



Bronzed models backstage at Ralph Lauren Spring 2015 New York fashion week.

## SUMMER SKIN

# Best-laid tans

*We wouldn't be caught dead frying our skin in pursuit of a summery glow, nor do we need to. The latest self-tanners not only fake it well but are fading the line between bronzing and skincare*

BY JULIA SEIDL

Backstage at Julien MacDonald Spring 2015, models weren't just treated to a pre-show glow when they were bronzed head to toe with self-tanner—they received a collagen-boosting oil treatment rich in vitamins E and A in the process. The application of St. Tropez's new Self Tan Luxe Facial Oil, which contains Brazil nut oil, left skin uber-hydrated under its faux glow.

Far from the drying, smelly formulas of old, the latest tanners are made to be skincare hybrids, essentially replacing your daily moisturizer and serum on application day. Heavy skincare products often block the efficacy of self-tanners, says Alyson Hogg, founder of tanning brand Vita Liberata. That's why ingredients typically found in your anti-aging cream, like hyaluronic acid, peptides and vitamins, are now making their way into your self-tanner.

Breakthroughs in the lab mean tanning serums, oils and overnight masks are taking the place of utilitarian lotions and sprays of days gone by. Oil, in particular, has gone from self-tanner foe to friend with the newfound ability to bind it with water-based DHA—the tanning agent that

changes the skin's colour. So what was a messy, unpleasant application is becoming an almost spa-like experience.

You wouldn't tolerate a nasty odour from your moisturizer, so why would you in your self-tanner? Companies are incorporating natural ingredients like almond oil and lemon grass to freshen the scent, and reducing levels of stink-culprit DHA without sacrificing colour.

Even your night cream is getting a beach-babe makeover. Offering higher levels of hydration in a thicker texture, tanning sleep masks help fight fine lines and ensure you wake up with a golden glow, says Hogg. And they do it without leaving smears on your pillowcase because of their pigment-free formulations. Body self-tanners, long used to camouflage cellulite, are incorporating firming ingredients like caffeine to stimulate smoothness-inducing circulation in stubborn spots instead of merely masking them.

Combined, these advances are boosting self-tanners' status from UV-ray alternative to bona fide skincare sidekick, giving even faux-glow-phobes a reason to get golden.

1. JURLIQUE SUN SPECIALIST WITH SUPERBERRY COMPLEX SUNLESS TANNER, \$41, JURLIQUE.CA
2. L'ORÉAL PARIS SUBLIME BRONZE SELF-TANNING SERUM, \$18, DRUGSTORES
3. BLISS FATGIRLSLIM HIDE & GLOW SLEEK, \$48, THEBAY.COM
4. ST. TROPEZ SELF TAN LUXE FACIAL OIL, \$42, SEPHORA.CA
5. VITA LIBERATA SELF TANNING NIGHT MOISTURE MASK, \$56, SEPHORA.CA
6. XEN-TAN FACE TANNER, \$25, NEIMANMARCUS.COM
7. BIOTHERM AQUA GELEE AUTOBRONZANTE, \$36, BIOTHERM.CA



## BRONZE YOUR FACE LIKE A BOSS

BY JULIA SEIDL

The face is by far the hardest part of your body to self-tan. There's no room for error—you can't just drape a sarong over streaky bits or uneven patches. Even sunglasses are no help for your orange cheeks and stripey jawline under unforgiving office lights. Here, the best pro tips to get it right

**Use a self-tanner designed for the face**  
The first step to a just-back-from-St.-Barth's visage that won't lead to a single sun spot is reaching for a self-tanner designed specifically for the face. "Compared with your body, the pH balance on your face is higher, so it has a tendency to go darker; face products are formulated a little lighter," says Sophie Evans, skin-finishing expert for St. Tropez. She adds that when you find the right formula, fake-tanning your face will also camouflage redness in blotchy skin and help disguise under-eye circles.

### Smooth the surface

Exfoliate before applying your tanner, and every couple of days after application, with a very gentle face scrub, enzyme gel or sonic cleansing brush. "Your skin doesn't shed evenly," says Evans, explaining that this will help your tan fade uniformly between applications.

### Blend up a storm

Apply your self-tanner as if you are putting on makeup, recommends Alyson Hogg, founder of tanning brand Vita Liberata. Blend it in as you would when applying foundation, as opposed to moisturizer. For eyebrows, around the lips and corners of the nose, where tanner collects, Hogg suggests using a damp cloth to remove any concentration of product. To avoid the orange-mask effect, make sure you blend it down your jaw and throat, and don't forget your earlobes and back of the neck.

### Guard the hairline

You need to work the product into your hairline to avoid a telltale demarcation line, but self-tanner will stain porous strands, i.e., grey or bleached hairs. Apply moisturizer to your roots first to act as a shield, says Evans.

### Boost the bronze

Your tan will fade between applications but you can make sure your glow doesn't. "Choose a foundation colour two to three shades deeper than your original skin tone and make sure it matches your neck and chest area," says celebrity makeup artist Genevieve Herr, who made a sun-kissed Katie Holmes extra radiant for the March 30 premiere of her film *Woman in Gold*. Apply with a damp sponge for a smooth and translucent effect, or sub in tinted BB cream for an even more sheer finish. Enhance your tan further with a light dusting of bronzer along the hairline, the bridge of your nose and the upper sides and apples of your cheeks, using a fluffy brush. "This is where the sun naturally hits the face," says Herr. Skip powder and let bronzer be your last step.