

Bare

by VOGUE WILLIAMS



Professional Tan

CSB

ABOUT BARE BY VOGUE



Launched in 2019, Bare By Vogue has quickly become one of the best-selling self-tanning brands in Ireland and success in the UK has followed along with wins at prestigious beauty awards.

Bare by Vogue set out to change the self-tanning landscape by creating an inclusive range of products for people who wanted a confidence-boosting gorgeous glow without causing any damage to their skin. Every product is enriched with superior skin-caring ingredients and creates a luminous streak-free finish.

The range consists of 24 self-tanning products, tanning accessories such as a tan eraser, tanning mitts and a body brush. Along with a curated range of lifestyle products such as towels, beanie hats and a yoga mat for fellow fitness fanatics like Vogue.

All of the self-tanning products are made in Ireland & the UK, and are cruelty-free, pregnancy safe and available in a range of tan intensities meaning there is a product for everyone. There are lighter shades for those that want to add a touch of glow to their natural skin tone and there are darker and ultra-dark options for those that want a deeper and more intense result.

The products have been formulated for all skin tones as well as different lifestyles and tanning capabilities. There are light facial mists that are quick and easy to use and ideal for newbie tanners. The instant tanning products come with zero development time for those that want a glow-to-go and can't wait around as well as foams and lotions that develop over a few hours.





ABOUT VOGUE

Vogue Williams is a presenter, podcaster and DJ from Ireland. Her broadcast work has ranged from presenting documentaries and hosting studio shows. This year has seen the launch of Vogue's children's fashion brand GEN, as well as her latest book *Big Mouth* which is published by Harper Collins.

Vogue has three hit podcasts; *My Therapist Ghosted Me*, *Vogue and Amber*, and *Never Live it Down*, which are among Global's most successful podcasts. *My Therapist Ghosted Me*, which Vogue co-hosts with her friend Joanne, demonstrates global appeal with over 3 million monthly listeners and a live tour that spanned the UK, Ireland and Australia across 2022-2023.

Vogue has always been an avid fake-tanner, so when she was given the opportunity to create her own tanning range in 2019, she jumped at the chance.

With a lot of hard work and some trial and error, she found the perfect tanning formulation which now boasts a collection of over 20 different products in multiple shades.

Vogue loves to help people feel confident, beautiful and comfortable in their own skin, and for her, that feeling is when she is wearing a fresh layer of Bare by Vogue.

When she is not busy working, Vogue is spending time with her three children and her husband Spencer between their homes in London & Howth.

Available in two shades



Light/ Medium

€57.50 / £48.00

Medium/ Dark

€64.50 / £54.00



Why we are going PRO

Bare by Vogue has quickly become the fastest-selling tanning brand across major retailers, loved for its flawless finish, natural glow, and signature scent. The demand has been undeniable with countless requests from salons, professionals, and loyal customers alike for a professional spray tan solution tailored for weddings, events, and special occasions. In response, we are proud to introduce Bare by Vogue Professional - a premium spray tan range designed specifically for professional use, delivering the same iconic glow with salon-grade results. Created with performance, ease of application, and luxury in mind, this range is set to become a must-have in every tanning professional's kit.

Bare by Vogue's Professional Tan boasts some of nature's finest skin-enriching ingredients Goji Berry, Oatmeal, Chamomile, Pomegranate, and Grapefruit, all contributing to the promotion of skin health and the ultimate glow.

Pre Tan Care

Guideline	The Why
Exfoliation (24-48 hours before)	Instruct clients to exfoliate using a non-oil-based exfoliant 24-48 hours prior. Focus on elbows, knees, ankles, and heels. This removes dead skin cells and creates a smooth, even surface to prevent patchiness.
Hair Removal (24-48 hours before)	Recommend shaving or waxing at least 24 hours before the tan. Freshly shaved or waxed skin can cause irritation and uneven absorption if done right before tanning.
Avoid Lotions, Oils, Deodorants, Perfumes (Day of Tan)	Any residue on the skin can act as a barrier, blocking the absorption of DHA. Even oil-free moisturisers can prevent even application, especially around ankles, elbows, and underarms.
Skin Should Be Dry and Clean	No sweating or showering immediately before. The skin should be completely dry to ensure proper DHA reaction.
Nail and Lash Appointments	These should be done before the spray tan session. Tanning solution can interfere with lash adhesive and stain nail polish if done after.
Wear Loose, Dark Clothing	Recommend dark cotton clothing post-tan. Avoid bras or tight elastics. This prevents smudging or pressure lines while the tan is developing.

Technique

For optimal results	Best Practices
Spray Gun Distance	Maintain 6 to 10 inches from the client's skin. Too close can cause oversaturation and dripping and too far leads to patchy coverage.
Spraying Motion	Use long, smooth, even strokes. Overlap slightly to ensure full coverage without missed spots. Maintain a consistent pace.
Spray Order	A typical professional order: back of legs → arms → back → sides → Front of legs → chest → abdomen → face → hands and feet. Spray hands & feet last with less product.
Barrier Cream Application	Apply to dry areas (knees, elbows, ankles, palms, and cuticles) to prevent over absorption and unnatural colour build-up.
Hands & Feet Technique	Use a light, sweeping motion and keep hands in a claw-like position. Avoid excess solution and over application on knuckles, cuticles, and toes.
Face Application	Spray lightly, holding breath. Use a lower pressure if possible. Provide a hair cap and protect lips with balm or barrier.
Patch Test First-Time Clients: Especially those with sensitive skin or allergies.	
If you want to customise a tan depth	Adjust spray technique or switch between Light/Medium and Medium/Dark based on skin undertone, season, or event.

Aftercare

Timeframe	Advice & Purpose
First 8 Hours (Minimum)	Avoid water, sweating, tight clothing, or touching the skin. DHA is still reacting with the amino acids in the skin, and contact can cause streaks or uneven development.
First SHOWER (8-12 Hours)	Rinse gently with lukewarm water only, no soap, scrubbing, or exfoliating. This removes the guide colour and reveals the developed tan underneath.
Avoid Hot Baths, Pools, and Saunas	Chlorine and heat will strip the tan faster. Recommend clients avoid these for 3 to 5 days post-tan if possible.
Daily Moisturising	Begin moisturising after the first rinse using oilfree, alcoholfree lotions. Hydrated skin holds the tan longer and fades evenly.
Avoid Exfoliation Until Ready to Remove Tan	When the tan starts fading at about day 5 to 7, recommend gentle exfoliation to avoid patchy fade and prepare for the next tan session.
Tan Maintenance	Recommend our gradual gradual tanning lotion to keep the tan vibrant between sessions. Reapply spray tan every 7 to 10 days for consistent colour.



Allergy Advice

We recommend patch testing to check for sensitivities

Spray Tanning Pre-Tan Contraindications	
Top 10	Reasons
1 Broken or damaged skin	Spray tan can sting, irritate, or cause infection.
2 Recently waxed or shaved (within 24 hours)	Skin is too sensitive, and the tan may go on unevenly.
3 Allergic to tanning ingredients (like DHA)	Can cause itching, redness, or a rash.
4 Skin conditions like eczema or psoriasis	These areas may absorb more or less color, leading to patchiness.
5 Sunburn or heat rash	Tanning solution can make sunburn worse and lead to peeling or uneven colour.
6 Using acne or anti-aging medications (like Accutane or Retin-A)	These make the skin extra sensitive and the tan might not take properly.
7 Pregnant (especially early pregnancy)	Best to avoid unless a doctor says it's okay; some places won't spray tan during pregnancy.
8 Recent chemical peel or laser treatment	Skin needs time to heal before tanning, or it could react badly.
9 Wearing lotion, deodorant, perfume, or makeup	These block the tan from sticking properly and can cause streaks and react with DHA.

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VOGUE



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