

## The Sun Always Shines in the Embassy Tanning Salon

Living in this tanning mecca of the Southwest, there may be no leisurely moments to create a bronzy glow.

No worries . . . even in today's busy world. In less time than a lunch break – or in just one walk-in occasion at Embassy Tanning Salon – one's appearance may transform from stark-winter white to a sandy-beach brown. Conveniently, this tan-on-the-run happens in a private session within the Sunless Air Brush Tanning Room, skillfully applied by an Embassy Salon Tanning Specialist.

Luxury options abound in this welcoming salon, geared for women and men. State of the Art Sun Ergoline Tanning Beds are at the forefront of tanning technology and melds perfectly with owner Jennifur Newell's strict standards of healthful skincare.

"Tanning has come a long way," says Jennifur, whose radiant, lightly tanned complexion speaks well of the knowledge she has to share with her clients. Along with the tremendous innovations offered, she is always sure to remind, "Everything in moderation."

True to her words, the salon's Sun Angel bed is equipped with a state-of-the-art skin sensor, which determines the skin's sensitivity to UV light, using measurements taken from one's face and body skin. Then, the integrated sunbed calculates the correct dosage of UV light needed for the person to obtain a great tan, without the possibility of over-exposure. The Beauty Angel is one of the first of its kind in Arizona and is sure to be a staple for future advancements of safe indoor tanning.

Need a beautiful glowing tan today? Sunless solutions are also offered by specially trained tanning technicians through Sunless Air Brush Tanning. Leaving your skin a healthful glow within minutes, their solution and techniques have been tried and true to enhance every type of skin. No appointment needed for this service, it only takes a few minutes and lasts up to seven days!!

Among the eight reclining beds and two upright booths, one new "capsule" stands-out: the Beauty Lounge. This may well become the absolute must-do technique for



boosting body, mind and spirit. This *non-tanning* treatment, through infrared rays, builds

*Jennifur may be a busy entrepreneur, but her first priority is being Mom to Kaydence and Tatum.*

skin collagen and firmness. The photo-rejuvenation therapy is also coupled with a vibrating platform, to stimulate circulation and relieve muscle tension. In so little time – 12 minutes – one begins to enhance what life has possibly taken away.

Interestingly, Jennifur, wife and mother of two daughters, who built the salon from the ground up, is no diva, no girly girl. She served four years in the United States Air Force, where she met her husband, and where she built bombs, missiles and rockets to help ensure our freedom.

When she was honorably discharged from Luke Air Force Base, she already had a down payment for her business and was earning a bachelor's degree in business administration. Her now nearly 9-year-old shop is not a franchise,

yet many entrepreneurs have wanted to duplicate her success, which she attributes

to high-quality equipment; a friendly, caring manner of service; and stringent cleanliness. One will also discover the lobby fun-factor is in her line of chic sunning attire and superb body lotions, all fabulous offerings, from sunglasses and flip flops to bathing suits, sun dresses, jewelry and hats.

The Embassy Tanning Salon in Litchfield Park, with its staff of four, is open seven days a week, Monday-Thursday, 9 a.m.-9 p.m.; Friday-Saturday, 9 a.m.-8 p.m.; and Sunday 10a.m.-5 p.m. Walk-ins are welcome at 13000 W. Indian School Road., or give them a call at 623-935-0021 if you have any questions. Be sure to ask about current package specials. Additional information is available online at [www.embassytanningsalon.com](http://www.embassytanningsalon.com).

