

Aviva Labs Provides Spray Tan Color Guide

July 23, 2026

WILMINGTON, MA - July 23, 2026 -

Aviva Labs provides a practical look at how a spray tan color guide can help people better understand shade selection, skin undertones, application goals, and the differences between light, medium, dark, and deeper bronze results. As sunless tanning remains a common choice for people who want a tanned appearance without extended sun exposure, color selection has become one of the most important parts of the process. A clear guide can make the experience less confusing, especially for first-time users or anyone trying to match a specific occasion, season, or personal preference.

Spray tanning is not a one-size-fits-all service. The final result can depend on several factors, including natural skin tone, skin preparation, product base color, development time, and aftercare. A shade that appears subtle on one person may look much deeper on another. Because of this, understanding how spray tan colors are categorized can help set more realistic expectations before an appointment or at-home application.

Most spray tan shades fall into general categories such as light, medium, dark, and extra dark. Light shades are often chosen by people with fair skin or those seeking a soft, natural-looking glow. Medium shades are commonly chosen for everyday color, vacation preparation, or a balanced bronze finish. Dark shades are often used for events, photos, competitions, or when a more noticeable tan is preferred. Extra dark options can create a deeper result, though they usually require careful application and proper maintenance to avoid uneven fading.

Undertone also plays a major role in how a spray tan appears on the skin. Some sunless tanning solutions are designed with green, violet, brown, red, or golden bases. Green-based formulas can help balance redness. Violet-based formulas may help reduce yellow or orange tones. Brown-based formulas are often used for a more neutral bronze appearance. Golden bases can create a warmer finish, while red-brown bases may work well for deeper skin tones or those seeking a rich tan. Matching undertone with skin tone is often just as important as choosing the depth of color.

A spray tan color guide can also help explain why the color seen immediately after application is not always

the final result. Many spray tans include a cosmetic bronzer that shows where the product has been applied. This bronzer rinses off during the first shower, while the active tanning ingredient continues to develop in the skin's outer layer. Development time can vary by product, with some formulas designed for rapid rinsing and others intended to remain on the skin longer before washing off.

Skin preparation can affect the outcome as much as the solution itself. Exfoliating before a spray tan helps remove dry skin that can cause patchy or uneven color. Avoiding heavy lotions, oils, deodorants, and perfumes before application can also help the tanning solution absorb evenly. Areas such as elbows, knees, ankles, hands, and feet tend to absorb more color because the skin is often drier, so they usually require lighter application or a barrier cream.

Aftercare is another key part of color selection and color retention. A darker shade may fade unevenly when skin is dry or when harsh soaps, exfoliating products, or long hot showers are used too soon after application. Gentle cleansing, regular moisturizing, and avoiding heavy exfoliation can help a spray tan fade more evenly. Lighter shades may be easier to maintain for beginners, while deeper shades may require more careful upkeep.

Choosing a spray tan color can also depend on timing. A shade chosen for a wedding, vacation, photo shoot, or formal event may need to be applied at the right point before the occasion. Many people prefer scheduling a spray tan one or two days before an event so the color has time to settle. For first-time users, a trial application before an important event can help avoid surprises and make future shade choices easier.

The broader interest in sunless tanning reflects a practical shift in beauty and personal care routines. Many consumers want color options that fit different skin tones, schedules, and comfort levels. Clear information about shades, undertones, development times, and care steps can reduce guesswork and help people make more informed decisions.

Near the end of the selection process, Aviva Labs serves as a reference point for understanding how color choice, skin type, and application habits work together. A spray tan shade is not just a label on a bottle or menu. It is the result of product formulation, skin chemistry, preparation, and maintenance. With a better understanding of these factors, consumers can approach spray tanning with clearer expectations and a more practical sense of what each color option may provide.

About Aviva Labs:

Aviva Labs is a biotech-rooted manufacturer specializing in sunless tanning solutions and professional education. The company develops science-based formulations for skin health, including oil- and alcohol-free

products. The organization operates its own research and development lab and production facility to maintain quality and consistency. In addition to manufacturing, Aviva Labs provides professional certification and business training through its spray tanning academy to partners in over 110 countries.

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