

OLIVE
GLOW

BRIDAL TANNING GUIDE

Expert tips on
how to create the
perfect wedding
glow





Bridal tanning is one of the most important (and high-pressure) services a spray tan artist can offer. Brides want a flawless, natural, long-lasting tan that enhances their look but never looks overdone. As a professional, here's how you can ensure every bride gets their dream glow.

Pre-Wedding Skin Prep – What Brides Need to Avoid

To ensure a flawless, even tan, advise your bridal clients to:

- Avoid sunburn – A spray tan won't cover peeling skin, so wear SPF if they're spending time outdoors before their wedding.
- Prevent tan lines – These can be hard to even out, so encourage them to cover up if they're in the sun.
- Skip the Fitbit or smartwatches – These cause uneven tan lines on the wrist, which can be noticeable in wedding photos.
- Stay hydrated – Dry skin absorbs tan unevenly, so drinking plenty of water and moisturising regularly will help with a smooth, long-lasting glow.
- Avoid last-minute facials or harsh treatments – Exfoliating treatments (like chemical peels or microdermabrasion) can cause irritation if done too close to the tan.

A photograph of two women laughing and talking outdoors. The woman on the left is wearing a white lace wedding dress and a veil, holding a glass of champagne. The woman on the right is wearing a light blue dress and holding a bouquet of white flowers. They are standing in a grassy field with trees in the background.

Always Do a Trial Tan (Non-Negotiable!)

Brides should never get their first spray tan days before the wedding! Encourage them to book a trial tan along side of their makeup trial at least 4 weeks before so they can test the shade, see how it wears, and make adjustments if needed.

💡 Pro Tip: Offer a discount with package deals.



Choose the Right Shade – Less is More!

A bride's tan should look soft, radiant,
and timeless in photos.

You don't want her looking unnatural in wedding photos!



Guide the Bride on Prep & Aftercare

Your client's prep will make or break the results.

Make sure they:

- ✓ Exfoliate daily for a few days before (especially where the bra sits, elbows, knees, hands, and feet)
- ✓ Shave or wax at least 48 hours before to prevent patchiness
- ✓ Arrive to their tan with no lotions, perfumes, deodorants, or jewellery
- ✓ Wear loose, dark cotton clothing after the tan to avoid marks

A smiling bride with long blonde hair, wearing a white wedding dress and a tiara, stands in a garden. The background features a wooden fence and lush greenery.

After the tan:

💧 Moisturise daily to keep the glow even

❌ Avoid saunas, steam rooms, and long baths before the wedding

🌟👁️ Avoid over washing hands, we want picture perfect hands

👙 Depending on the style of the dress, avoid wearing a bra.



Spray Timing – When Should the Bride Get Tanned?

The best time for a bridal spray tan is 2 days before the wedding. This allows the tan to fully develop and settle, reducing any last-minute stress.

Never tan the night before!

If anything needs adjusting, there won't be time.



Offer Group Bookings for Bridesmaids & Grooms

Most brides want their bridal party to match their glow.

Offer bridal tan packages that include:

The bride

Bridesmaids

The groom (some men prefer subtle colour!)



Pro Tip: Give group discounts to encourage full wedding bookings.

Set Expectations – Manage Bridal Tan Anxiety!

Many brides are nervous about spray tans, especially if they've had a bad experience before.

Reassure them by:

- ♥ Showing photos of real bridal clients you've tanned
- ♥ Explaining the step-by-step process so they know what to expect
- ♥ Reminding them that a trial ensures no surprises on the big day
- ♥ Keep their tan natural
- ♥ Book longer appointments, to ensure you have enough time to answer any questions