

# Why people keep coming back to Tanology Spray Tan and Beauty Bar

Some places feel routine. Others feel like part of getting ready. Tanology Spray Tan and Beauty Bar sits somewhere in between, and the reason becomes clear the moment the door opens.



*Owner, Lindy White, greeting customer at the front desk*

The space is hard to miss. Everything is pink, from the lobby to the small details on the walls. It is bright without feeling overwhelming, and it feels put together in a way that makes sense for the kind of experience it offers. Music plays in the background, people move in and out of appointments, and the front desk keeps everything moving without making it feel rushed.

The tone is set right away. Clients are greeted as they walk in, and questions are answered before any service begins. Lindy, the owner, is present and involved, which stands out. That kind of interaction makes the space feel more personal. It does not feel like walking into a place where you are expected to already know what to do.

Throughout the space, instructions are posted where clients can easily see them. Prep steps, aftercare and reminders are not hidden or rushed through. They are part of the environment. That

matters, especially for someone new. It removes the pressure of having to remember everything at once and makes the process easier to follow from start to finish.



*Tanology employees will help walk you through the steps of a spray tan*

The pace of the space says a lot, too. Some clients move through quickly, clearly familiar with the routine. Others take a little more time, asking questions and listening closely. Both are handled the same way. There is no shift in tone, no sense that one type of client matters more than another. That consistency is part of what keeps people coming back.

It is also where the difference shows in the results. The goal is not to give everyone the same look. It is to create that natural, even glow that fits each person. The conversations before appointments are short, but they shape the outcome. Skin tone, timing and past experiences all factor in. That attention to detail is what people are driving for, whether they are coming from nearby counties or crossing the Georgia state line.



*Owner, Lindy White, and employee, Amanda Lesniak, holding spray tan guns*

That kind of consistency builds trust over time. It is reflected in how clients talk about the space and how often they return. It also shows up online. The content mirrors what happens in person. The results look the same, the tone is consistent and nothing feels exaggerated. In a college town, where people rely on recommendations, that matters. [Auburn-Opelika Tourism](#) highlights how much local businesses depend on that kind of visibility and connection.

The process itself is simple to work into a schedule. Booking is quick, and expectations are clear through [Tanology's website](#). Clients know what they need to do before they come in and what to expect after they leave. Resources like the [Skin Cancer Foundation's guide to sunless tanning](#) reinforce how preparation affects results, which is something Tanology makes part of the experience.

There is always something going on, whether it is a formal, a game day or something smaller that still matters. People want to feel ready when they walk into it. A spray tan is a small part of that, but it changes how someone feels. That natural, even glow adds confidence without making anything complicated. It is also considered a safer alternative to UV exposure, according to the [U.S. Food and Drug Administration](#), which makes it an easy choice for many clients.

Tanology stands out because the experience is consistent at every step. The space, the people and the process all line up. It is easy to trust, and it delivers what people are looking for. That is why clients are willing to drive for it, and why they keep coming back.

## **The Auburn Plainsman**

**Writer:** Katelyn Smith (Lifestyle Editor)

**Why this is a strong fit:** The Auburn Plainsman regularly covers student life, local businesses, and “where Auburn goes” features. Tanology fits directly into that content because it is tied to student routines like formals, recruitment, and game days.

**Email:** kes0211@auburn.edu

**Staff directory and contact page:** <https://www.theplainsman.com/page/contact-us>

**Pitch Angle:** A feature on why students and out-of-town clients travel to Auburn for Tanology, and how it has become part of the “getting ready” culture.

## **Living and Local**

**Creator:** Hope Nunnelley

**Why this is a strong fit:** Her content focuses on local businesses, aesthetics, and lifestyle recommendations in the Auburn-Opelika area. Tanology matches her audience perfectly, especially with its visual branding and strong local following.

**Email:** livingandlocal@gmail.com

**Public business contact listed in Instagram bio:** <https://www.instagram.com/livingandlocal>

**Pitch Angle:** A visual “get ready with me” style feature highlighting Tanology as a go-to stop before Auburn events.

## **AL.com**

**Writer:** Mary Colurso (lifestyle and Alabama culture reporter)

**Why this is a strong fit:** Covers Alabama lifestyle trends, unique businesses, and regional culture. A story about people traveling across counties and state lines for a spray tan fits her feature style.

**Email:** mcolurso@al.com

**Author page and bylines:** <https://www.al.com/staff/mcolurso/posts.html>

**Pitch Angle:** A broader lifestyle story about how Tanology has built a regional following and why clients travel for consistent results.

## **PITCH 1 – AUBURN PLAINSMAN**

TO: kes0211@auburn.edu

SUBJECT: Why people are driving hours for this one beauty stop

Hi Katelyn,

Ahead of major Auburn events like formals, recruitment and graduation, many students are building the same stop into their routine: Tanology Spray Tan and Beauty Bar. During a recent visit to the Auburn location, it stood out how many clients were not just local. Several mentioned driving in from surrounding Alabama counties and even across the Georgia state line just to book an appointment.

What is pulling them in is consistency. Tanology has built a reputation for delivering a natural, even result that fits each client, along with a process that feels easy to follow, even for first-time visitors. That reliability has made it part of how students prepare for big moments on campus.

This could make a strong lifestyle feature on how one local business has become tied to Auburn's "getting ready" culture and why people are willing to travel for it.

Would you be interested in covering this? I would be happy to share more details or connect you with the business.

Best,  
Mali Cofield

## **PITCH 2 – LIVING AND LOCAL**

TO: hope@livingandlocalal.com

SUBJECT: This Auburn spot people travel for before every event

Hi Hope,

There is a consistent stop many people are making before events in Auburn, and it is drawing clients from well beyond the area. Tanology Spray Tan and Beauty Bar has become a go-to before game days, date parties and graduation photos, with people traveling in from nearby counties and even crossing the Georgia state line to book appointments.

After spending time in the space, it is clear why. The experience is simple, the branding is strong and the results are consistent. Clients come in knowing they will leave with that natural, even glow that fits what they are getting ready for. The bright pink interior and steady flow of appointments also make it a strong visual fit for your audience.

This could work well as a feature highlighting where people go before events in Auburn and why Tanology has become part of that routine.

Would you be open to featuring it? I can share more details or help coordinate a visit.

Best,  
Mali Cofield

### **PITCH 3 – AL.COM**

TO: mcolorso@al.com

SUBJECT: Auburn business drawing clients from across state lines

Hi Mary,

A locally owned business in Auburn is building a regional following, with clients traveling from across Alabama and into Georgia for a service that is usually easy to find closer to home. Tanology Spray Tan and Beauty Bar has become known for delivering consistent, natural-looking results, and that reputation is bringing people in from well beyond the immediate area.

During a recent visit, multiple clients shared that they regularly make the drive for appointments, especially ahead of events like graduations, weddings and game days. In a space where results can vary, Tanology's consistency has set it apart and fueled its growth through word-of-mouth rather than traditional advertising.

This could be a strong feature on how a small business has expanded its reach by focusing on experience and reliability, and why clients are willing to travel for it.

Would you be interested in covering this story? I would be happy to provide additional details or connect you with the business.

Best,  
Mali Cofield



Instagram Grid



**Caption:** Smooth results start with the right technique.

Professional waxing is all about precision, high-quality products, and proper skin prep to minimize irritation and leave skin consistently smooth. It's a cleaner, longer-lasting alternative to shaving.

Book your appointment and feel the difference for yourself.



**Caption:** Where relaxation meets results.

The Glo2 Facial goes beyond the surface, boosting oxygenation, exfoliating, and infusing nutrients for skin that looks instantly refreshed and continues to improve over time.

Experience it for yourself and book your Glo2 Facial.



**Caption:** A flawless glow, done right.

Our spray tans are customized to your skin tone and preferences, giving you a natural, even finish without streaks or orange tones. Perfect for events or just feeling a little more put together.

Reserve your spray tan and get your glow exactly how you want it.



**Caption:** Customized skincare that works with your skin, not against it.

Every facial is built around what your skin actually needs, from hydration and acne care to anti-aging and brightening treatments. No two appointments are the same.

Book your custom facial and let us create the right plan for you.



**Caption:** Your glow doesn't stop at the treatment room.

What you use at home is just as important as what we do in the studio. The right products help maintain your results, extend your glow, and keep your skin on track between visits.

Stop in and let us help you build a routine that works for you.



**Caption:** The products behind every perfect finish.

These are the formulas we trust in every service, designed to prep, treat, and maintain your results long after you leave. Professional-grade products make the difference you can see and feel.

Come in and shop our favorites or ask us what we recommend for your skin goals.