



HOLLYWOOD TAN

Name: Ryan Skinner **Title:** Owner
Business Name: Hollywood Tan
Phone: 608-531-5000
Address: 2510 Mineral Point Ave
Directions: Across from Franklin Middle School in the Mineral Point Mini-Mall Plaza.
Business Hours: Monday-Friday 9am - 9pm; Saturday 9am-7pm; Sunday 12-5pm

Describe your products/services We offer both lay-down tanning beds and stand-up booths. We also offer teeth whitening services.

Do you have a favorite saying that applies to your business? Our motto is that you are treated like a celebrity at Hollywood Tan. Our recently remodeled upper-scale facility, which we worked tirelessly to remodel ourselves, ensures you are treated like a star.

How did you get interested and/or started in this business? Because of my own history with seasonal depression, I wanted to start a business where I could bring a piece of sunshine to Wisconsin during cold and dreary winters.

What are your future plans for your business? We plan to expand to larger markets and eventually franchise the business model.

What do you do that differentiates you from your competitors? We are the only salon in Janesville with beds powerful enough to tan in only 7-10 minutes. All of our beds have new lamps. We are also the only salon here to have a 100% high-pressure massaging bed that produces a month-long tan in just 3 sessions. Regardless of how fair your skin type, it will only turn you brown – not red!

What do you find most rewarding about this type of work? Coaching and advising customers over time to help them achieve the exact tan they are looking for.

What have been some of the challenges you've faced and how did you work them out? This business has exchanged hands numerous times, which confused our customers. We overcame this hurdle by explaining that we are here long term and are on-site every day of the week.

What have you learned from this business? The importance of building a tan gradually. My other jobs didn't afford me the luxury of interacting with people individually and here at Hollywood Tan, we strive to know each and every one of our customers.

What kind of training or background do you have? I have a BS degree in Communications and am currently training for a master-degree certification in tanning. I have 12 years of business experience operating my remodeling company and managing rental units.

What or who has had the most influence in the way you do business? Whenever I travel to Las Vegas I am inspired by both the clubs and the restaurants. I wanted to bring a piece of that contemporary artistic style back to Janesville. The architecture and ritzy atmosphere complimented by the high-scale customer service played a role in how I designed Hollywood Tan.

What type of customers use your products/services? Although statistically more women tend to frequent tanning salons, we are noticing an increase in the number of men coming here. We also have all ages use our services to improve their health and appearance.