

Loving Tan



It's 2016, we all know excessive sun is terrible for your skin and tanning beds aren't (or shouldn't be) in anyone's vocabulary anymore. I'm never the tan friend, but I've gotten used to that as even in high school I refused to go to tanning beds or harm my skin just to look a little darker. Not worth it. But on Fourth of July this year? I was surprised to see that thanks to Loving Tan, I was actually a few shades darker than some of the other girls at the pool party I was at! And the extra color admittedly *did* make me feel pretty good.

[Loving Tan](#) is a mousse self-tanner that you apply with an [applicator mitt](#). They are sold separately so make sure you buy the mitt because it's crucial for even distribution of the product. And the color? It looks SO REAL. Just look at their before & after testimonies on instagram! Self-Tanners always give me terrible flashbacks to 15-year-old me with orange skin and worse: splotchy hands. Not a good look on anyone. Loving Tan suggests you liberally apply a lotion beforehand to hands, feet, elbows, and knees to prevent this which is seriously genius and I don't know how that never occurred to me before. The tan then fades gradually into these areas, making for a much more natural look. The actual color of Loving Tan is olive-toned- not at all orangey or worse, muddy brown. Thank God in 2016 the world has finally found a way to make a fake tan look real. (Not at all dramatic, right? ?) But really, this stuff is magic and you really have to try it for yourself.

Always make sure before applying a self-tanner that you shower and exfoliate first! This is important for the color to hold on longer and also to be distributed evenly. I also always shave my legs during this step as well to have a good smooth base for the product. Then once dry, generously apply any lotion you like to hands, feet, elbows, and knees to help the tan fade into these areas and not crease or show obvious signs of product. The color itself is super easy to apply with the mitt, and they even have a [back applicator](#) that I didn't get but I'm starting to wish I had for that hard-to-reach spot on the back. Don't put on any clothes or even a robe until the color is fully dry, which Loving Tan suggests just one minute for but I usually wait about 5 just to be sure.

**Quick tip: Do one pump onto the mitt at a time, then close the hand that the mitt is on so that the product is even on the mitt and not in one foamy clump. That way when you apply, the product is evenly distributed on the mitt and you can work it into the skin, instead of putting it onto your skin and trying to even it out from there.*

Of course, don't make any plans to sweat in the near future after application - I like to do this at nighttime since I know that I definitely won't be sweating in my sleep. And then you can rinse off after the 8 hours! If you don't like the idea of waiting 8 hours for your tan to develop, there's also a [2-Hour Express mousse](#), but unfortunately it was sold out when I wanted to purchase, which is why I chose the [Deluxe mousse](#) instead. I still love it, I just make plans to apply the mouse before bedtime. And finally, there is certainly a smell BUT it's much more pleasant than other self-tanners, not nearly as strong, and goes away once you rinse off after 8 hours.

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For those of us with dry skin, Loving Tan is aloe vera based, so it's moisturizing as well. All around, I'm loving Loving Tan. Best of all, it's **paraben free and vegan!**

Would you try Loving Tan for a more natural self-tan? Let me know in the comments below!

xx

Callie