESS TAN



WE SET THE STANDARD FOR

LUXURY
INSELF-TAN



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About XEN-TAN

If you have ever used other brands of self-tan, you will find XEN-TAN to be a very unique experience. Growing up a red-head with such a fair complexion, I envied people who had a natural olive undertone to their skin. I endlessly tried different brands of self-tan to give color to my skin, but was tired of the chemical smells and unnatural colors that never seemed to go away, even days later.

I created XEN-TAN Premium Sunless in 2002. I used my 15 years of experience in makeup artistry and product development to create the beautiful olive-undertones of XEN-TAN's products.

XEN-TAN was the solution to my problem. Not only are the formulas, textures, and colors of the products superior, but the scents like Cherry Almond, Vanilla, and Coconut are delicious. You actually look forward to wearing the products while you tan!

XEN-TAN products are never "perfumey" and never orange. We pride ourselves on our dedication to innovation. Our formulas can take years of research to produce because we want to deliver quality products that work for every skin tone.

The secret behind our natural looking self-tan is a time-release agent. The time-release agent in our products controls the amount of the sunless tan ingredient, DHA (dihydroxyacetone), released on the skin during application. When released too quickly, DHA creates the unpleasant odors and trademark orange finish. XEN-TAN's time-release process leaves flawless and natural results.

Dera Enochson CEO/Founder



People who tan naturally in the sun have an olive undertone to their skin, so mimicking that with self-tan looks much more realistic. This is why XEN-TAN's unique olive undertone formulas always looks natural, regardless of your skin tone.

- Dera Enochson



The Newest Breakthrough in Self-Tan....

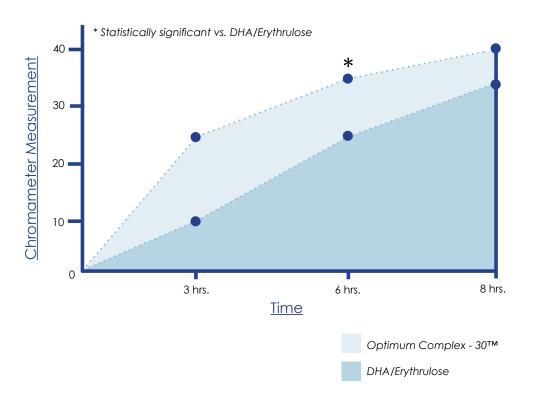
OPTIMUM COMPLEX-30TM

A deeper, richer & more luxurious tan that you can see in minutes and wear even longer than before.

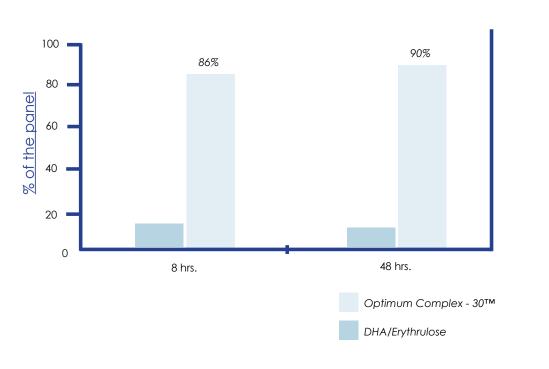
A combination of DHA, melanin and time-release agents to make the most powerful impact in self-tanning results.



Optimum Complex-30™ significantly improves color intensity and increases speed of coloration.



Optimum Complex-30TM visibly induces the most natural looking tan.





Scent is a POWERFUL Ingredient

Self-tan is so personal. Because you use it all over your face and body, you rely on it to make you look and feel fantastic.

Shouldn't it smell delicious too?

All Xen-Tan products are formulated with delicious food scents like vanilla, coconut, cucumber-melon, and other fresh scents commonly found in both men and women's fragrances.

Fragrance is about emotion, but to get it right we need to use science as well. These fresh scents appeal to everyone because our bodies are made to crave food scents. Perfumes and other heavier scents can become tiresome so our light, clean scents keep customers coming back for more.



But more than anything we want you to enjoy self-tan as an all-around great experience.

Formulated with SKIN BENEFITS

All Xen-Tan products use top quality ingredients to treat your skin gently and with care.

We spent years formulating our products to give a beautiful sunless tan with added benefits from:

Green Tea

Ginkgo Biloba

Jojoba Oil

Moroccan Oil

Peptides

Vitamins D & E

Milk Thistle

Ginger Root

Shea Butter

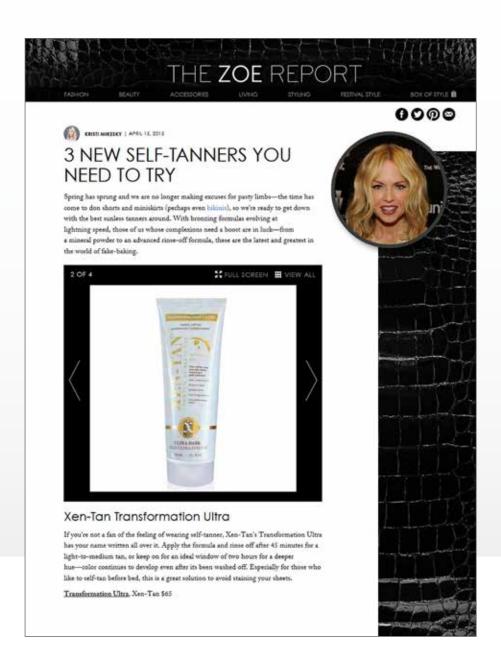


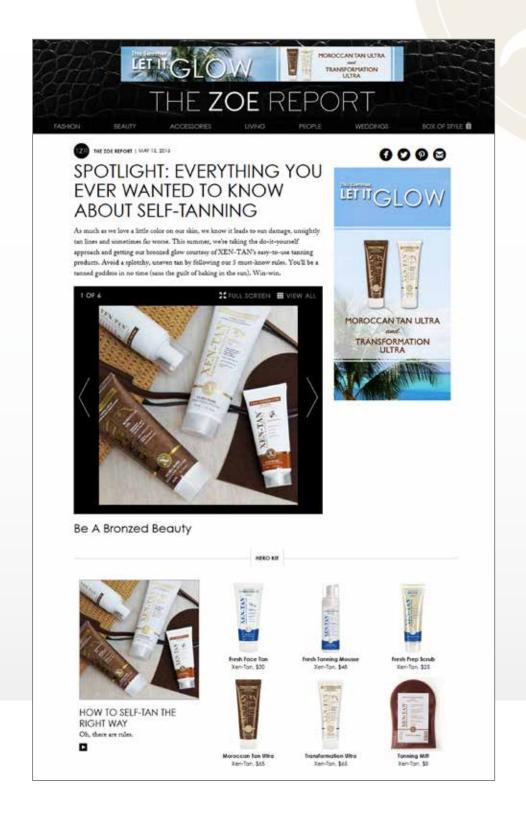




Xen-Tan TEAM UP

National support for stores with top trendsetters and interaction from XEN-TAN fans.







Nothing changes your entire look faster than a

GORGEOUS

head to toe tan.



New To XEN-TAN

The Ultimate Experience In Self-Tanning

Our new Optimum Complex- 30^{TM} gives the richest, smoothest tanning results and develops so quickly you can wear it easily day or night. Our new complex binds Melanin with DHA for a tan that looks more realistic than ever before.











FRESH TANNING MOUSSE 8 oz. 230 ml.

Optimum Complex - 30™ Medium to Dark Self-Tan Fresh Grapefruit Scent

Retail: \$48.00

FRESH FACE TAN 2.7 oz. 80 ml.

Optimum Complex - 30TM Healthy Skincare Ingredients Light Vanilla Scent

Retail: \$30.00

FRESH PREP SCRUB 8 oz. 230 ml.

Optimum Complex - 30™ For Face & Body Citrus Melon Scent

Retail: \$25.00

MOROCCAN TAN ULTRA

8 oz. 230 ml.

Optimum Complex - 30™ Rich Instant Color Tropical Scent

Retail: \$65.00

TRANSFORMATION ULTRA

8 oz. 230 ml.

Optimum Complex - 30™ Melanin & DHA Cucumber-Melon Scent

Retail: \$65.00

Quick-Dry TANNERS

Get Out The Door Quickly









MOUSSE INTENSE

4 oz. 120 ml.

Sheer Brown Medium Tan Quick-Drying Light Vanilla Scent

Retail: \$32.00

MIST INTENSE

5 oz. 148 ml.

Sheer Brown Dark Tan Quick-Drying Light Vanilla Scent

Retail: \$32.00

MOROCCAN TAN

5 oz.148 ml.

Dark Liquid/Lotion Self-Tan Moroccan Oil + Quick-Drying Tropical Scent

Retail: \$35.00

LUMINOUS GOLD GEL

5 oz. 148 ml.

Liquid/Gel Medium Self-Tan Light Reflecting Shimmer Tropical Scent

Retail: \$35.00

Lotion TANNERS

Rich Moisture Built In









DARK LOTION 8 oz. 230 ml.

Deep Brown Self-Tan Rich Moisture Cherry-Almond Scent

Retail: \$40.00

DARK LOTION ABSOLUTE LUXE

8 oz. 230 ml.

Ultra-Dark Self-Tan Rich Moisture Light Vanilla Scent

Retail: \$56.00

DEEP BRONZE LUXE

8 oz. 230 ml.

Sheer Brown Self-Tan Time-Release for Natural Color Light Vanilla Scent

Retail: \$40.00

TRANSFORM LUXE

8 oz. 230 ml.

Transparent Gradual Self-Tan Time-Release for Natural Color Light Vanilla Scent

Retail: \$32.00

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Cosmetic **TANNERS**

Transform Instantly





INS-TAN-TANEOUS™ 8 oz. 230 ml.

One-Step Finished Tan Stays on until you wash it off Non DHA / No Odor Tropical Scent

Retail: \$38.00

FLAWLESS LOGIC 3 oz. 90 ml.

Instant Bronzing Stick Gel-to-Powder Finish Hides Age Spots & Skin Imperfections

Retail: \$32.00

Face TANNERS

Treatment and Tanning in One-Step





FACE TANNER 2.7 oz. 80 ml.

Transparent Gradual Self-Tan Aloe Vera & Vitamin E Cucumber-Melon Scent

Retail: \$21.00

FACE TANNER LUXE 2.7 oz. 80 ml.

Sheer Medium Brown Self-Tan Aloe Vera & Antioxidants Light Vanilla Scent

Retail: \$24.00



Prep for YOUR TAN

For Smooth & Easy Application





BODY SCRUB 8 oz. 230 ml.

Rosemary & Ginger Extract Gental Exfoliation Spearmint Scent

Retail: \$18.00

BLENDING BALM 1.7 oz. 50 ml.

Blends Self-Tan Edges Blocks Self-Tan if Desired Coconut Scent

Retail: \$16.00

TANNING Made Easy



HARD TO REACH

Works with any Self-Tan Includes 5 Replacement Pads Folds for Easy Storage

Retail: \$18.00

DELUXE TANNING MITT

Solf Velour Texture Protects Hands While Tanning Works with any Self-Tan

Retail: \$8.00

PERFECT BRONZE

0.42 oz. 12.42 ml.

Smooth, Silky Texture Sheer Bronze Powder Matte Finish

Retail: \$35.00

SCENT SECURE 8 oz. 230 ml.

Self-Tan Deodorant Firming Complex Cucumber-Melon Scent

Retail: \$32.00





PROFESSIONAL Sunless Tan

XEN-TAN's color enhancing drops in a 1 oz. bottle is used to intensify the depth of your spray tan. The Mist Intense Concentrate adds deeper instant color and extends the life of your spray tan for up to two days. You control the depth of the tan by adding a few drops for each airbrush customer or by adding directly to the Gallon or Half-Gallon size Mist.

Face & Body
Quick-Drying
Beautiful Instant Tan
Long-Wearing Self-Tan
Hydrating



MIST INTENSE CONCENTRATE

1 fl. oz. 30 ml.

Color Enhancer Add Sparingly to Airbrush Solution No Copper Tones Professional Use Only

Retail: \$15.00

Professional Mist Intense Line

XEN-TAN's professional mists are a precise blend of premium ingredients designed to deliver the ideal sunless tan. Stunningly natural instant color not only guides the perfect application, it offers immediate results to enjoy while the sunless tan develops. As a bonus, the light delicious scent is a welcomed substitute for the telltale chemical smell of less advanced products.

PROFESSIONAL MIST INTENSE

• Gallon \$169.00 • Half Gallon \$99.00 • Quart \$59.00 • Pint \$39.00



Luxury Mist Ultra Line

The Luxury Mist Ultra line uses our new Optimum Complex-30TM with a new formulation in DHA. This advanced mist uses Melanin bound with DHA for the richest spray tanning. The ultimate in deep tanning, our special time-release ingredient, combined with Optimum Complex-30, delivers our longest lasting tan. Moroccan oil for smooth, silky skin with a quick-dry finish allows you to dress right away after tanning. This line contains a light vanilla scent.

LUXURY MIST ULTRA

• Gallon \$189.00 • Half Gallon \$115.00 • Quart \$69.00 • Pint \$45.00



corporate CONTACT

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Social Media



Facebook

Xen-Tan | facebook.com/officialxentan



Twitte

@OfficialXenTan | twitter.com/OfficialXenTan



Instagram

@OfficialXenTan | instagram.com/officialxentan#



Pinterest

pinterest.com/officialxentan



Blog

The Xen Way | xen-tan.com/blog



Youtube

Xen Tan Official | youtube.com/XenTanOfficial





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