

BestSelfTanner.org to Publish List of Most Reputable Brands in the Industry

BestSelfTanner.org has said that it will be revealing the best brands in the tanning industry.

November 18, 2016 (FPRC) -- Cosmetics info-hub bestselftanner.org has said that it'll be launching a quarterly list of the best brands in the industry. Bestselftanner.org is a top niche site that reviews tanners and other cosmetics products from scores of providers. The organization also publishes volumes of useful information regarding the proper use of cosmetics product and makeup. This comes at a time when tanning fans are usually confused what product to go for, usually because there's such a staggering variety available out there.

Over the last few years, the global cosmetics industry has seen a tanning craze spread like a bushfire, infecting teens and young adults in cities from Sydney to Vancouver. In the past, people used to sit in the sun in order to get a sexy bronzed tan. But the American Cancer Society has repeatedly warned that sunbathing is one of the leading causes of skin cancer. As a result, the majority of users in the tanning market are tanning to sunless tanners that do not pose serious health concerns. This group of users can use self-tanning lotions, tanning beds or spray tanning to accomplish their desired results. However, there has also been increasing concerns about the health hazards of tanning beds, which also operate using the same UV rays that make sunbathing dangerous.

BestSelfTanners.org helps tanning fanatics make more informed decisions when it comes to choosing a tanning method, or selecting a preferred brand. The nonprofit has authored dozens of eBooks over the last couple of months, most of which have been made available for free on various content sharing platforms. In the new move, the platform has said that it's looking to run a regular listing that will point up top brands based on merit. Jane Humphrey, an outbound communication, and marketing coordinator at bestselftanner.org, has said that the nonprofit has already compiled a list of metrics that will be used. To start with, brands will be evaluated based on the ingredients used to create their products. Apparently, companies that focus more on organic and natural ingredients will earn more points. Other important metrics to be used include product efficiency, customer service, and consistency, to name a few.

"BestSelfTanner.org has decided to publish quarterly listings of the best brands in the self-tanning industry. We will be focusing on companies across the United States, Europe, and other areas. Our goal is to create a highlight of reliable brands and products that self-tanning fanatics around the world can count on. We will be relying on a number of metrics, including consistency, eco-friendliness, customer service and much more. Our organization is committed to skin health, and we are going to do a thorough job to see that prominence is assigned to brands that actually deliver for the user. The first listing can be expected soon before the end of December. Keep it live as we seek to identify the true champions of the self-tanning niche," said Ms. Humphrey.

Contact Information

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Keywords

bestselftanner.org

[choosing a tanning method](#)

[American Cancer Society](#)

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