

The Brand *UltraSun* since 1974

Ultrasun @ Cosmoprof Bologna

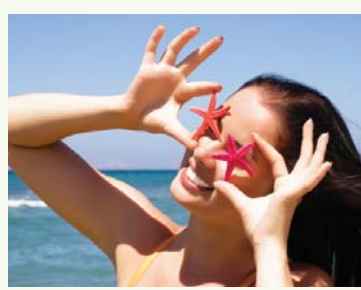


From the 3rd until the 6th of April 2009 the Cosmoprof was held in Bologna, Italy, and of course Ultrasun International was present at this largest beauty and wellness exhibition in Western Europe. On a 116 square meter stand, which was situated at Pavilion 19, we displayed our stylish Ultrasun Q-series and the sportive i-series stand-ups.

At this stand our European distributors who had taken the time to visit us at the exhibition were welcomed. Besides that our Ultrasun machines received their well-deserved attention, special interest was shown in the newest Ultrasun tanning machine: the stylish Ultrasun Q8. This Q8 is equipped with 16 Sunfit XL+ 120W lamps in the base and 22 Sunfit X+ 100W lamps and 3 Sunfit RS 500W facials in the top of the sunbed. This stylish, powerful machine is available in the colour Xtreme Orange Metallic as well as Royal Blue Metallic, and is suitable in every tanning salon, fitness studio and spa. Displayed at the Cosmoprof was also the Ultrasun Q12, which in its Vivid Violet Metallic colour turned out to be the real eye-catcher!

The four-day Cosmoprof exhibition has been a great success, because of the wonderful stand, the enthusiasm with which the Q8 and Q12 tanning machines were welcomed, and due to the fantastic public that took the time to visit us!

The future of indoor tanning... is extremely bright!



In the April edition of Tanning Trends magazine a very interesting article attracted our attention: "Indoor tanning's future... is extremely bright!", written by the CEO at SmartTan, Matt Russel. Because of the world-wide economic crisis and the effect it has on many sectors, this article brings a positive reaction for the tanning industry. Therefore we would like to give you the opportunity to read this article as well:

Matt Russel has made this statement many times in the past six months at a number of industry events because he firmly believes we are at the tipping point of another major growth phase for our industry. In the next several months, SmartTan will be adding on to our industry's list of major assets with a plan of action that will enable us to push ourselves into the next growth spurt - a move that has been predicted since SmartTan's 1996 first annual event in Orlando where SmartTan presented the controversial question, "Tanning Prevents Cancer?" Today we know "tanning prevents cancer" is no longer controversial or even a question, but a powerful statement based on solid research and accepted by hundreds of doctors and health care experts. On October 10, 2009, in downtown Nashville, SmartTan plans to roll out a campaign that will expedite market growth exponentially by developing and organizing new and existing assets, and implementing a strategic, industry-wide plan of action. This is the year the indoor tanning industry sheds the all too common notion that "tanning is an unhealthy vice" and replaces it with nature's true intention, "tanning is natural". Though it seems like we have a lot to overcome, given our current economic crisis, "Sun Scare" campaigns and state-wide regulations, there is a bright light at the end of this tunnel too. Let's take a look:

Economy: 70 percent of salons reported to SmartTan in March that the first two months of 2009 point to a better year this year as compared to 2008. Most salons seem to agree with SmartTan's report in the February Tanning Trends cover story "Lipstick Index", that the tanning industry is recession resistant and the notion that indoor tanning is an "affordable luxury" seems to be holding true this season as it has in past recessions. We also need to keep in mind that a recession is an excellent opportunity for growth, especially just after we have reached the bottom, which may be the case according to many expert economists. Start-up costs including leasing opportunities, build-outs, equipment and other necessities should be at an all-time low.

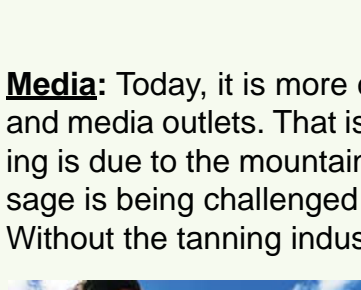
"Sun Scare": Though the war is far from over, the anti-tanning marketers seem to be on the ropes, throwing desperate, often-empty punches that make short-term headlines, but are more-and-more transparent as inaccurate 'Dark Ages'-thinking. Many health and medical groups are questioning the validity of the over-the-top messaging from these groups thanks in large part to the powerful vitamin D messaging that is hitting the national news media. The value of vitamin D from sunlight can no longer be ignored, leaving health care reporters more inclined to report more objectively than in the past. Who knows? With a little help, we may be hearing about the positive effects of indoor tanning from the same people soon.

Media: Today, it is more common to hear "get some sun" than "avoid the sun at all costs" in many news and media outlets. That is a far cry from where we were just a few short years ago. This change in reporting is due to the mountains of solid research linking vitamin D to major disease prevention. But this message is being challenged aggressively by the "Sun scare" industry and its multi-million dollar PR budget. Without the tanning industry's help, this message will be making ripples instead of waves.

Regulations: It is ironic to read mainstream news pieces touting the powerful therapeutic value of vitamin D from the sun and, at the same time, hear about state regulations designed to protect people from the so-called hazards of UV light. Matt Russel's belief has been that teen bans were never designed to protect children, but to foster major media opportunities for the dermatology lobby, sunscreen manufacturers and politicians running for office. Though the ongoing state regulatory battles will not be gone soon, it is only a matter of time before the science that supports responsible UV exposure eliminates this free PR campaign.

Vitamin D: There exists overwhelming evidence that maintaining high blood levels of vitamin D, most effectively achieved through exposure to UV B, can prevent nearly as many deaths as smoking cessation. Vitamin D's therapeutic value could be the most profound health care discovery the world has seen in decades. But vitamin D will not reach its well-deserved, life-sustaining recognition without a fight. That is why SmartTan created several vehicles to help our industry push this powerful message, and those who support it, into the light. By participating in the "D-Feat Breast Cancer" initiative, you are funding powerful vitamin D research and, more importantly, awareness efforts to help change the world's perception of UV light.

source: www.smarttan.com



Ultrasun @ Intercharm Professional Moscow



From the 24th until the 26th of April 2009, the Intercharm Professional Russia was held in Moscow. This exhibition is an absolute leader in beauty events in Eastern and Central Europe.

Exhibitors and visitors could enjoy a rich variety of events, as well as numerous shows, workshops, conferences, presentations and seminars. This year alone there were 355 exhibitors present at the Intercharm exhibition and a total of 42.000 visitors working in the beauty industry came by to see the latest trends in beauty, wellness and indoor tanning on one of the three days the Intercharm Professional was held.

Magic Sun, the Russian distributor of Ultrasun tanning equipment was of course present at this exhibition and displayed a whole range of Ultrasun tanning machines at its stand. Machines from the Q-series as well as the i-series stand-ups were shown to the public, and bodypainted girls were walking around at the Magic Sun/Ultrasun stand in order to invite the visitors to have a closer look at the shiny Ultrasun tanning equipment.

Michael van Dijk and Thijs Fabels of our Ultrasun head office were present at the exhibition to assist Magic Sun. And with the huge amount of visitors at the Intercharm, this exhibition became a great success.

New version Ultrasun Q8



As you know, the Ultrasun Q8 experienced its introduction at the Cosmoprof exhibition in Bologna, just two months ago. But in this short period Ultrasun International already received reactions out of the market that there is a large demand for the Q8 but with VRX+ 160W lamps in the top. This instead of the X+ 100W lamps the Q8 was equipped with during its introduction. We therefore decided that it should be an option for our distributors to choose between the two types of lamps and therefore we will now start manufacturing the Ultrasun Q8 in two versions.

You as a distributor can because of this choose between having 22 Sunfit X+ 100W lamps in the top of the sunbed or having 22 Sunfit VRX+ 160W lamps in the canopy. In both cases the 3 Sunfit RS 500W facials will remain the same for both machines. Except for this option that you can choose which lamps you would like to have in the top of the Q8, the rest of the sunbed, like the dimensions, features and power supply will remain the same.

For more information about the Ultrasun Q8, you can at all times contact Tim Leusink or Michael van Dijk of our sales department!

Once again, we would like to remind you that we have amazing images of our newest Ultrasun Q8 and Q12 tanning machines, which you can get for free! The only thing you need to do is to send an e-mail to marketing@ultrasun.nl with your request for these high resolution pictures, and we will send them to you immediately, so you can use them for advertisements and even for placing them on your website!

Holidays @ Ultrasun International



With the summer holidays coming up at a rapid pace, we would like to take this opportunity to inform you as our distributor that the Ultrasun International head office will stay open during the total summer holidays. So whenever you need to contact the sales, marketing or any other department, you can always do this during the summer months.

We from Ultrasun International would like to wish you a sunny summer holiday as well!