



GOTHAM GLOW
NEW YORK

PRESS KIT





GOTHAM GLOW
NEW YORK

TELEPHONE

212-592-0368

ADDRESS

1123 Broadway (near corner of 25th St.) Ste. 417
New York, NY 10010

ONLINE

www.gothamglow.com
booking@gothamglow.com

SALON

By appointment only

Twenty four hours prior to your scheduled appointment must be given to cancel your session or you will be charged the full amount of service. A credit card is required to hold all appointments and will be requested at time of booking.



Gotham Glow takes the taboo out of tan with our signature, classic glow. At Gotham, we believe in enhancing natural beauty, not covering it up. The results can be as subtle or as dramatic as you choose.

A Gotham Glow is not just for the beach—it's for those moments when you need to not only look your best, but feel your best.

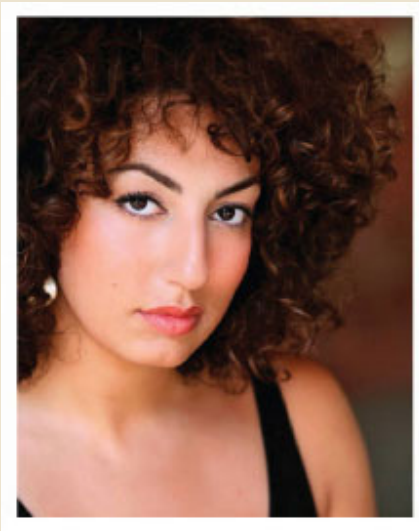
Our proprietary, all natural solution is virtually odorless and in 15 minutes, our highly trained technicians will use unparalleled tonal techniques to shape and contour, leaving you looking like you've been hitting the gym for weeks!

*At Gotham Glow, we bring **Elegance to a Tan.***





FOUNDER'S BIO



Tamar Vezirian is the owner and founder of Gotham Glow. In 2006, she saw a genuine need for a mobile airbrush tanning service to accommodate busy executives and the growing demands for bridal parties, corporate events, and editorial shoots. As a result, Gotham Glow was established as the “must have” service for discreet, professional mobile and in-salon tans.

In 2011, she and her team opened up Gotham Glow, the first airbrush tanning salon, in the heart of New York City's Flatiron District. Today, Gotham Glow continues to be well known for providing the best spray tan and natural contouring available.





WHAT TO EXPECT

Your session will take place in a discreet pop up tent or booth. Feel free to tan in a bathing suit, undergarment, or go completely bare. Remember, it's all about your comfort level and if you want tan lines.

Every Gotham Glow technician has been carefully trained by Tamar and is skilled at delivering her signature contouring and blending techniques to ensure the most even-toned and healthy glow.

First you will be guided through a series of quick, easy postures during the spraying process. After the first pass, you'll be asked to review the results. At GG, we like to stay on the light side to achieve the natural look but if you'd like to go darker, don't be shy, just let us know and we'll gladly customize the perfect color for you.

Our solution is a proprietary blend of ingredients derived from organic products so it's safe and won't clog pores. The results are amazing on all skin tones and the best part – no stickiness or odor!

After the desired shade is reached, it's off to the dryer for the final step. At Gotham Glow, it's all about individual beauty so as you dry, your tech will record your custom blend so we're ready for you next time. Once your tech has deemed you dry, your session will be complete and you'll be ready to glow!



BEFORE AND AFTER CARE

Quick Facts:

- Tanning sessions take 15-20 minutes (drying time included), but for those who want to glow deep with our specially formulated Macro Glow, additional time is necessary.
- With proper maintenance, Gotham Glow tans can last 5-7 days.
- Gotham Glow uses a proprietary natural solution, which is 100% noncomedogenic.
- During tanning, you may wear a bathing suit, thong, or tan nude to avoid tan lines.
- Our salon is located at 1123 Broadway - Suite 417 (between West 25th and West 26th).
- Gotham Glow accepts cash and all major credit cards.
- In-salon tans are \$75. Mobile tans are \$175 anywhere in Manhattan (under 125th St.) Each additional person at your location tans for in-salon price. Great for tanning parties!
- If you need to cancel or make a change, please do so 24 hours before your scheduled time or you will be charged for your late or missed appointment.
- Our solution is fast drying and will wash out of sheets and clothing. We recommend treating fabrics sooner than later. Pajamas and a towel on pillow can help protect sheets.

Pre-Tan:

- Waxes, facials, manis, and pedis should be done prior to appointment.
- Prior to tanning, exfoliate with loofahs or scrubs.
- Men, shave the day of your appointment before you come in. Come with clean, dry skin.
- Do not apply moisturizer or oils to skin before tanning. Tans are best applied to dry skin.
- Bring loose, dark clothing to change into after your session.
No jeans or bras please.

Post-Tan:

- Wait 8 hours before you allow any water to touch your skin.
 - Your first shower should be a lukewarm rinse, no soap if possible.
 - The color guide will wash off at this time—this is not your tan. Simply wait until the water runs clear before exiting the shower.
 - You may shampoo, but avoid streaming shower water hitting your face directly.
 - Use hands or soft cloth to wash. Gently pat dry with a soft towel.
 - Skip steam showers, hot soaks, massages, scrubs, and trips to the sauna.
- If you sleep in the tan, always wear a full set of pajamas to avoid any skin on skin contact.
- Choose natural non-exfoliating cleansers. Foam cleansers work best. Moisturize frequently.
- Avoid anti-aging products, as they promote rapid cell turnover.
- Choose activities and attire that allow your skin to remain cool and dry. If you must exercise, stay away from heavy sweat producing activities.



SERVICE DESCRIPTIONS



In Salon Tans

At Gotham Glow, our qualified technicians use unparalleled sculpting and tonal techniques to slim and trim you like no other, understanding the art of application to give you just the right amount. You'll leave not only glowing on the outside but from the inside, too.



Mobile Tans

Why come to the salon when the salon can come to you? Tanning in the convenience and privacy of your own home has never been so quick and easy. Our highly trained tan tech sets up a no mess tent and will leave you glowing in less than 15 minutes.



Tanning Parties

Gotham Glow is sure to warm up the crowd at your next event. Schedule a tanning party for upcoming weddings, birthdays, corporate events, film or photo shoots.



TANNING PRICES



IN SALON

Full Body

\$75

Face

\$25

Package (6 Tans)

\$390



MOBILE TANS

Individual in Manhattan (Below 125th St)

\$175

Tan with a friend! Each additional person tans for \$75.

Mobile 5 Pack

\$800 (save \$15 per tan with this package!)

Outside Manhattan: Contact Us



TANNING PARTIES

Manhattan Tanning Party (Below 125th St)

Minimum 5 tans per location. Contact us for a special quote.



TANNING LEVELS

Gotham Glow

Our signature, natural tan great for an every day glow.

MicroGlow

Not quite a tan, but just enough. Think: makeup for the body! Amazing for brides or to beat the winter blues.

MacroGlow

Same Gotham Glow formula, but specially developed with higher DHA for those who want a deeper, darker tan. Great for body builders!





GOTHAM GLOW ON THE GO: SEASONAL MOBILE POP UPS

Let the girls at **Gotham** bring the **Glow** to you! Every year Gotham Glow pops up in a seasonal location to bring the fun and sun straight to your door.

Get Hamptanned with us in 2015.

NYC's quintessential destination for the best airbrush tan is currently providing mobile tans in Sag Harbor, South Hampton, Amagansett, Bridgehampton, East Hampton, Watermill, and Montauk.

June 14 - September 3

Tans are \$175 first tan at location, \$75 each additional tan at location.

To book your mobile tan or Hamptons tanning party:

Call us at **914-260-9751** or email us at **Hamptans@gmail.com**





For more information:

VISIT US ONLINE

www.gothamglow.com

CALL US

212-592-0368