

PRESS RELEASE

INDUSTRY LEADERS REVOLUTIONIZE SUNLESS TANNING: SALON RESULTS IN A DO-IT-YOURSELF AEROSOL

Hermitage, PA– MagicTan™, the industry leader of UV-free spray tanning booths, has introduced a do-it-yourself version of the sunless tan with the help of CCL Container, North America’s leading manufacturer of specialty aluminum packaging. What could once only be used in a salon or spa is now available to consumers in convenient, sleek aluminum containers for at-home applications. MagicTan turned to CCL because of the company’s reputation for creating innovative aluminum packaging for high-end salon products.

Due to concerns over damaging rays from traditional sun tanning and tanning beds, spray tanning has increased in popularity. The spray booths found in salons provide fast, easy, safe and UV-free tanning. And now with MagicTan, consumers can enjoy those same benefits at home with the do-it-yourself application.

“Our goal was to guarantee that the high-performance product was delivered in an equally appealing package,” said Ed Martin, CCL’s vice president of sales and marketing. “The containers have a rich look and feel that complement the high performance product application.”

Eric Dann, president of Formulated Systems, manufacturer of and co-marketer with MagicTan, chose CCL because of their reputation as an industry pioneer and innovator. “CCL was the only one for us.” Dann knew that he wanted an aluminum container and CCL has built its reputation on specialty aluminum packaging.

“We wanted to make a difference on the shelf and the distinctive copper finish is ideal for reaching our customers,” says Dann. MagicTan’s do-it-yourself system is being sold at high-end day spas and boutique beauty supply stores.

MagicTan’s Aerosol Self-Tanning System utilizes CCL’s Monopac™ package. The Monopac container is a seamless extruded-aluminum can with a matching aluminum over-cap that forms a smooth cylindrical shape. The spray delivers unmatched convenience and ultimate tanning results—an even, natural-looking golden bronze tan similar to what the consumer would receive in a MagicTan salon booth.

For MagicTan’s Foaming Skin Conditioning Mousse, designed for use in the shower following cleansing, CCL’s Comfort Hold® tapered neck design allows for sure-grip in wet environments. The product is finished with a velvet touch over-varnish, a smooth, matte finish that gives the container a soft, suede feel.

Formulated Solutions, LLC is a complete manufacturing and development company offering all aspects of brand & product development, production, fulfillment, and distribution. The company's corporate offices and manufacturing facilities are located in Saint Petersburg, FL.

CCL Container is North America's leading manufacturer of recyclable aluminum aerosol cans and bottles and is a major supplier of barrier systems. The company offers both the piston barrier system and ABS™ "bag-in-can" technology. The company's manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 registered.

For more information on CCL's products and services, please contact:

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