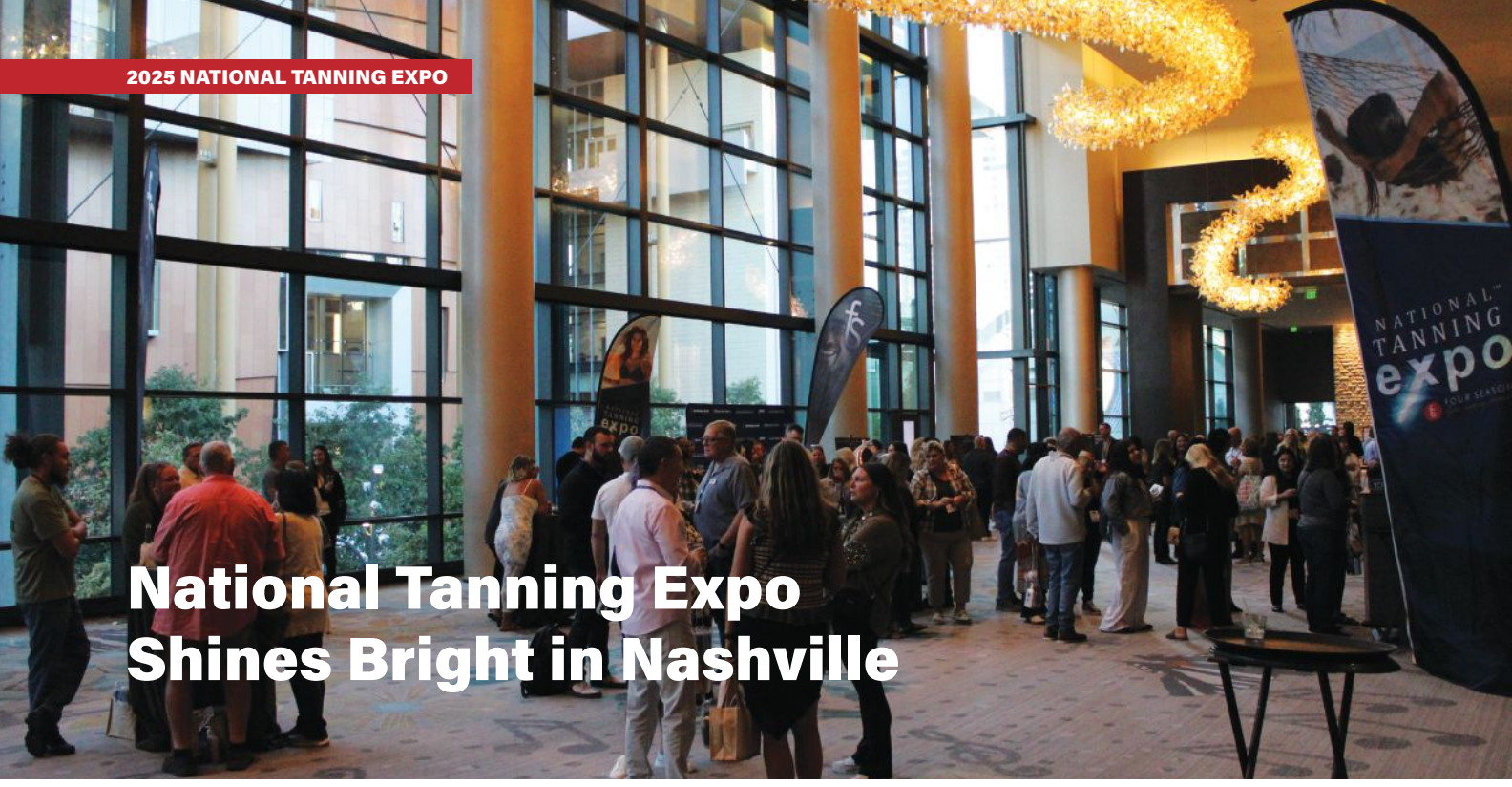


National Tanning Expo Shines Bright in Nashville

Record Attendance, Engaging Education, and Momentum Define This Year's Event

THE 2025 NATIONAL TANNING EXPO, hosted by Four Seasons Sales and Service, returned to Nashville with its best event yet, drawing salon owners, manufacturers, and industry leaders from across the country for two days of education, networking, and innovation. Held at the Omni Nashville Hotel for the first time, this year's expo delivered a vibrant experience that attendees praised for its spacious layout, seamless flow, and inspiring atmosphere.





From certification courses and brand presentations to business strategy sessions and live equipment demos, the National Tanning Expo once again proved why it remains the premier event for tanning professionals. Sunday's schedule was filled with certification and product training from Smart Tan, New Sunshine, Norvell, and Devoted Creations, followed by the always-popular VIP Welcome Reception, which opened the show floor in high spirits.

On Monday, the exhibit hall buzzed with energy as attendees explored the latest innovations in products and equipment. KBL and Ergoline offered live tanning demonstrations, while others showcased an array of tanning and skincare products, along with spa technologies that reflect the industry's growing embrace of wellness diversification.

A full slate of classes and presentations kept attendees engaged throughout the event.















Sunday, October 19

TRAINING & CERTIFICATION DAY

- **Smart Tan Certification Training**
- **Norvell Core Sunless & Hands-On Skill Training**
- **Inside the Glow: 2026 Devoted Creations Sneak Peek – Your Future Profits Start Here**
  Makayla Thomas, Alex Zeedyk, Gracie Cale, Savannah Cooper – Devoted Creations
- **UV&A: Ask JWNA Anything**
  Brendan McCarthy – JW North America
- **2026 New Sunshine Product Overview**
  Jess Snider, Katelyn Goeke, Kylie Sinclair – New Sunshine, Inc.
- **New Sunshine Sales Pro Certification**
  Jess Snider, Katelyn Goeke, Kylie Sinclair – New Sunshine, Inc.
- **Bronze Novice Spray Tan Certification Training**
  Megan Gordon – Four Seasons Sunless Specialist
- **Norvell Master Evaluation Appointments**
- **The Business of Recovery and Longevity**
  Lisa Semerly – Halotherapy Solutions
- **Client Conversations That Count**
  Jess Snider, Katelyn Goeke, Kylie Sinclair – New Sunshine, Inc.
- **Beautiful Tans & Better Rebates**
  Greg Jordan – Tan Incorporated
- **VIP Welcome Reception (5:00 PM) –** Broadway Pre-Function West
- **Welcome Reception (6:00 PM) –** Exhibit Hall

The event closed with an Industry Panel Discussion and a special update from the American Suntanning Association (ASA) delivered by Executive Director Joe Levy, reinforcing the industry's continued unity and forward momentum.

The sense of camaraderie was palpable throughout the event. Vendors and salon professionals alike praised the move to the Omni as well as the event's perfect balance of education, networking, and fun.







With record attendance and rave reviews, the National Tanning Expo continues to set the standard for professional education and innovation in the tanning and beauty industry. Plans are already underway for next year's event, which will once again unite the industry under one roof to share ideas, explore new opportunities, celebrate successes, and gear up for even bigger and better things to come.



Monday, October 20

EDUCATION & EXHIBIT HALL

- **Welcome Address –** *Melissa Gallion, President, Four Seasons* and *Jerry DeVeney, Master of Ceremonies*
- **The Science and Business of Light Therapy** *Jerry DeVeney – Sun Force; Bill Pipp – Tanning Supplies Unlimited | KBL*
- **The Domino Effect of Commissions** *Tara Sanders – Touchable Tans*
- **Understanding Managerial Accounting to Help You Be More Profitable** *Dion K. Borkowicz – Lectric Beach Wellness & Sun Clubs*
- **Marketing: Who's the Real Superstar** *Emmett Slone – EmmettSlone.Media*
- **Retail Reimagined: Visual Merchandising & Display Techniques** *Jess Snider, Katelyn Goeke, Kylie Sinclair – New Sunshine, Inc.*
- **The Bronzed Blueprint: Sales + Marketing Tactics That Work** *Alexandria Orr – Bronzed by Ali*
- **Designing Your Dream Salon: Envision, Drawing, Reality** *Paul Manke & Eric Matras – Tanning Supplies Unlimited | KBL*
- **How Well Is Your Wellness Doing?** *Brandon Cardinal – Innove Beauty & Wellness*
- **Making Money with "Real" Red Light Therapy** *Justin Warren – Smart Tan*
- **American Suntanning Association (ASA) Update** *Joe Levy – Executive Director, ASA*
- **Industry Panel Discussion –** Closing Session

For more information about the National Tanning Expo, contact Four Seasons at 800-325-2769 or ***fstanning.com***