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THE BEAUTY EXPERT

OCTOBER 2005

**BEST OF
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WINNERS

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Five-Star Guide

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GET SEXY

Chocolate Sun

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Plenty of women say they're chocolate addicts. After our experience at Chocolate Sun, we are, too. Determined to avoid the dreaded "O" word (orange), owner Susie Hatton developed a universally flattering tanning formula, one laced with aloe, grape-seed oil, and antioxidants. Clients can also add a fragrant essential oil to the spray. Nice, but we care more about the results. The bronze made our teeth look whiter, our eyes bluer, and even our muscles more defined. Hatton guarantees, "This is the only chocolate that can make you feel thinner." \$55.

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what's new / chocolate sun

BY DAHVI FISCHER PHOTOGRAPHY BY COSTAS VONIATIS

Who says you have to be in the sun to obtain a natural tan? Certainly not Susie Hatton, owner and founder of Chocolate Sun in Santa Monica. Hatton's salon is an all-natural, organic sunless tanning company that makes its solution from wild, crafted botanicals, herbs and antioxidants free of harsh chemicals. No tanning beds will be found at this salon, as it is strictly committed to the airbrush option. The company spent several years developing its sensational solution, which not only tans the skin, but also works as a skin care treatment. With the popularity of its solution, the company decided to create a line solely devoted to skin care.

Collaborating with Chocolate Sun's botanical chemist, Hatton and new partner Kimmie Worley hand picked flowers, herbs and scents to create Chocolate Sun's original skin care line, Flowers. Hatton and her company's non-evasive solution is a big hit with celebrities and those who understand the harshness of actual sun tanning and tanning beds, and thus opt for the natural glow of Chocolate Sun.

204 Bicknell Avenue, Santa Monica | 310.450.3075
www.chocolatesun.net



Los Angeles Times

IMAGE

P

Fashion
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Page 11

Sunday, September 23, 2007

latimes.com/image

Think there's nothing natural about spray-on tans? Think again.

AN ORGANIC GLOW

By LUCY BOYLE
Special to The Times

I'M standing in the airbrushing studio at Chocolate Sun in Santa Monica, braced for the cold chemical blast of a spray-on tan. Usually I'm wearing a paper shower cap, a mouth filter and plastic goggles, feeling like I'm some new breed of half-naked chemical warrior. This time, I'm wearing only the shower cap. And when the blast does hit, what I inhale doesn't smell like it could kill dolphins.

That's because this time, I'm at one of the few organic spray-tan salons, places that contend they're safer than traditional salons. That may or may not be true, but it's undebatable that at least they smell a whole lot better.

Of course, any spray-tan is infinitely safer than exposing your skin to UV rays. "Spray-tans are very safe, and whether it's organic may not make a difference," says Dr. Daniel Behroozan, clinical instructor of dermatology and dermatologic surgery at the UCLA School of Medicine.

Still, some experts contend that organic tanning is the best choice considering possible carcinogenic effects of parabens — the preservatives found in many tanning solutions. "There is a legitimate concern about these types of chemicals, so choosing organic products as much as possible is the way to go," says Dr. Brian Durie, oncologist and chairman of the International Myeloma Foundation. "There is a plausible risk."

Although New York, Seattle and London are among cities with organic tanning spots, Chocolate Sun is the only L.A.-area tanning studio offering its own organic solution. Owner Susie Hatton worked with a botanical chemist to come up with her company's tanning formula in 2002 and has been offering the airbrushed organic tan since.

Though the active ingredient, DHA (dihydroxyacetone), is the same as in traditional tanning solutions, Chocolate Sun uses organically sourced DHA derived from the sugar of a beet. The other ingredients that help the solution absorb into the skin and stay there are "organic, natural, and wild-crafted botanicals, herbs and anti-oxidants," Hatton says. In other words, they are free of the harsh chemicals and preservatives that can make you wonder about spray-tanning's safety.

Because my skin is whiter than Martha



Stewart's after five months in prison, I decided to try the Chocolate Sun tan myself. I'm a veteran of the spray-tanning booth and wanted to see if this newfangled organic tan would feel different.

From the moment I walked into Chocolate Sun's serene space, it was a much more pleasant experience than salons I'd visited before. Kimmie Worley, a part-owner and the technician working that day, offered dark-chocolate almonds and organic lip balm before my \$55 tan was applied. She explained the process and asked what level of tan I wanted. I decided on a notch above natural glow, just to be on the safe side.

Inside the utilitarian airbrushing studio, I removed most of my clothes, although

you do have the choice of baring it all to avoid tan lines. Worley explained the various positions I would need to hold during the airbrushing to get the spray on evenly. The only pose I found awkward was sticking both thumbs up in front of me, which made me feel like a semi-nude Roger Ebert. Fortunately, I got used to it quickly.

My 15-minute visit was more satisfying than a trip to a regular spray salon. The tan lasted a bit longer — a good week — and faded evenly. The color looked natural with no telltale fake-tan orange. Though the jury may be out on the relative safety of organic spray-tanning, there's no question about the results for anyone searching for their outer George Hamilton.

THE MAGAZINE ABOUT SHOPPING

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Santa Monica, 310-450-3075**

**LUCKY
BREAKS**

PAGE 157

SPECIAL! Beauty Deals & Fashion Steals

InStyle

**WHAT
to WEAR
NOW...**

JEANS
That Fit
Your Body
(Really!)

LOS ANGELES

Chocolate Sun / 204 Bicknell Ave.; 310-450-3075 **THE SCOOP**

Talk about sweet: This all-natural spa offers an organic cocoa-scented tan (\$55) that can be spiked with antiaging antioxidants like vitamins C and E, grape-seed oil and green tea extract, or aromatherapy scents such as lavender (\$9-\$15). The most ingenious add-on? SPF 30 sunscreen.

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SHAPE

a safer spray-on tan

You can now get an even, healthier, and natural faux glow with salon airbrush tanning.

The **Chocolate Sun** salon in Santa Monica, Calif., offers a chemical-free airbrush tan service (\$60; 310-450-3075) with an organic, antioxidant-infused tanning solution.

- Jody Buffalo

June 2005



\$3.99 U.S. \$4.99 Canada
Shape.com



JETSET! THE SPRING

Chocolate Sun



In a city never short of wardrobe malfunctions, it's important for every woman to be prepared to show what lies beneath. Since sunbathing has become as taboo as scrunchies (not to mention how irreversibly damaging it is to your skin), the best place to help with this conundrum is Chocolate Sun. An organic solution enriched with antioxidants is airbrushed onto your skin by a graphic artist, leaving you looking like a bronze goddess. Within minutes you're prepared to bare it all, or at least slip into your

skimpiest spring dress. \$60, 204 Bicknell Ave., Santa Monica, 310-450-3075, chocolatesun.net

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Beauty's on the Inside: Sephora to Test Vitamins, Health Drinks

Flowers Picks Natural Ingredients

By Kavita Daswani

SANTA MONICA, Calif. — As the co-owner of a popular Santa Monica tanning salon, Susie Hatton has seen her share of clients with skin problems.

So to meet their needs, Hatton got to work on formulating a skin care line made entirely from flowers and herbs, mirroring the all-natural and organic sunless tanners she uses at the Chocolate Sun tanning salon.

The line, Flowers, is now going out to high-end resorts and spas across the country, including destinations such as the Casa Del Mar hotel in Santa Monica and the Viceroy Palm Springs. Comprising 21 face and body stockkeeping units, the collection contains no chemical preservatives, parabens or bleaching agents; the coloration of the products derives entirely from their natural ingredients.

"The Cranberry-Vanilla Skin Revitalizer has cranberry seeds in it, so the color of the product is reddish," said Hatton. "Similarly, the Grapeseed Body Oil is a grayish shade, because that's what grape seed oil looks like when it hasn't been bleached."

Because of the pure and organic nature of the line, Hatton said distribution would automatically be somewhat self-limiting.

"We want the collection to only be in places that understand how natural products work," she said. "We want to go into places that are wellness-minded, for people that follow the same philosophy as

us. We are hoping, by the end of the year, to have it in about 50 spas and resorts. That's our focus to begin with, although along the way we expect to have it picked up by some cool specialty boutiques."

Although most of the products are for skin and body care, there are a few color cosmetics items. These include two shades of Lip Gloss, both infused with grape seed oil, shea butter and monoi de Tahiti oil,

which is extracted from the coconut of the Tahitian palm. There is also a sheer Lip Plumper infused with camphor, clove, peppermint and wintergreen, and the Every Girl's Bronzer, which is designed to be used on any skin tone and provides a dose of shimmer and SPF 30 sunscreen.

The collection is housed in simple, clean packaging using all recycled materials.

"It's very apothecary and high-end looking," Hatton said of the line, which is produced in Colorado.

Items will sell from \$16 for the Lip Gloss to \$60 for the Perfect Treatment, an antiaging cream that contains sea buckthorn berry, hyaluronic acid and albumin.

The launch of Flowers dovetails with the plans for increased distribution for the Chocolate Sun private label skin care line, which has been available for the past two years exclusively at the salon. As of this summer, said Hatton, the five-sku's range of chemical-free sunscreen and self-tanners will also be going out into high-end resorts and spas.



Flowers' Cranberry-Vanilla Skin Revitalizer.

Green Girl Guide™

If green is the new black, shouldn't you know what you're wearing?™



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GREEN GIRL LOVES: Chocolate Sun

www.chocolatesun.net

We know, we know, we should just accept the skin we're in and eschew the sun-kissed look we're after. But there's something about pale and pasty that's just downright bad for the old self-esteem. Now, that doesn't mean head up onto the roof with a bottle of baby oil and a roll of aluminum foil—that's so junior year 198... we're not saying. Nor does it mean slathering on some potentially carcinogenic chemicals that turn you the color of a carrot. Ladies, the future of tanning is here and it's called Chocolate Sun. Using DHA derived from sugar beets, Chocolate Sun is an organic, chemical-free sunless tanning solution that also includes antioxidant vitamins, minerals and essential oils to condition the skin, as well as an SPF to protect it. Could your skin actually improve with Chocolate Sun? We're not sure, but it sure as hell looks better and best of all, there's no tell-tale weird smell. You can get sprayed in 10 minutes at the company's flagship tanning spa in Santa Monica, CA, or order their sunless tanning and sunscreen products delivered to your doorstep so you can get your tan on no matter where you live—or the weather.



We've got Chocolate Sun products to give away. Sign up for our weekly update and get some!

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FROM THE PUBLISHERS OF **los angeles** MAGAZINE

LOS ANGELES WEDDINGS

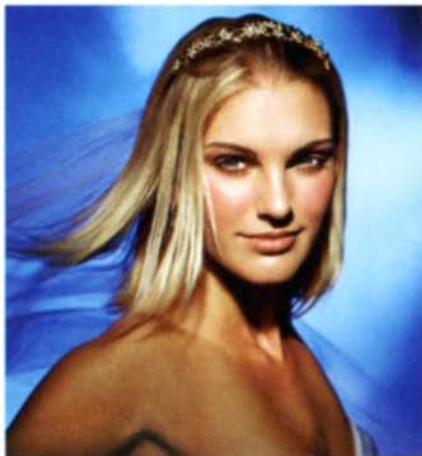
**Your Own
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How to find:

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You Glow, Girl!

The founders of Chocolate Sun are a graphic artist and a painter, and they train their tanning "artists" to perform custom airbrushing with painterly perfection. The anti-oxidant-infused organic solution is applied with a low-pressure turbine



gun, and since the solution is custom-made in small batches, the degree of tan can be precisely calibrated. A subtle golden glow that goes beautifully with an ivory or white wedding gown is achieved in five minutes flat, without streaking, drips, or dreaded orange undertones. The mood here is intimate and completely professional; with the honeymoon in mind, women can opt for a no-tan-lines glow.

Tan, \$60; \$70 with exfoliating treatment.

Chocolate Sun, 204 Bicknell Avenue,
Santa Monica, 310-650-3075.

\$4.



Display until October 2005