

TAN cream



The Product

Tancream™ - an innovative sunscreen and gradual self-tan luxury lotion in one formulation - a World First!

Tancream combines High SPF50 with Ultra Violet A (UVA) 5-star protection from damaging sun rays whilst using odour free self-tanning technologies to aid a gradual tan and an instant bronzer for even skin tone with premium moisturising properties.

Why?

To help raise awareness of the importance of all year round sun protection and preventing sun damage, ageing, burning, drying & skin cancer due to prolonged sun exposure.

Charities

We support York Against Cancer, Look Good, Feel Better, MelanomaMe & Restart Africa

Benefits

- SPF50 – protects against burning
- UVA 5 Star – protects against ageing from sun
- Gradual Self Tan – starts working in 3-4 hours last for days
- No odour, no streak, no orange – unlike any other fake tan
- Moisturising – leaves a silky smooth texture
- Evens skin tone – disguises blemishes, sun spots, age spots
- Instant bronzer – useful guide to application
- No parabens, not tested on animals, no harmful ingredients
- Blended using new technology – previously impossible

Unique/Innovative

- Tancream is unique because it falls between cosmetic and healthcare/dermatology
- PH values of two key active ingredients are not normally compatible
- Innovative ingredients and innovative methodology is key

Precautions

- External use only
- Wash Hands after use
- Avoid eyes, hair and fabric
- Allow to dry before dressing

How to Use

- Apply a generous amount to face and body
- Use after showering in the morning for daily protection

Skin Types

Tancream suits most skin types. If you suffer from eczema, dermatitis, psoriasis, acne, rosacea, vitiligo, a patch test is recommended but we have testimonials from sufferers of the above conditions where Tancream has helped to disguise redness and relieved soreness

Who Are We Aiming At?

- Male & Female all ages
- Teenagers – who already wear fake tan but are becoming more sun aware
- 20 – 40+ convenience & hassle free but like to be 'on trend', business trips & holidays
- 40+ Discerning and aware of age prevention, skin cancer prevention & sun damage
- Older Generation 60 – 70+ Spend time outdoors and enjoy regular holidays

Where Else is it Sold?

40+ UK independent stockists, including health and beauty salons, spas and clinics plus three department stores (Browns) in the North of England and online through our own website tancream.co.uk and other online retailers such as facethefuture.co.uk and dermacare.co.uk



The Story

5 Years ago, Gillian Robson having survived an aggressive form of skin cancer was looking for a sunscreen that would give colour and a long lasting tan but there was nothing on the market. She teamed up with industry specialists to develop an all-in-one product.

Advantages

- Made in the UK
- One bottle instead of 4 or 5
- 100ml – able to take in hand luggage on a flight
- Airless Bottle – no waste
- Blend of organic sunscreen filters
- Helps prevent cell damage which can lead to skin cancer
- Scientifically Proven Patent Pending Formula
- Endorsed by industry specialists and dermatologists

Awards

- Pure Beauty Silver Award for Best Suncare & Tanning Brand 2017
- Global Business Excellence Award for Innovation 2017
- Best Business Award for Innovation
- Beauty Award with OK! For Best Innovation Shortlisting
- Forward Ladies Regional Finalist for Best New Start-up Business
- New Starter Business of the Year with Yorkshire Choice Awards Nomination

Reasons to Buy

- Daily use for all skin types
- Want to have a tan but need to stay out of the sun
- Don't like sunbathing or difficulty in tanning
- Working outside, dog walking, cycling, sports
- Peace of mind when out in the sun
- Going on holiday – sun, ski, safari!
- Freedom to explore and sightsee and not sunbathe
- Suffer with prickly heat & other sun allergies

How much is it?

£39.95 (UK Sterling) RRP for 100ml Bottle

\$56.95 (US Dollars) RRP for 100ml Bottle

€46.95 (Euros) RRP for 100ml Bottle



Sun Protection

Apply once in the morning to exposed areas, including your face and it should provide sun protection all day – however we all have different skin and some are more sensitive to the sun than others and burn more easily so therefore we advise people to reapply during the day if they are in strong hot direct sunlight

The sunscreen is a blend of organic sunscreens

It is water resistant and not waterproof – reapply after swimming

It is water based not oil based

It does not contain zinc oxide or titanium oxide often found in factor 50 sunscreens which can make the skin look translucent or white and reflective in photos

The two actives (SPF) and (Self-Tan) are normally incompatible as they require different pH values to work – we have managed to blend them using new technology

About the Self-Tan

It has been designed to be worn daily for sun protection and therefore is not a dark tan. It is a light natural looking tan which builds over time and gets to an optimum colour – it won't just get darker and darker... the skin naturally sheds so you will reach your optimum tan within around a week.

The Self-Tan develops over 3 to 4 hours and last for 3 to 4 days

You don't need to wear a mitt to apply however remember to wash your hands after use

It doesn't streak due to having in built conditioners in it.

It has no odour, therefore allowing the customer to wear their own perfume without having their skin smelling of coconuts or aromatherapy oils

It doesn't stain clothing or sheets although it can rub off on pale colours – but the product washes out without staining

The bronzer is just a light natural colour which gives a good guide to application but also gives the skin and instant glow and evens skin tone, disguising blemishes and scars

About the Luxury Lotion

The base luxury lotion has never been used before in skincare and is innovative and brand new on the market and leaves the skin smooth, soft and silky.

It is good for people who have had skin treatments for acne, or had any cosmetic procedures such as micro dermabrasion, facials, HIFU and other aesthetic treatments as patients are advised to stay out of the sun and often told not to wear make-up.

If any one has suffered with skin cancer, they are usually very worried about sun exposure, our product will allow them to enjoy the sun again but also gain a natural tan

Please be confident in the product – it's taken years of development by skincare and Suncare scientist experts and it's the worlds first combined premium self-tan with high sun protection

About the Ingredients

The ingredients are formulated in such a way that it allows the skin to breathe therefore the pores do not get blocked leaving a silky smooth finish and also avoiding prickly heat and skin irritations.

Troloxerutin – Anti-oxidant and anti-ageing with anti-inflammatory properties. It is a free radical scavenger and also accelerates the DHA tanning process.

The skin is protected from any damage cause by DHA on application.

High UVA and UVB protection also reduces free radical formation and is a photostable broad spectrum SPF system.

The sun protection is a blend of organic sunscreens with added ingredients to form the five star UVA protection (which is not FDA approved for America currently)

Glycerin is part of the preservative system and is a well known extremely safe moisturiser that is edible.

The Company

Gillian Robson – Co Founder and Director
Beauty Industry Specialist running her own health and beauty salon and 29 years of experience with all aspects of the industry.

Katy Foxcroft – Co Founder and Director
Business Development Specialist, identifying new leads and market sectors for new and innovative products into distribution and retail.

Dr Jack Ferguson Bsc Phd
UK Suncare Industry Expert and independent consultant to the cosmetic industry for over 30 years. As a renowned leader in his field he organises international conferences for Sun Protection and Anti-Ageing Skin Care.

Johanna Warren Bsc Hons
Creative formulation chemist and an expert in sun care and skin care products with over 35 years experience in cosmetics.



Ingredients

Aqua, Dibutyl Adipate, Butyl Methoxydibenzoylmethane, Ethylhexyl Methoxycinnamate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Dihydroxyacetone, C12-15 Alkyl Benzoate, Distearyltrimonium Chloride, Butylene Glycol, Octocrylene, Caramel, Troloxerutin, Cetearyl Alcohol, Phenoxyethanol, Caprylic/Capric Triglyceride, Lecithin, Ethylhexylglycerin, Disodium EDTA, Sodium Hydroxide, Bis-PEG/PPG-20/5 PEG/PPG-20/5 Dimethicone, Methoxy PEG/PPG-25/4



Tancream Ltd, Innovation House, York Science Park, York YO10 5DG. Company Number 09359332 VAT number 265796157

Gillian Robson: Mobile 07484722311 gillian@tancream.co.uk

Katy Foxcroft: Mobile 07708466482 katy@tancream.co.uk

info@tancream.co.uk www.tancream.co.uk

Facebook, Twitter, Instagram @tancreamworld