



BRAND OVERVIEW

Million Dollar Tan's owner and CEO Lindsay Dickhout spent years searching for the perfect sunless tan. Knowing that she wanted a true alternative to sun tanning and not willing to accept options that left skin more orange than tan, Lindsay worked closely with top chemists to develop her own revolutionary sunless tanning system and professional tanning solution. She wanted to create a brand that would make a difference in the way people tanned, without damage from the sun and tanning beds. Her determination to create a professional spray tan that made sunless tanning flawless and easy came to life in 2003 with the first Million Dollar Tan Sunless Tanning and Day Spa!

This large ultra-spa served as the flagship spa for Million Dollar Tan and soon topped every Orange County list of the most popular salons and spas. Million Dollar Tan established a cult following as avid tanners were introduced to the innovative spray tanning system developed by Dickhout. As the industry continued to grow and tanners became more accustomed to spray tanning, Million Dollar Tan exploded, with thousands of salons and spas across the country adding Million Dollar Tan professional spray tans to their list of services.

By 2005, Million Dollar Tan's success led Lindsay back to the lab to create a line of at-home products, giving consumers everywhere the ability to achieve a flawless sunless tan in the comfort and convenience of their own home. Million Dollar Tan products are never streaky, sticky, orange or smelly and only use the highest quality, natural ingredients to guarantee that they are the best products on the market. Not only do these products provide a beautiful glow, but each product is also fantastic for skin health. Filled with anti-aging ingredients to increase collagen production, smooth fine lines, and provide UV defense, these products work just as hard as prestigious skincare brands. The Million Dollar Tan at-home product line is so user-friendly that it now accounts for over 80% of the Million Dollar Tan business.

Equipped with over a decade in the sunless tanning industry, the Million Dollar Tan team is dedicated to educating customers not only on achieving the perfect sunless tan, but also on the importance of sun safety and skin health. This team, along with top chemists in the industry, successfully developed a line of products that achieve what was once thought to be impossible – a completely natural looking tan, that lasts at least a week and fades evenly, all from a bottle!



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million
dollar ♥ tan



Lindsay Dickhout
Brand Owner and CEO

A Southern California native, Lindsay Dickhout was born to be bronze. After spending years searching unsuccessfully for the perfect sunless tan, Dickhout decided to take matters into her own hands and create her own line of sunless tanning products that were fabulous, flawless and fun. The first Million Dollar Tan spa opened in 2003 featuring a revolutionary spray tanning system and her custom-designed tanning solution. While the Million Dollar Tan professional spray tan quickly became a favorite of Hollywood's elite, Dickhout learned that customers also wanted an option to apply their sunless tan at home and achieve the same professional results. They wanted formulations they could trust without a complicated application method.

Dickhout took her experience in the professional tanning industry and began working closely with her team of chemists and cosmetic engineers to create sunless tanning products that left skin looking naturally tan, without the smell or mess of traditional sunless tanning brands. The Million Dollar Tan consumer products launched in 2005 and have been a cult favorite in the industry ever since! With 13 years in the industry and more than 3,000 professional accounts in 34 countries, Lindsay Dickhout has mastered the perfect sunless tan and is dedicated to providing her loyal fans with the latest and greatest innovations.

When Dickhout is not talking tanning, she is talking about giving back. In 2007, Lindsay started "The Happiness Project," a non-profit organization to help homeless children in Orange County. Together with her team at Million Dollar Tan, Dickhout has supported thousands of underprivileged children in Orange County. Together with her team at Million Dollar Tan, Dickhout has supported hundreds of underprivileged children in the local community with school and home needs to help pave their way for a successful future.



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