



DEEP TAN:

Sun worshippers hit tanning beds before bearing it on the beach

By LEE CLONTZ
Assistant Carolina! Editor

As summer approaches, and students begin to take their bathing suits out of mothballs, getting a deep tan will soon be on the minds of much of the student body.

One concern shared by many sun worshippers is the threat of skin cancer. Studies have shown that continued exposure to the sun can be highly detrimental to the skin, causing premature aging, or more serious ailments.

One alternative utilized by many USC students is a tanning booth.

Columbia Tan Spa, located at 2002 Greene St., is one of USC's popular tanning establishments.

Columbia Tan Spa's clientele is approximately 70 to 80 percent USC students, according to employee Jennifer Richey. Most of the clients are female.

One might ask the obvious question: why pay for a tan when sunlight is free?

"For one thing, people save time. Twenty minutes in one of our booths is equivalent to three or four hours in the sun," Dawn Bruitt, a new employee to Columbia Tan Spa, said.

Also, Bruitt claims that tanning in a booth is safer, because it involves no ultraviolet rays, and the light is less intense.

Ultraviolet rays are responsible for much of the damage caused by sunlight.

Columbia Tan Spa also offers a variety of accelerators and products designed to make the tanning experience safer and quicker.

Presently, Columbia Tan Spa has several specials.

Interested clients can tan for an unlimited amount of time for a month for \$45.

"With that special, people can come back every day if they want to," Bruitt said.

For those who don't need an entire month, a two-week unlimited-session plan can be purchased for \$25.

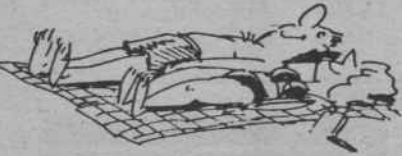
One USC student who visited a tanning bed several years ago found the tanning beds relaxing, but expensive at the time.

"It was really nice to just lie there, listen to music, and do nothing. Prices have really dropped recently, too," she said.

According to Bruitt, most clients come every other day, but it depends on the individual and skin type.

Columbia Tan Spa is owned by John Hicks, who acquired the business approximately six months ago. The company has been in business for around two years.

Columbia Tan Spa offers seven tanning beds for the convenience of its customers.



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