

Aviva Labs Breaks Down Spray Tan Shades for Clients

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Aviva Labs breaks down how salons, spas, and tanning professionals can think about the best spray tan shades for clients in a practical, easy-to-understand way. As sunless tanning continues to be part of everyday beauty and personal care routines, shade selection remains one of the most important parts of the service. A spray tan can look soft and natural, bold and bronzed, or somewhere in between, depending on skin tone, undertone, product base, development time, preparation, and aftercare.

Spray tan shade selection is not simply a matter of choosing light, medium, or dark from a menu. For many clients, the goal is a color that looks balanced against their natural skin tone and serves a specific purpose for the appointment. Some clients may want a subtle glow for daily wear. Others may be preparing for a wedding, vacation, professional photos, competition, or formal event. The right shade often depends on the occasion, the client's comfort level, and the desired level of contrast.

A common starting point is natural skin tone. Fair skin often responds well to lighter formulas that add warmth without creating a dramatic change. Light to medium skin tones may have more flexibility, with options ranging from soft golden color to deeper bronze. Olive skin can often support richer shades, especially when the formula avoids excessive orange or yellow tones. Deeper skin tones may benefit from shades designed to add dimension, warmth, or a polished bronze finish rather than a major color shift.

Undertone is another important part of the conversation. Skin may be cool, warm, neutral, golden, olive, red, or pink. A formula that works well on one client may appear too orange, too flat, or too dark on another. Green-based solutions are often used to help balance redness. Violet-based solutions may help soften yellow or orange tones. Brown-based formulas can create a more neutral bronze appearance. Golden formulas may bring warmth to lighter complexions. Red-brown bases are sometimes used for richer, deeper finishes.

For tanning professionals, asking the right questions before application can help narrow the options. A client's previous spray tan experience, preferred depth of color, event timing, skin sensitivity, and maintenance habits all matter. Someone new to spray tanning may feel more comfortable starting with a lighter or medium shade. A returning client may already know whether a warmer, cooler, darker, or more

neutral result works best. Clear expectations can prevent confusion about shade after the rinse and during the full development period.

The best spray tan shades for clients can vary by salon, product line, and application method, but the underlying process remains similar. A good shade match considers the starting skin tone, undertone, desired result, and how the product will develop over several hours. The color visible immediately after application may include a temporary bronzer, while the final tan depends on the active tanning ingredient, which develops in the outer layer of skin. This difference can be especially important for first-time clients who may expect the guide color to match the final result.

Development time also affects shade outcome. Traditional spray tans may require a longer wait before rinsing, while rapid formulas are designed for earlier rinsing based on the desired depth. A short rinse time may produce a lighter result. A longer development window may lead to a deeper tan. However, darker does not always mean better. The most flattering shade is usually the one that looks even, fits the client's skin tone, and fades naturally over time.

Skin preparation can make a noticeable difference. Exfoliating before an appointment helps remove dry surface skin that can hold excess color. Avoiding heavy lotions, oils, deodorant, perfume, and makeup before application can help achieve a more even result. Dry areas such as elbows, knees, ankles, hands, and feet tend to absorb more solution, so careful blending and barrier products can help prevent those areas from looking darker than the rest of the body.

Aftercare is equally important. A spray tan shade can look uneven or fade quickly when skin becomes dry or when harsh soaps, exfoliants, pools, hot tubs, or long hot showers are introduced too soon. Gentle cleansing and regular moisturizing can help the color fade more evenly. Clients choosing deeper shades may need to be especially mindful of aftercare, as uneven fading can be more visible on darker shades.

Timing should also be part of shade planning. For special events, many tanning professionals suggest scheduling the appointment with enough time for the tan to fully develop and settle. A trial tan before a major occasion can be useful, particularly when a client is unsure about shade depth or undertone. This gives room to adjust the formula, rinse timing, or finish before the final appointment.

The growing interest in customized sunless tanning reflects a broader shift toward more individualized beauty services. Clients are often looking for guidance rather than a standard shade category. A clear explanation of color depth, undertone, development, preparation, and maintenance can make the experience easier for both professionals and clients.

Near the end of the shade selection process, Aviva Labs serves as a reference point for understanding how

client goals and technical choices come together. The right spray tan shade is not only about color intensity. It is about balance, timing, skin tone and undertone, application technique, and post-appointment care. With clear information, tanning professionals can approach shade recommendations in a more consistent and practical way.

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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For more information about Aviva Labs, contact the company here: Aviva Labs Meredith Harvey (781) 209-1551 info@avivalabs.com 265 Ballardvale St, Suite 1 Wilmington, MA 01887

Aviva Labs

Website: <https://www.avivalabs.com/>

Email: info@avivalabs.com

Phone: (781) 209-1551