

UltraSun
Pioneers in
responsible
tanning
since 1974



Ultrasun Distributor Newsletter September 2009

Summer is ending... Time for a change!

Time has flown since our last newsletter, especially because we have not been sitting still during the last couple of months. While the weather in The Netherlands varied from cold and rainy days to sweltering hot days, we have been working on giving the Ultrasun International brand a marvellous new appearance! A shiny, fresh appearance that is now being introduced to you by means of this newsletter. But except for the change in appearance of this newsletter, the new style will be carried through in all other Ultrasun marketing communication materials as well. To find out more about the fresh Ultrasun appearance and other Ultrasun events, read the news topics below!

New Ultrasun.NL website!



Today Ultrasun International B.V. will launch its new ultrasun.nl website! This new corporate website will contain even more interesting information than the previous website, and of course will it display all information about the newest Ultrasun tanning machines in the Q-series: The splashing Q8 and the luxurious Q12!



Because we want you - our Ultrasun distributor - to be the first to hear about this website launch, we have decided to give you a first glance of our website by means of this newsletter! This new, more modern website will give even more product information about the Q-series and i-series and will contain the latest news about our products, merchandising, exhibitions and other developments in the world of Ultrasun.



With this stylish website we hope to inform you as our partner even better. Plus we hope to give your customers a better view of the trusted Ultrasun International: 'Pioneers in Responsible Tanning since 1974!'

Today the new Ultrasun.nl website will be placed online! So be the first to visit it!

Feature list Ultrasun!

Since our Ultrasun Q- and i-series now are equipped with even more features, it is sometimes difficult to explain what features are standard and which ones optional on our tanning systems. Therefore, to give more clarity for you and your customers, we decided to develop a feature list.

Like you are used of us, the Ultrasun features are named by their group name: **Smart**. This will stay the same, even with the new appearance of the Ultrasun brand. Every possible Smart-feature the Ultrasun tanning systems can have, has a different resembling icon. These icons are listed on the feature list, together with a description of what the feature is and what value it brings along for the users of the tanning system. This list can, for example, be provided to your customers in combination with the Ultrasun Technical Infosheets that we have developed for every tanning machine in the Q-series and i-series. Or hand them out with the corporate brochure, because the same icons are used in here as well.

If you would like to have more information about this feature list, you can always contact the marketing department at marketing@ultrasun.nl!

Features & Options



SmartBreeze



SmartService



SmartCooler



SmartMP3



SmartControl



SmartAirco

Stay up-to-date! There is even more to come!

Except for the new Ultrasun.nl website and the Feature List, there is even more marketing material yet to come! The change of appearance Ultrasun International would like to introduce will not stop with the launch of the new website, but more marketing communication materials will be added to this! Therefore keep checking your mailbox for more interesting information about the new publications of Ultrasun International!

UV-light causing harm? Here the UV benefits!



Since there is a whole flow of negative information about UV-light going on in the media, we would like to take this opportunity to balance it with responsible information!

You as our distributor already know what benefits UV-light can have for people's health. Your customers on the other hand can have mixed feelings about this topic after hearing all negative news in the media about UV-light. Therefore we would like to bring the '**Benefits of Responsible Tanning**' material we have developed to the attention once again! If you wish, we can provide you with a poster and a flyer on which ten benefits of responsible tanning are being discussed. This can help you inform your customers about tanning in a responsible manner and the many benefits it can create!

If you would like to have the high-resolution files of these poster and flyer, do not hesitate to contact us at marketing@ultrasun.nl.

Ultrasun China exhibits @ Fitness China 2009!

Ultrasun China had a very successful participation in the Fitness China 2009, which was held on August 7th - 12th, 2009. With the show presence and huge interest, it's position as China's premier supplier for tanning and wellness products was once again confirmed.



'Inviting our current partners to the exhibition and meeting new contacts is what it is all about, we look forward to grow our partnerships to the next level as well as build new ones from the show' says Jerome Chi, director of Ultrasun China.



If you missed us be sure to check us out next year!
For more information please visit www.ultrasunchina.com

Coming up!

Tanning Service B.V. - Ultrasun @ Fitness & Health Benelux
Jaarbeurs Utrecht - Utrecht - NL

9,10,11 October, 2009

Ultrasun USA @ Smart Tan's 14th Annual Convention & Trade Show
Nashville Convention Centre - Nashville - USA

10,11 October, 2009



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