Maui Glow Club Expands Service Area to Meet Growing Demand for Safe, Custom Airbrush Spray Tanning

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VIENNA, VA - October 20, 2025 -

Maui Glow Club, a Vienna-based beauty studio founded by Renee Louis-Charles, has announced that its custom airbrush spray tanning service will now be available to residents in a wider range of Northern Virginia communities, including Oakton, McLean, Tysons, Falls Church, Reston, Great Falls, Fairfax, Arlington, Alexandria, and Washington, D.C. This expansion brings the studio?s signature service beyond Vienna, where it has established a strong reputation for providing safe, natural-looking tanning alternatives.

The studio specializes in custom-blended formulas that are tailored to each client and stored for future use, ensuring consistent results across seasons and occasions. Maui Glow Club is recognized for offering dermatologist-tested, odorless solutions applied by certified artists with precision. With more than 350 five-star reviews, the studio has become a trusted name in Vienna and is extending its reach to meet growing demand from surrounding communities.

?Maui Glow Club was created to provide a safe and professional approach to sunless tanning,? said founder

and owner Renee Louis-Charles. ?As interest in healthier alternatives to UV tanning continues to rise, this expansion allows us to serve more people who are seeking professional artistry and consistent results in a welcoming environment.?

The new service reach is expected to make the studio more accessible for residents across Northern Virginia and the nation?s capital, where schedules are often demanding. Extended evening and weekend hours are part of the studio?s commitment to offering convenience for professionals, students, and families alike.

The announcement comes at a time when demand for non-UV tanning options is steadily increasing. Dermatologists and skincare experts have continued to emphasize the risks associated with prolonged sun exposure and tanning beds. Maui Glow Club?s expansion is positioned as a timely response to these concerns, offering a tested and trusted alternative for individuals who want to achieve a natural glow without the associated risks.

Community members from Oakton and McLean will now have closer access to a studio that prioritizes professionalism, consistency, and comfort. Residents of Tysons and Falls Church will benefit from proximity to a service provider that has been recognized not only for its technical expertise but also for its warm and supportive environment. Reston and Great Falls clients will be able to schedule appointments that align with busy calendars, while those in Fairfax, Arlington, and Alexandria will now find Maui Glow Club?s services more accessible. The reach into Washington, D.C. expands the studio?s presence into a metropolitan hub where events, professional functions, and social engagements often call for a polished, confident appearance.

The studio environment has been carefully designed to reflect both elegance and accessibility. Maui Glow Club offers an atmosphere that is calm, supportive, and centered on providing each client with individualized care. Every formula is recorded and adjusted as needed, ensuring that the client experience is not only reliable but also personalized to reflect lifestyle and seasonal needs.

The business highlights include recognition as a Best of DC Nominee for 2025, reflecting community appreciation and professional acknowledgment of consistent service excellence. In addition to spray tanning, Maui Glow Club also provides body contouring, facial waxing, and, in the near future, permanent jewelry (coming soon). These services support the studio?s vision of being a destination for safe beauty treatments that emphasize confidence and individuality.

Owner Renee Louis-Charles emphasized that this expansion is not only about increasing service access but also about maintaining the standards that have defined the studio since its founding. ?Expanding our service area reflects the growing demand for safe tanning alternatives in Northern Virginia and Washington, D.C.,? said Renee Louis-Charles. ?We are committed to delivering the same level of consistency, care, and

professionalism to new clients that our Vienna community has come to expect.?

Industry observers note that the beauty market has shifted significantly over the past decade, with a marked increase in consumer awareness about the long-term effects of UV exposure. Businesses such as Maui Glow Club represent a growing trend toward wellness-focused beauty solutions, providing services that are aligned with both personal care and health-conscious choices. The expansion into additional communities mirrors these industry developments while also responding to client requests for greater accessibility.

Maui Glow Club?s emphasis on certified artistry and dermatologist-tested products sets it apart from many providers in the region. The team?s ability to blend artistry with technical precision ensures that clients receive results that look natural in both casual and formal settings. Whether preparing for a wedding, professional function, or seasonal refresh, clients know that their individual needs will be carefully met.

The decision to expand into Arlington, Alexandria, Fairfax, Great Falls, Reston, and Washington, D.C. reflects the studio?s long-term vision of becoming a recognized leader in safe tanning and related beauty services across the metropolitan area. As more individuals prioritize both health and aesthetics, Maui Glow Club?s role in providing accessible, professional services is expected to grow.

The studio?s ongoing success has been built on a foundation of consistent client satisfaction, professional recognition, and dedication to service excellence. By combining flexible scheduling, personalized formulas, and a supportive environment, Maui Glow Club continues to reinforce its place as a trusted name in sunless beauty.

This expansion underscores the business?s mission to celebrate individuality, promote confidence, and provide accessible, safe beauty solutions to a broader audience. With a proven track record in Vienna and strong community support, Maui Glow Club is well-positioned to bring its signature service to new clients across Northern Virginia and Washington, D.C.

About Maui Glow Club

Maui Glow Club is a Vienna, Virginia-based beauty studio founded by Renee Louis-Charles. The business specializes in custom airbrush spray tanning, body contouring, facial waxing, and permanent jewelry (coming soon). Known for its custom-blended formulas, dermatologist-tested solutions, and certified artistry, the studio has built a reputation for consistent, safe, and natural results. Maui Glow Club has been recognized as a Best of DC Nominee in 2025 and continues to expand its reach to meet growing demand in Northern Virginia and Washington, D.C

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Maui Glow Club

Expert tanning, contouring, waxing, and custom jewelry services in Northern Virginia and D.C., tailored for glowing, confident results.

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