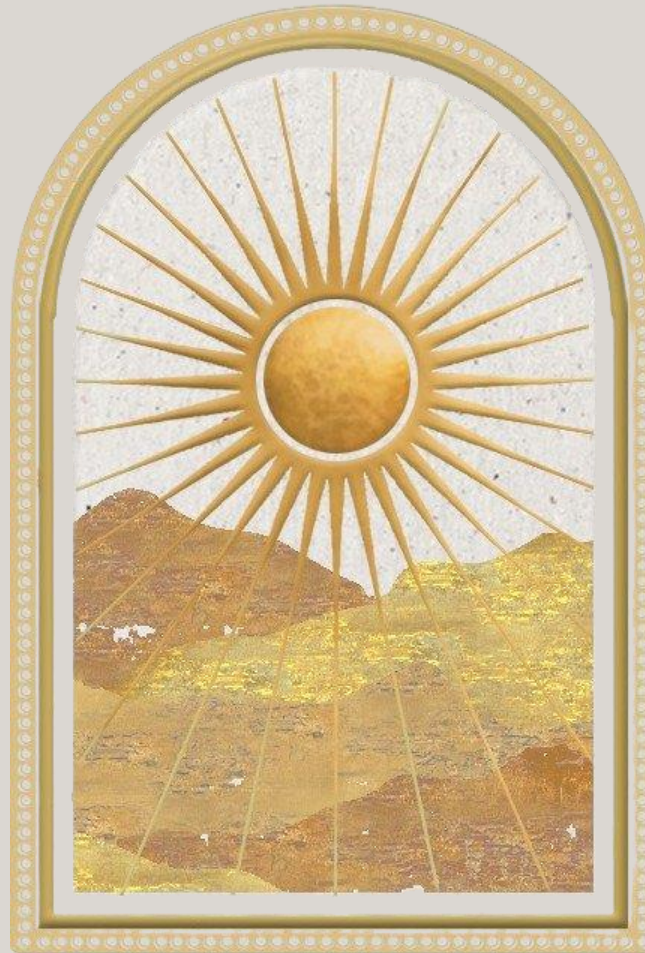


SELF GLOW

BY JAMES READ



SKINCARE THAT GLOWS

OUR PROUD HISTORY

For over twenty years, James Read has been at the forefront of sunless tanning, earning the trust of A-list celebs with his expertise in crafting natural-looking glows.

Feeling that the industry was all heading in the same direction, he sought to change the narrative and create a new way to glow. His groundbreaking product, Sleep Mask Tan was a game-changer in the industry, combining skincare and sunless-tanning in a way that had never been done before.

With over 35 beauty awards, including recognition from prestigious publications like British Vogue and American Glamour, it's clear that James Read's innovative approach to sunless-tanning resonated with consumers worldwide, helping to claim many 'firsts'.

- ✓ First brand to combine skincare and sunless-tan
- ✓ First to launch a standalone sunless tanning spa
- ✓ First British tanning brand to launch in Aus and NZ
- ✓ First to pioneer the layering technique
- ✓ The only tanning brand to be stocked in Colette Paris

Now introducing Self Glow

the next generation of sunless-tanning...



M

any years ago, long before recognising the damaging effects of the sun and becoming an SPF obsessive, my holidays would consist of whole afternoons spent basking myself on the beach while covered in oil. Yes, really. If you looked up "sizzling human turkey" in the dictionary, you would have found me there. One day, after another four-hour sun session, I went back to the apartment to get ready for dinner. As I showered, the skin on my chest came off clean in my hands. Lesson learnt. Like so many Black women who love to tan, I still hankered after that "healthy" (but actually not healthy at all) glow that you get from the sun, but I was no longer willing to risk my health for it. Which is where sunless tan came in.

In 2019, I wrote a piece for this magazine about my first experience as a Black woman getting a sunless tan. It was with Amanda Harrington, the incredible tanning expert whose body-contouring technique has earned her an impressive A-list clientele (she's known as the "Michelangelo of tanning"). The results were extraordinary: golden, deliciously even and confidence-boosting. This, I told myself at the time, was the start of a lifelong affair with spray-tanning. I was wrong – I haven't done it since. It wasn't about

clear that the mindset that thinks 'self-tan is only for one skin tone' is on its way out."

Another element of self-tanning making an exit is the old skin-drying formulas. The new generation of inclusive self-tanning products are so hydration-focused they will give their skincare cousins a run for their money. James Read, one of the tanning industry's stalwarts, has recently launched his newest brand, Self Glow. To cater to all skin tones, he moved away from synthetic dyes and used cacao extract as the natural colour guide, "which I discovered through years of testing on multiple people – different ages, skin tones, skin types. It naturally adjusted to every skin tone and provided a warm glow while also removing ashy tones from the skin." His hydrating and brightening-skewed ingredient list also includes hyaluronic acid, squalane, kakadu plum, vitamin E and aloe vera, all of which would have been unheard of with their predecessors. However, formulations, says Read, are not the only thing that need a rethink. If it was down to him, we would no longer use the word "tan". "The trend with tanning has moved more towards glow and skin enhancement, rather than physically altering or changing skin, which is largely why my brand is called Self Glow, as the desire and end product is all about natural warmth and glow to the skin as opposed to the skin being changed."

Alyson Hogg, founder of Vita Liberata, agrees the distinction is key. "There is a common misconception that tanning only exists to make skin tanned, but this is not true. Self-tanning can also be used to even out skin tone and hyperpigmentation. It also creates a base glow that makes the contrasts on skin less noticeable. During winter, deeper-toned skin can sometimes appear ashen and lacklustre, and a touch of self-tan can work wonders, bringing back its natural warmth and glow."

In search of said glow, I contemplated the new guard of products from all the aforementioned brands. There were creams, oils, waters, milks, serums... Oh, the possibilities! And then I began thinking of the aesthetic labour of beauty – this work of improving and maintaining our appearance – and felt exhausted. Weeks later, while trying on a Molly Goddard summer dress in a large changing area drenched in natural light, I caught sight of my legs and thighs. Despite my daily exfoliation, my skin resembled a grainy '20s silent movie in desperate need of Technicolor. I bought the dress and made a beeline for the self-tanning products, and here is what I learnt: don't get overwhelmed by the plethora of textures, go for what you personally love. Oils are my go-to as they absorb easily and leave a shine. If you don't want to get rid of your body hair, that's fine too – the products still work. However, pay attention to the instructions. I didn't. I topped up the oil with concentrated drops, which you were supposed to mix with moisturiser beforehand. My skin was already moisturised so I thought, Ah, it's fine! The result? Five days later and my palms still look like the love child of an aged orange and jaundice. My body, on the other hand, is a deep, dark glowy chocolate that isn't quite my natural skin colour but makes me look like I've spent a week basking on the Amalfi Coast. I'll take it.

"With #BlackGirlTanning, it's clear that the MINDSET of 'SELF-TAN is only for one skin TONE' is on its way OUT"

This accountability of the tanning industry is reassuring, agrees Gemma Jones, Instilar Esthetic's brand trainer, "especially as scientific research shows the consequences of what irresponsible and unprotected exposure of the skin in the quest of tanning can ultimately lead to, from premature photo-ageing to skin cancers". Nevertheless, Jones is quick to acknowledge that, "There is, and arguably always will be, a strong consumer-led desire to appear sun-kissed and achieve a tanning glow in order to look healthier." As someone who has always had a diversity of clients in his tanning booths, Jules Von Hep, founder of Isle of Paradise, felt that brands creating products that excluded people of colour was "ludicrous". "The idea is unfortunately something that was created during the 1990s and 2000s by the self-tan brands in their marketing campaigns, which only targeted paler skin tones. Today, with TikTok and Gen Z really leaning into #BlackGirlTanning, it's

Sarah Jossel

Fake tan season is finally here – and these are the products I really rate



Today's daily routine begins as normal. "Ma ma ma," the 6am toddler alarm clock wakes up the house. (Sadly there is no snooze button.) I get dressed. I get her dressed. I do a hasty make-up job while she stands in the bath and plays "throw everything out of mama's make-up bag and break anything that is breakable". I feed her breakfast. She feeds the floor breakfast. And then we head out for a walk. "Mummy needs coffee, darling."

Here is where things change. I didn't wear a coat today. Did you hear that? No coat. Just my usual athleisurewear with no outerwear in sight. It has been bliss. At the time of writing the sunlight is pouring through my window, there is a light breeze and I'm considering the prospect of finally being able to pack away the puffer.

What does this all mean? It's fake tan season, of course.

Wait. Stop. I appreciate that's not what you were expecting but please don't go anywhere. I get it: fake tan has a terrible reputation. Blame the originals, back in the day when everything was 50 shades of *jus d'orange* with a McVitie's scent to boot. But I promise you that fake tan has had a titanic makeover. You will hardly recognise the sheer, tinted, did-you-or-didn't-you formulas.

Take the new brand Self Glow, masterminded by the tanning maverick James Read. With more than 20 years' experience in the tanning industry, he is set to launch his latest tan chapter this month with a brand that has a skincare-first ethos. Exactly what tanophobes want to hear. I know that so many of you run a mile because fake tan has dried out your skin or lead to breakouts, but each product has been cocktailled to include hydrating skincare for "a warmed glow rather than a synthetic tanned appearance", Read says. He is most excited about the **Self Glow Break of Dawn Rejuvenating Glow Mask** (£39, from May 21). "It's a moisture-boosting, pre-make-up treatment mask that delivers a glowing complexion in 20 minutes," he says. "You can't make any mistakes, no streaks or tan lines, it simply warms skin while hydrating at the same time." I told you that tans have come a long way.

And that's not all. James Harknett, the tanning star who I trusted to bronze me up for my wedding – and all occasions since – has introduced me to an Australian organic tan brand called **Three Warriors**. Funny old name, but the products are gold standard – quite literally. I regularly sweep the **Self-Tan Mousse** (£35) on my BOS (bits on show) before bed – so that's my arms, décolletage, lower legs and feet – and I wake up softly bronzed and glowing every time. Not an uneven line in sight.

By the way, instant tans are also being reworked and reformulated. **Isle of Paradise Sunny Serum** (£16) is a commitment-free, instant, face-bronzing serum that washes off at the end of the day. You can add it to moisturiser or foundation to simply warm things up for a holiday complexion. And of course there is **Vita Liberata Body Blur** (£22) – it would be sacrilege not to mention the top of the instant tans for an 11th-hour bronze. As the name says, it blurs and evens out any bruises, marks and veins on legs and arms. This body make-up comes in a shade called Lighter Light, which gives even the fairest skin a subtle, radiant glow.

One last tip for application. The sunless tanning expert Miranda Rigg says it's tanning brushes (rather than gloves) for the win. "You have much more control over the product, allowing you to go back and forth, giving the dimensions of a natural tan, rather than an all-over flat colour." She recommends the **Skinny Tan Miracle Tanning Brush** (£11).

Your summer tan plans, sorted. ■ @sarahjossel





BEST FOR EVERYDAY USE
James Read Break of Dawn Rejuvenating Glow Mask, £39
Fusing squalane for smoothing and vitamin C for toning, this mask leaves a gentle tint after 20 minutes.

BAZAAR EDITOR'S CHOICE 2024

THE BEAUTY EDIT

SELF-TANNING

Sunshine in a bottle, for a golden glow from head to toe

GRAZIA

THE SUMMER BEAUTY CHEAT SHEET

From mastering melt-proof make-up to the skincare switch that will save your skin, these are your pro-approved hacks

SUMMER SKIN, SORTED

Hot! Heat! Humidity! If you're familiar with the increased oiliness combined with dehydration and sensitivity that summer often brings, here's how to fix the problem.

1. CLEVER CLEANSING

Clogged pores and breakouts are common summer woes, but smart face washing can combat both. Swap rich cream or oil-based cleansers for gentle gel or foaming versions. They effectively remove excess oil and sunscreen without leaving a heavy residue, says Dr. Ejikeme, founder and medical director of Adams Medical Clinic. Gel-as-with Bioeffect Facial Cleanser (£11.55, is) is boosted with hydrating hyaluronic acid, while antioxidant buffer-beta-glucan brings down any redness.

2. HYDRATE, PROTECT, SOOTHE

Leave heavier, richer formulas for winter, advises Ejikeme. Instead look for lightweight, oil-free formulas that contain ingredients such as hyaluronic acid for hydration, antioxidants like vitamin C to protect against sun damage and soothing agents such as aloe vera to calm irritation. Choose formulas that provide hydration without feeling heavy. Opting for vitamin C Tria 3 THD exfoliating formula. They're 'more stable in sunlight' notes renowned aesthetician Sophie Shooter.

3. ALTERNATE YOUR ACIDS

'Exfoliation is critical for radiant skin,' says Dr. Shooter, but she warns against reaching for AHAs or BHAs in summer as 'they can be sun sensitizing.' Switch to PHAs (polyhydroxy acids). They can be used regularly in summer for effective exfoliation without over-drying. SUN Radiance PHA Exfoliating Facial (£24.94, is) is a bi-weekly mask that uses pomegranate

THE TAN COMMANDMENTS

DON'T STREAK OUT

In search of an ultra-glow but not heading to the White Isle? Follow the rule of two: two layers of self-tan – the optimum for looking sun-kissed rather than just a subtle hint of colour-washed, says James Harkness, the man responsible for the bronzed bodies of David Gandy and Harry Styles, no less. Swoaty commutes make streaking likely. Swoosh by using clear water mist or setting drops. They are strong formulas that won't budge or be prone to streaking when things get a little sweaty, self-tan expert James Read tells us. Sunlight Tinted Tan Drops (£6.99, from his skin-care line can bond Self Glow by James Read are loaded with hydrators (hyaluronic acid, vitamin E, squalane) to help keep your tan from going dry and patchy. Harkness's top tip? 'Turn the shower to cool for the final rinse. You don't want to apply tan to a clammy body, it will streak.'

HANDS OFF

In the winter you can apply a gradual tan with your hands but now we're starting to show more skin, a mist is the best thing to achieve a deeper tan, says Harkness. For hands-on results, the Three Warriors Self Tan Back Applicator (£7.41, is) is genius.

THREE SUMMER SKIN HEROES TO TRY

To hydrate: Cancel the holiday and whisk Dr. Barbara Sturm Glow Cream (£8, £150, on request). No fewer than 10 ultra-moisturizing ingredients plus a smattering of pink pigments deliver radiant results worthy of a sunset.

To protect: Dr. Sam Bunting's Flawless Vitamin C Melt Serum (£5, £85, is) is a triple threat with UV protection, barrier-boosting benefits and skin-cell regeneration. Impassable.

To soothe: Itchy, red, flaky skin will soothe a sigh of relief when slathered in Laneige Water Bank Blue Hyaluronic Intensive Moisturiser (£5.99, is) to instantly soothe and repair Omega Peptide Complex.

BEAUTY

OUR EXPERT SHARES HER INSIDER KNOWLEDGE

7 summer game-changers

From totally transparent SPF to next-level fake tan, these innovative sunshine heroes will see you through to autumn with a divine glow, says Rosie Green

1. Perfect faux flush

out bronze/blush hybrid, it's the perfect faux flush. The new it Cosmetics Sun Cream Blush (£32, itty.com) delivers unbelievably colour. Plus, its 'solid serum' is smoothing, hydrating and beautifully into the skin settling into lines.

2. The 'Your Nails But Better' tint

I like bare-looking nails in summer, and Nails Inc Glow And Grow Nail Treatment (£9, nailsinc.com) is a treatment-meets-tint hybrid that uses a subtle hue and rejuvenating ingredients, including hyaluronic acid and raspberry extract, to brighten and enhance. Think your god-given nails, but prettier and radiating health.

3. The non-greasy body oil

With its suits-all sheer layer of colour, Bare by Vogue Williams Golden Shimmer Dry Oil (£26, barebyvogue.co.uk) instantly improves the look of your limbs. The wash-off product makes dry patches disappear and its subtle shimmer blurs blemishes.

4. The fake tan that looks anything but

Beauty innovator James Read has created Self Glow – the ultimate range of gradual bronzing products, with new colour pigments that deliver convincingly natural warmth. Nourishing ingredients (and no alcohol or silicones) mean his Overnight Tan Facial (£44, spacenk.com) will see you waking up gorgeously golden.

5. The totally clear sunscreen

For those who remembers the gloopy SPFs of yore, encouraged by Murad Multi-Vitamin Clear SPF 50 (£42, murad.co.uk). It looks and feels like, with zero white cast. Moreover, vitamins D, E and F plus omega-packed chia seeds in the background to improve skin quality.

6. The make-up multitasker

Brand new from Sleek is the Face Form Contour & Highlight Stick (£10.99, boots.com). This double-duty product has a darker colour at one end to contour and bronze, and a shimmer to highlight at the other. It is also enriched with jojoba oil and vitamin E.

7. The holiday hair tamer

OK, so this isn't new, but Kérastase Soleil UV Sublime Multi-protection Beautifying Cream (£29.05, lookfantastic.com) is my hot-weather hero. I slick my hair back with it on the beach for sun protection, then use it to tame frizz and define curls in the evening. It smells fabulous – like the most expensive of suncreams.

[@lifesrosie](#)

NEED SOME HELP?

Rosie's beauty-clinic column is now open. Whether you have skin woes, make-up dilemmas or hair problems, ask our beauty expert and she'll find the solution. Email alice.robertson@mailonsunday.co.uk, subject line 'Ask Rosie'.

THE SUNDAY TIMES

Summer Style

A neatening mascara

Maybelline New York Lash Sensational Firework Mascara, £10 (19)

Maybelline is the maverick of the mascara world and its prices always make you gasp "I can't believe it's not... more expensive!" This chameleon wand can be used to separate neatly — or layer it on for statement lashes.

The smoothing skin tint

Lisa Eldridge Seamless Skin Enhancing Tint, £37 (20)

This egg-shaped gem provides seamless coverage without the cake. It has an incredible shade range, one coat looks natural and fresh for daytime, while the buildable formula lets you layer for a made-up evening look.

The glow-giving primer

L'Oréal Paris Lumi Glotion, £12 (21)

If that coveted summer glow is proving harder to achieve than you anticipated, then fake it with a "glotion" — that's a glow-lotion, get it? Apply like a primer under your base or on its own for candlelit skin.

The 60-second smoky eye

Lancôme Idôle Tint Liquid Eye-Blusher, £29 (22)

If a ten-step smoky eye doesn't appeal then sweep an "eye blush" on to your lids and use fingers to blend. It makes eyes pop and takes no more than 60 seconds to apply. It also looks gorgeous on cheeks and lips.

The Aperol spritz cheek pop

Elf Cosmetics Camo Liquid Blush in Peach Perfect, £7 (23)

Instead of the usual pink, I implore you to try coral or peach for sunnier days. It gives a sun-ticked freshness to all skin types and tones. Use any excess product on eyelids.

The ethereal glow-giver

Dior Forever Glow Maximizer liquid highlighter, £36 (24)

The rosy glow dabbed on to the tops of cheekbones can best be described as a candle-lit pop of radiance. Be prepared for the inquisition: "What's on your face? How come you're glowing?" and "Have you had a facial?"

The shine combatter

Charlotte Tilbury Airbrush Flawless Finish, £38 (25)

Sweaty upper lip? Greasy chin and forehead? I've got you covered. Well,

Charlotte Tilbury does. This is my all-year-round hero for extending make-up wear and keeping shine at bay.

SWIPE-AND-GO LIP ENHANCERS

Applying on the move? Meet the no-mirror-required top pout picks

A stop-and-stare red

Burberry Kisses Liquid Matte Lipstick in The Red, £31 (26)

Red, on holiday? Too high-maintenance? Not with this. It glides on like cashmere and the finish is bold and fresh. The non-drying matte texture means no dreaded smudging outside the lines.

A lipstick-balm hybrid

Yves Saint Laurent Loveshine Lipstick, £36 (27)

Is it a lipstick? A lip balm? A lip gloss? This doubles — or triples? — as all three. It's like blush for your lips and one sweep adds a soft, sheer colour with a voluptuous juicy shine. Keep in your bag for all-day touch-ups.

A hydrating lip oil

Vieve Lip Dew, £19 (28)

Bye-bye lip gloss, hello lip dew. Picture your all-time favourite hi-vis gloss without any stick at all. Available in peach, pink and clear, the dew can be worn on its own or over your choice of lipstick.

THE GOLD-STAR SUN PROTECTORS

Eat, sleep, apply SPF, repeat

The body spray

Sun Bum Original SPF 50 Spray, £16 (29)

It's the coconut-scented, fuss-free spray that all my friends on holiday fight for by the pool. It goes on seamlessly, dries almost instantly and protects brilliantly. Full marks from me.

The cream

Shiseido Expert Sun Protector Lotion, £38 (30)

Imagine an SPF that works harder when you jump in the pool. This has a genius "water activation" technology that means you and the kids can swim without a worry. Slather the lightweight SPF 50 all over and enjoy.

AND FOR YOUR FACE?

For under make-up

Mecca Cosmetica To Save Face SPF 50+ Superscreen, £35 (31)

Made in Australia, this product is a skincare first — a weightless formula that won't interfere with your base.

For a glow

Garnier Vitamin C Daily UV Fluid SPF 50+ Glow, £13 (32)

Garnier has done it again with this dewy, silklike primer and SPF 50 in one. Apply daily for an all-over radiant skin gleam.

For mineral

Beauty Pie Traceless Mineral SPF 30 Broad Spectrum, £17 (33)

Mineral sunscreens have traditionally left a chalky white cast on the skin. Beauty Pie has rewritten the rules with this almost invisible, non-greasy, 100 per cent mineral formula.

For misting over make-up

Sculpted by Aimee Sun Mist SPF 50+, £19 (34)

One of my favourite make-up artists, Aimee Connolly, has whipped up a spray designed for under or over make-up. Pop in your handbag and mist throughout the day.

For on-the-go extra coverage

Clarins Invisible Sun Care Stick SPF 50, £20 (35)

Add an extra level of protection to pigmentation-prone areas with this hard-working stick. Also great for touching up trickier spots like the back of the neck, hands and feet.

For tackling shine and oil

Supergoop! (Re)setting Powder, £29 (36)

A mattifier and SPF 30 in one, this paintbrush should be dusted on to shine-prone areas like upper lip, chin and forehead. It is also great for adding more coverage to the hairline and ears.

For lips

Ultra Violet SPF 50 Sheen Screen Hydrating Lip Balm, £17 (37)

A buttery balm that comes in pinks and nudes and just happens to have excellent in-built sun protection. It layers seamlessly throughout the day.



THE SUNLESS TAN

The golden-glow-givers that'll help you fake it till you make it

For the face

Self Glow by James Read Sunbright Tinted Tan Drops, £39 (38)

The perfect companion for helping cheat a tan. Add a few drops to moisturiser every second or third night and each morning you'll be impressed with your bronzed, glowing reflection. No streaks or spots — ideal for anyone who isn't a fan of sunbathing but wants to look and feel like they're on holiday.

For the body

Three Warriors Self-Tan Mousse, £35 (39)
A mousse sounds messy and like things could get Tangled in no time. But this modern-day formula dries in moments — so your bedsheets are safe! — and your limbs are one shade of bronze goddess the next morning.

Or for an instant tan

Vita Liberata Body Blur Body Makeup, £22 (40)

Whether it's covering a bruise or you want a more even skin finish, this is the stalwart for adding warmth and smoothing out limbs or chest. I have been known to apply it when already dressed. It dries that quickly.

HOLIDAY SOS

Insect bites! Sunburn! Thigh chafing! I've got you covered on the not-so-glamorous too

The chapped skin fix

CeraVe Advanced Repair Ointment, £11 (41)

Peeling skin? Parched lips? Cracked soles? Whip out this when your usual hydrators aren't doing the trick. The blend of three ceramides will hydrate the most ravaged areas without leaving skin greasy.

The rogue-hair bulldozer

Gillette Venus Dermaplaner, £15 (42)
Are you reading this on the beach while stroking your chin? Add this tool to your basket for getting rid of unwanted hair on the upper lip or chin — or wherever you may need it.

The post-sun saviour

Lancaster Golden Tan Maximizer After Sun Lotion, £24 (43)

I get it, new products on the block feel exciting. But I'd be doing you a disservice as nothing has come close to this tan-extending aftersun. It hydrates, it helps parched skin turn golden and prolongs any colour that you've picked up.

The chafing fix

Megababe Thigh Rescue Anti-Friction Stick, £9 (44)

I came across this roll-on during my first pregnancy and it was a thigh-saver. Swipe on to any friction-prone areas like the inner thighs or under your boobs and arms for glideworthy, soft-to-touch skin.

How to avoid mosquito mayhem

Mrs White's Unstung Hero Spray, £20 (45)

Free from Deet and hideous smelling chemicals, this lovely lemon-tea fragrance keeps the insects far, far away on those long, balmy nights outside. It's so gentle you can spray it on to your bedsheets for when you sleep.

And how to deal with bites

Moskinto The Intelligent Patch, £7 (46)
OK, so one got through the net and bit you. Instead of drenching your body in stringent potions, pop on this miracle-working patch. It remedies all itchiness and takes down redness. My feet were mauled on a recent holiday and I can confirm these worked a charm.



THE FOUR FRAGRANCES OF SUMMER

Mouthwatering, sunshine scents to spritz poolside

Tantalising tonka bean

& Other Stories Solar Essay, £29 for 50ml EDT (47)

A sophisticated suncream scent will either make you flock or run a mile. Proceed straight to checkout if you adore a velvety, golden tonka bean-based perfume. It comes in a rollerball, which is handy for travel.

Carefree floral

Chanel No 5 L'Eau Drop limited edition, £120 for 50ml EDP (48)

For the first time in history Chanel has momentarily stepped away from its world-famous No 5 bottle. It's the same scent — jasmine, rose and ylang-ylang — making it perfect for an en vacance No 5 disciple.

Citrus showstopper

Tom Ford Neroli Portofino, £220 for 50ml EDP (49)

Inspired by the Italian Riviera, this has a sparkling blood orange and lemon peel scent with an edge of skin-warming amber musk. It's chic, it's sexy, it's Tom Ford.

Creamy coconut

Estée Lauder Bronze Goddess Flora Verde, £70 for 50ml EDP (50)

Each summer Estée Lauder reimagines its cult Bronze Goddess scent. This year it's Flora Verde, a light and breezy floral reincarnation. I'm still team original with its holiday-in-a-bottle vanilla and sandalwood notes (**Bronze Goddess, £58 for 50ml eau fraîche**). ■ @sarahjessel



SELF GLOW IN-STORE



WE ARE...

PRO-SKINCARE
PRO-INCLUSIVITY
PRO-PLANET





WOMEN & HOME BEAUTY AWARDS 2024

!! WINNER !!

BEST NEW LAUNCH
BEST SELF TAN

MARIE CLAIRE SKIN AWARDS 2024

!! WINNER !!

BEST TANNING DROPS

ETHNICITY AWARDS 2024

FINALIST

BRAND & MARKETING CAMPAIGN

OUR FOUNDING PRINCIPLE IS TO CREATE **SKINCARE** **THAT DOES NOT HARM** **PEOPLE OR THE PLANET**

Sustainability is no longer a choice - it's a necessity.
At Self Glow, we aim to only use materials above industry
standard to ensure we not only reduce our carbon footprint,
but also positively impact the health of the planet.

Our sustainable practices include:

- ✓ Up to 100% PCR plastic bottles and tubes
- ✓ Glass bottles
- ✓ Responsible sourcing of many ingredients from the UK and Europe
- ✓ Minimal use of foil on the packaging to ensure recyclability
- ✓ World's first naturally tinted self-tan using Natural Cacao Extracts
- ✓ Cartons crafted by Curtis Packaging, a B-Corp approved company
- ✓ FSC and World Land Trust-certified packaging materials



EACH ARCH WINDOW HOLDS A UNIQUE STORY

“Immersed in endless summers, I would wake up to captivating views, lost in daydreams as life unfolded”.

These moments of reflection inspired my brand's packaging and formulations, inviting you to pause And cherish these precious moments.

Each arched window on our packaging holds a unique story. Drawing from my Italian heritage, Capri became my muse, resonating with Ralph Crane's 1949 photograph of a couple embracing a moment of introspection amidst a breath-taking backdrop.

My philosophy is simple: to capture these magical moments by bringing them to life.



OUR PRODUCTS ARE VEGAN, CRUELTY-FREE, MADE IN THE UK

With meticulous care, we've selected ingredients that are kind to both your skin and the planet.

Our formulas are vegan-friendly and free from parabens, artificial tints, alcohol and silicones. They are seamlessly blended with a glow-enhancing plant-based DHA, ensuring a seasonless radiance for every skin tone.

Featured ingredients:

- ✓ Plant-based DHA
- ✓ Natural Cacao Extract
- ✓ Shea Butter
- ✓ Fermented Aloe Vera
- ✓ Squalane
- ✓ Apricot Kernel Oil
- ✓ 3D Hyaluronic Acid
- ✓ 4D Hyaluronic Acid
- ✓ Hyaluronic Filling Spheres
- ✓ Fermented Rose Petals
- ✓ Fermented Mushrooms
- ✓ Natural Rose Water

Brand Evolution: [Self Glow by James Read Brand Evolution & Key Milestones.MOV](#)





A GLOW FOR ALL

OUR 2024 SELF GLOW RANGE

- 01 DUSK TO DAWN - OVERNIGHT TAN FACIAL
- 02 SUNBRIGHT - TINTED TAN DROPS
- 03 BREAK OF DAWN - REJUVENATING GLOW MASK
- 04 SUNBLUSH - HYDRATING TAN MIST
- 05 ENDLESS SUMMER - GRADUAL TAN MOISTURISER
- 06 SUNRISE TO SUNDOWN - TINTED TAN SERUM



DUSK TO DAWN

OVERNIGHT TAN FACIAL

BOTTLE: 50ML GLASS

MSRP: \$58.50

AREA: FACE

SKIN TYPE: ALL SKIN TYPES

WHAT DOES IT DOES:

Our vitamin rich, clear overnight facial serum is bursting with **Hyaluronic Acid Filling Spheres**, **4D Hyaluronic Acid** and **Triple Weighted Hyaluronic Acid**, for intense long-lasting hydration while helping to smooth deep wrinkles.

Also packed in are **Fermented Mushrooms & Aloe Vera**, **Apricot Kernel Oil** and **Vitamins E & F** for extra moisturisation, and to help uneven skin tones look brighter by morning.

These ingredients are finally blended with a **Plant-Based DHA** working to give you a radiant complexion while you sleep.

HOW TO GLOW:

Dispense three pumps onto your fingertips and gently speckle (small dots) the product across your face and neck.

Blend by massaging upward, then press it into your skin for added absorption.

Finish by washing your hands.

HYALURONIC ACID FILLING SPHERES

When applied, the spheres penetrate the surface, absorbing moisture from the air or deeper skin layers, expanding to fill fine lines and wrinkles. This creates a temporary smoothing, firming, and volumising effect for a youthful appearance.

4D HYALURONIC ACID

Delivering intense hydration at multiple levels of the skin. With three different molecular sizes, it penetrates deep, locks in moisture, and plumps the surface, leaving skin smoother, firmer, and more radiant.

FERMENTED MUSHROOMS

An industry-first antioxidant with anti-inflammatory benefits that hydrates, brightens, and firms the skin.

SQUALANE

A lightweight, non-comedogenic oil that hydrates and moisturises without clogging pores, mimicking the skin's natural oils to restore the moisture barrier and enhance elasticity.

APRICOT KERNEL OIL

A lightweight, vitamin-rich oil that moisturises and softens skin, perfect for sensitive or dry skin.

MICROALGAE

Protecting the skin from inner stress signals, helping to restore the skin's natural circadian rhythm.



HYDRATE



FIRMING



PLUMP

SUNBRIGHT

TINTED TAN DROPS (TT)

BOTTLE: 30ML GLASS

MSRP: \$52.00

AREA: FACE

SKIN TYPE: ALL SKIN TYPES

WHAT DOES IT DO:

These mix-in tinted drops have been uniquely crafted with **Natural Cacao Extract** for instant radiance and **Plant-based DHA** for a long-lasting glow.

While **Triple Active Hyaluronic Acid** and **4D Hyaluronic Acid** help plump and moisturise the skin, nourishing **Fermented Aloe Vera & Mushrooms** support the skins barrier for extra hydration.

Our drops seamlessly blend with your moisturiser, serum or makeup offering a customisable glow.

HOW TO GLOW:

Apply your moisturiser, serum or makeup to the back of your hand then add the desired number of drops, mix well, and speckle the mixture evenly across your face and neck.

Gently blend with upward strokes, pressing for better absorption.

Finish by washing your hands.



+ NATURAL CACAO EXTRACT

Natural colour tint that adjusts to every skin tone. Rich in Magnesium and Vitamin C, promoting cell regeneration, nourishing and hydrating the skin and enhancing softness and elasticity.

+ FERMENTED MUSHROOMS

An industry-first antioxidant with anti-inflammatory benefits that hydrates, brightens, and firms the skin.

+ VITAMIN F

Composing of two fatty acids that help hydrate the skin, support cell function, and reduce inflammation.

+ TRIPLE ACTIVE HYALURONIC ACID

Delivering intense hydration at multiple levels of the skin. With three different molecular sizes, it penetrates deep, locks in moisture, and plumps the surface, leaving skin smoother, firmer, and more radiant.

💧 HYDRATE ● BRIGHTEN ◆ ILLUMINATING

BREAK OF DAWN

REJUVENATING GLOW MASK

TUBE: 60ML RECYCLED PLASTIC

MSRP: \$52.00

AREA: FACE

SKIN TYPE: ALL SKIN TYPES

WHAT DOES IT DO:

This ceramide rich and moisture locking glow mask, creates a silky skin finish perfect for pre-make-up application.

It's blended with **Squalane**, **Oat Lipids** and conditioning **Panthenol** to help balance the skin. While also packed with hydrating **3D & 4D Hyaluronic Acid**, **Fermented Mushrooms & Aloe Vera** and a touch of **Plant-Based DHA**.

Our 20-minute rejuvenating mask creates a radiant, healthy-looking complexion within minutes. Once washed off your skin is perfectly prepped for your skincare, makeup or SPF.

HOW TO GLOW:

Start from the hairline, working down the face, stopping at the jawline, wash your hands.

Leave on for 20 minutes and remove with warm water, then apply skincare, makeup or SPF.



+ NATURAL CACAO EXTRACTS
Natural colour tint that adjusts to every skin tone. Rich in Magnesium and Vitamin C, promoting cell regeneration, nourishing and hydrating the skin and enhancing softness and elasticity.

+ TRIPLE ACTIVE HYALURONIC ACID
Delivering intense hydration at multiple levels of the skin. With three different molecular sizes, it penetrates deep, locks in moisture, and plumps the surface, leaving skin smoother, firmer, and more radiant.

+ 3D & 4D HYALURONIC ACID
Provides multi-layered hydration, plumping the skin, reducing fine lines, enhancing elasticity, and locking in moisture for a smooth, radiant complexion.

+ FERMENTED MUSHROOMS
An industry-first antioxidant with anti-inflammatory benefits that hydrates, brightens, and firms the skin.

+ SQUALANE
A lightweight, non-comedogenic oil that hydrates and moisturises without clogging pores, mimicking the skin's natural oils to restore the moisture barrier and enhance elasticity.

💧 HYDRATE 💧 MOISTURISE ■ FIRMING

SUNBLUSH

HYDRATING TAN MIST

BOTTLE: 100ML RECYCLED PLASTIC

MSRP: \$52.00

AREA: FACE

SKIN TYPE: ALL SKIN TYPES

WHAT DOES IT DO:

Formulated to deliver intense hydration under or over your skincare or makeup while providing a natural glow.

This refreshing **Natural Botanical Rose Water** mist is infused with **Fermented Rose Petals**, **Triple-Active Hyaluronic Acid**, **Fermented Aloe Vera**, and a hint of **Plant-based DHA** delivering a natural glow with every spray, any time of day.

HOW TO GLOW:

Apply before or after your skincare, SPF or makeup, hold the mist 15cm away from your face.

Mist your face, the front and back of your neck.

If you have trouble perfecting your hands, use our mist to even out those areas.



+ FERMENTED ROSE PETALS

Boosting hydration, locking in moisture, and leaving skin soft and plump.

+ FERMENTED ALOE VERA

Boosting hydration, soothing irritation, helping to enhance absorption for deeper moisturisation, and improving skin healing, making it perfect for sensitive skin.

+ 87% NATURAL ROSE WATER

Soothes, hydrates, and reduces redness while balancing oil and refreshing the complexion. Antioxidants help protect against environmental damage.

+ TRIPLE ACTIVE HYALURONIC ACID

Delivering intense hydration at multiple levels of the skin. With three different molecular sizes, it penetrates deep, locks in moisture, and plumps the surface, leaving skin smoother, firmer, and more radiant.

💧 HYDRATE ● BRIGHTEN 🏠 PLUMP

ENDLESS SUMMER

GRADUAL TAN MOISTURISER

BOTTLE: 200ML RECYCLED PLASTIC

MSRP: \$58.50

AREA: FACE & BODY

SKIN TYPE: ALL SKIN TYPES

WHAT DOES IT DO:

Meticulously formulated with hydrating and nourishing ingredients, including two types of **Triple-Active Hyaluronic Acid** and **4D Hyaluronic Acid**.

Creating silky soft skin from **Shea Butter**, **Apricot Kernel Oil**, **Fermented Aloe Vera** and a natural glow from **Plant-Based DHA**.

Our skin-nourishing moisturiser helps to deeply hydrate and tone the skin while delivering a customisable and lasting glow.

HOW TO GLOW:

Start at the bottom of your legs and work your way up using your hands, a mitt or our Face & Body Brush.

Use the remaining product to blend over your feet gently and around your ankles, then finish by applying to your hands.

If you have dry areas on the body, use a pre-moisturiser on these areas before application.

Finish by washing your hands.

TRIPLE ACTIVE HYALURONIC ACID

Delivering intense hydration at multiple levels of the skin. With three different molecular sizes, it penetrates deep, locks in moisture, and plumps the surface, leaving skin smoother, firmer, and more radiant.

SHEA BUTTER

Deeply moisturising and hydrating, helping to restore the skin's barrier while soothing dryness, reducing inflammation, and improving elasticity.

APRICOT KERNEL OIL

A lightweight, vitamin-rich oil that moisturises and softens skin, perfect for sensitive or dry skin.

3D & 4D HYALURONIC ACID

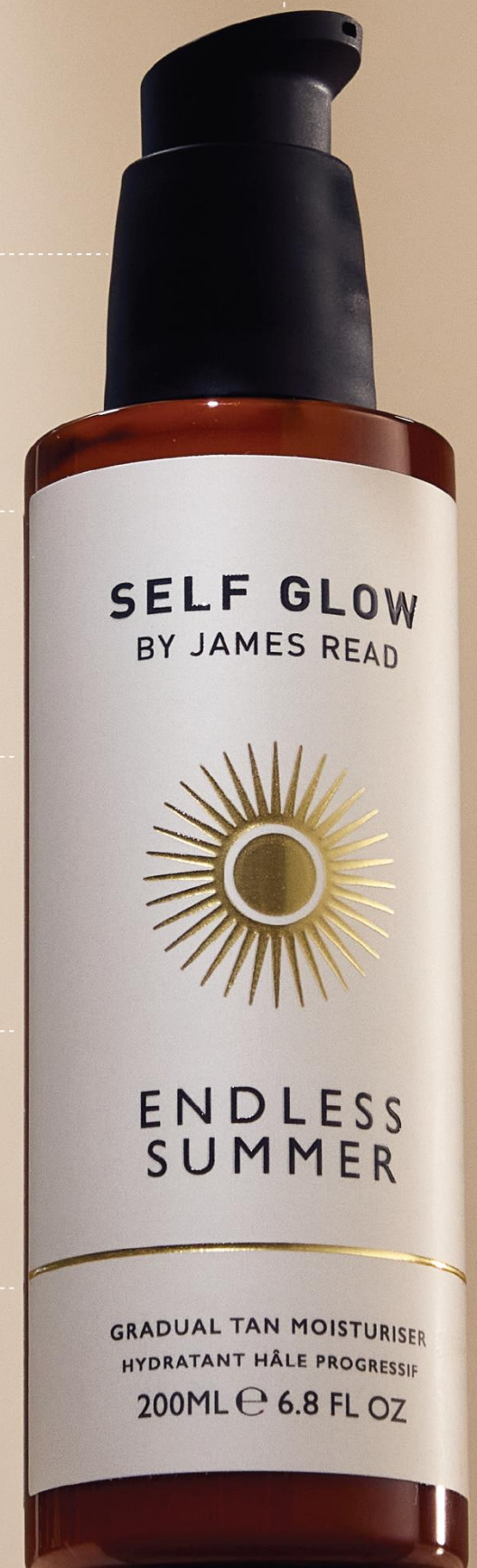
Provides multi-layered hydration, plumping the skin, reducing fine lines, enhancing elasticity, and locking in moisture for a smooth, radiant complexion.

VITAMIN E

A powerful antioxidant that nourishes and protects the skin from free radical damage, helping to hydrate, soothe irritation, and improve overall skin texture for a healthier complexion.

VITAMIN F

Composing of two fatty acids that help hydrate the skin, support cell function, and reduce inflammation.



HYDRATE



BRIGHTEN



FIRM

SUNRISE TO SUNDOWN

TINTED TAN SERUM

BOTTLE: 150ML RECYCLED PLASTIC

MSRP: \$58.50

AREA: FACE & BODY

SKIN TYPE: ALL SKIN TYPES

WHAT DOES IT DO:

Infused with **Natural Cacao Extract** for an instant glow, this innovative tinted tan serum includes **3D & 4D Hyaluronic Acid**, **Hyaluronic Acid Filling Spheres** to provide long term hydration.

While **Squalane**, **Fermented Mushrooms & Aloe Vera** and **Vitamins E & F** create a silky, conditioned and hydrated skin finish and **Plant-Based DHA** leaves a long-lasting flawless glow.

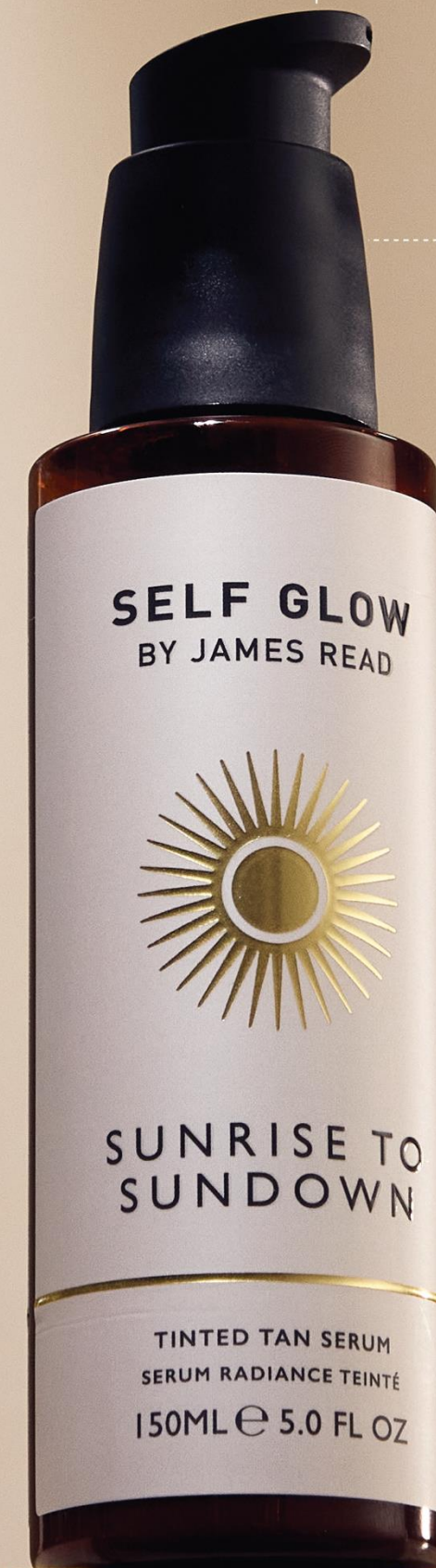
HOW TO GLOW:

Start at the bottom of your legs and work your way up using your hands, a mitt or our Face & Body Brush.

Use the remaining product to blend over your feet gently and around your ankles, then finish by applying to your hands.

If you have dry areas on the body, use a pre-moisturiser on these areas before application.

Finish by washing your hands.



+ NATURAL CACAO EXTRACTS

Natural colour tint that adjusts to every skin tone. Rich in Magnesium and Vitamin C, promoting cell regeneration, nourishing and hydrating the skin and enhancing softness and elasticity.

+ TRIPLE-WEIGHTED HYALURONIC ACID

Delivering intense hydration at multiple skin levels. With three different molecular sizes, it penetrates deep, locks in moisture, and plumps the surface, leaving skin smoother, firmer, and more radiant.

+ FERMENTED MUSHROOMS

An industry-first antioxidant with anti-inflammatory benefits that hydrates, brightens, and firms the skin.

+ HYALURONIC ACID FILLING SPHERES

When applied, the spheres penetrate the surface, absorbing moisture from the air or deeper skin layers, expanding to fill fine lines and wrinkles. This creates a temporary smoothing, firming, and volumising effect for a youthful appearance.

+ VITAMIN E

A powerful antioxidant that nourishes and protects the skin from free radical damage, helping to hydrate, soothe irritation, and improve overall skin texture for a healthier complexion.

💧 HYDRATE

■ FIRM

+ SOOTHE

SKU CODE	Product Name	Product Description	Fill	RRP	
				GBP	USD
JRTTD30	Sunbright	Tinted Tan Drops	30ml	£39.00	\$52.00
JROGF50	Dusk to Dawn	Over Night Tan Facial	50ml	£44.00	\$58.50
JRNGM60	Break of Dawn	Rejuvenating Glow Mask	60ml	£39.00	\$52.00
JRHTM100	Sunblush	Hydrating Tan Mist	100ml	£39.00	\$52.00
JRRTS150	Sunrise to Sundown	Tinted Tan Serum	150ml	£44.00	\$58.50
JRDTL200	Endless Summer	Gradual Tan Moisturiser	200ml	£44.00	\$58.50
JRTTD12	Sunbright MINI	Tinted Tand Drops	12ml	£18.00	\$24.00
JRNGM15	Break of Dawn MINI	Rejuvenating Glow Mask	15ml	£16.00	\$21.00

SELF GLOW

BY JAMES READ