

BizSnaps

A Snapshot look at local businesses

Your Name: Renee Knipp

Title: Owner

Business Name: Simply Bronze

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Directions & Business hours: This is a mobile service that is done by appointment in your home.

When was the business started? April 2009

Describe your products / services? Simply Bronze is a unique tanning business that provides quality and professional airbrush tanning to clients in the comfort of their homes. We also carry a full line of before and after skincare tanning products to extend the length of your tan.

What product, service or philosophy differentiates you from your competitors? Simply Bronze comes to you. A cabana is set up in the privacy of your home and you receive an airbrush tan that gives you a natural looking tan without spending hours in the sun or tanning bed risking the chance of getting skin damage.

How did you get interested and/or started in this business? After starting to see the effects of traditional tanning, I wanted to find an alternative to long-term sun exposure but I still wanted to have that just-off-the-beach look. After trying many of the spray booths and self-tanners that end up looking orangey and streaky, I found that airbrush tanning was the way to go.

What kind of training or background do you have? I did extensive research on the industry via the internet then attended training in Colorado.

What have you learned from this business? I have learned that work can be fun when you love what you do.

What are your future plans for your business? To continue to educate people on how they can protect their skin against the damaging effects of sun exposure.

What or who has had the most influence in the way you do business? My parents instilled in me that you always give 110% in everything that you do in life...business or personal.

Do you have a favorite saying that applies to your business? Sun-kissed the Healthy Way and Be Kind to your Skin

What have been some of the challenges you've faced and how did you work them out? It is extremely important to me for my clients to be happy with their tan. Trying to find the right products was very challenging. I suffered several bad spray tans until I found the right one.

What do you find most rewarding about this type of work? Knowing that my clients are not only protecting their skin but also that they walk away feeling great about their tan.

What type of customers use your products / services? Simply Bronze offers private individual sessions or group sessions. If you wish to host a tanning party for events such as Bridal/Pre-Wedding parties, Homecoming/Pre-Dance parties, Bachelor/Bachelorette Parties, or Just for Fun parties, we can accommodate your needs.

