

ICONIC London to bring new tan product to Summit of the Americas



The Prep-Set-Tan tanning spray comes in two shades: Original and Glow

Beauty brand [ICONIC London](#) has announced that it will be introducing a new product, Prep-Set-Tan, at the upcoming IAADFS [Summit of the Americas](#) in April.

According to a press release, "The brand's truly ICONIC shimmer-spritz, Prep-Set-Glow now has a summer-time sister spray, Prep-Set-Tan, infused with the most premium tanning agents to give you your best golden, glowing tan yet.

"Prep-Set-Tan is enriched with Hyaluronic Acid, giving you a nourished, healthy-looking, and even tan that will last for longer, without drying your skin or catching on ankles, wrists or elbows. Nothing less than SCENT-sational, it is infused with an evocative tropical aroma that not only masks that typical tanning odor but transports you to a far-flung paradise."

The product comes in two shades - Original and Glow - suitable for all skin tones.

"Unique to ICONIC London, this tanning spray adds an immediate, soft-focus shimmer to the skin. After 4-8 hours of application, shade Original (for light-medium skin tones) will develop into a subtle, 1

fresh, sun-kissed effect. Shade Glow (for medium-deep skin tones) will develop into a richer, warmer tan to add depth to your complexion."

Katherine Sleipnes, President at International Brand Builders Inc., will to represent the brand. Contact Sleipnes at katherine@internationalbrandbuilders.com to arrange a meeting.