

A close-up photograph of a young woman with long blonde hair and bright blue eyes, smiling broadly. She is wearing a white, textured knit winter hat. The background is slightly blurred, showing a warm orange light source on the left.

STYLE

EVERYBODY'S DARLING

megaSun P9
designed by Studio F. A. Porsche

MEGASUN WORLDWIDE

SMARTSUN, Hamburg
Snow Capped, Taiwan

POWER OF THE SUN

New studies about positive
effects of the sun

N° 2 · 2019

”

IMAGINATION
IS MORE IMPORTANT
THAN KNOWLEDGE —
BECAUSE KNOWLEDGE
IS LIMITED.

ALBERT EINSTEIN

“

DEAR READERS



Climate protection, CO₂, Friday's for Future, Greta - all topics that have been occupying us for weeks and that probably raise questions for most of us. Who's right? A government that wants to promote electric cars, or the critics who claim that more CO₂ is created during battery production than is later saved? For us as "laypeople", it's very difficult to form an opinion.

This is not the case with opinions about our new P9. All owners who can already call a

P9 their own agree: there has never been anything better. Our customers love this solarium designed by Studio F. A. Porsche, which is also proven by the occupancy figures. Read more about this from page 10 on.

On page 17 we present to you our new website. Have you already taken a look?

I hope you enjoy reading this brand-new, jam-packed magazine.

Yours sincerely,

Jens-Uwe Reimers

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IMPRINT

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IT ALL STARTS WITH A DREAM



Designed to fascinate: With the Matrix Lightshow, the P9 sets new design standards. And convinces with features that leave nothing to be desired. For an unforgettable solarium experience.



SUNSHINE
MEETS DESIGN

Solarium design in the footsteps of the iconic Porsche 911. Impressive technology and breathtaking design in perfect symbiosis. People all over the world are fascinated by the myth that is Porsche. Therefore, it was our dream to collaborate with Studio F. A. Porsche on an ambitious project of a new solarium design. To bring form and functionality together in perfect harmony. This dream has now come true: With the P9 series, KBL presents a world first in close collaboration with Studio F. A. Porsche that sets new design standards for solariums. The P9 combines an elegant form with outstanding technical performance. Innovation that captivates customers. And at the same time, an homage to what energises and inspires us all: the sun.



A STARGAZING LIGHTSHOW.

Eye-catcher and fascinating appearance.

From the first moment, the P9 captivates with its Matrix Lightshow. Over 2400 individually controllable special LEDs create extraordinary light animations in shape and color. As a standard, the P9 comes equipped with a wide variety of lightshow programs.



TOTALLY WIRELESS.

A world first in the P9 by KBL: Wireless charging for all suitable smartphones as a perfect addition to the Bluetooth function. Customers simply place the device on the corresponding icon and the smartphone immediately starts charging during the tanning session. Without any annoying cables.



SOUND ON.

A real design highlight: A sound system in perfect symbiosis. First-class comfort that meets the highest standards.



PERFORMANCE LEADER.

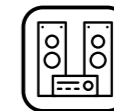
Performance that leaves nothing to be desired: Intensive sunlight and skin-soothing beauty light for face and décolleté, specifically adjusted to work hand-in-hand and available in two variants. In addition, four spectral combinations in the body area. With Beauty-Boosters optimally spread out from head to toe.



Matrix Light



Wireless Charging



Sound System



Glass Facial System

more features



Intelligent Control System



Easy Control



Beauty Booster HyperRed



X-Tra Tan



Mega Voice



Bluetooth



Aqua Cool



Aroma



Air Condition

EVERYBODY'S DARLING

Customers love the P9. You can see and read some impressions here.

“ We have had fantastic feedback from our clients and the P9 is turning out to be our busiest bed. With the new P9, KBL have literally raised the bar beyond all expectations. The P9 is simply pure quality.

Jamie, The Tanning Rooms – Sevenoaks, UK

“ We’ve been using our two P9 extraSun since August in our Hamburg sun studio *Hello Sunshine*. These extraordinary solariums are real eye-catchers and our customers absolutely love the tanning results they get from them. I can only recommend the purchase of a P9 to any sun studio operator.

Jan Seute, Hello Sunshine – Hamburg, DE

“ *SunWorld Solarium* always manages to inspire me as a customer, but with the P9 they have completely exceeded themselves!

Succinct customer feedback from Andy Allenspach, SunWorld Solarium – Kreuzlingen, CH

“ The matrix lightshow and design of the P9 sets it a million miles apart from any other bed on the market and it brings a whole new feel to tanning. Customer are simply amazed and wouldn’t go anywhere else.

Stacy Hopper, Glo&Go – Carlisle, UK





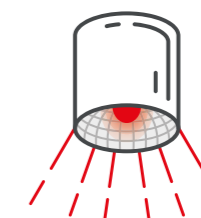
OUR CONCIERGE SERVICE FOR YOUR P9

For design inquiries for P9 promotional materials, please contact us at:
p9marketingsupport@kbl.de

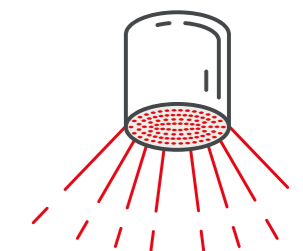
BEAUTY BOOSTER HYPERRED



THE NEW GENERATION OF RED LIGHT LEDs — ESPECIALLY DESIGNED FOR THE P9.



Beauty Booster



Beauty Booster HyperRed

With the help of a new chip set and an improved lens we've improved the effectiveness of our Beauty Booster by a further **16%**. In addition to an **increase in performance**, we've also succeeded in optimising the illumination image by means of special diffusing lenses. This advance is now available in **all current megaSun solariums and collariums** and guarantees an optimal result.

BLOOD PRESSURE-REDUCING UV RAYS

According to a study by the universities of Southampton and Edinburgh in the UK, sunlight influences the amount and release of the messenger substance nitric oxide (NO) in the skin and its transfer into the blood. NO in turn regulates blood pressure, relaxes the blood vessels, lowers blood pressure and thus the risk of heart attacks and strokes.

And with these findings, the authors warn yet again against an excessive “fear of the sun” and an over-the-top use of sun protection products.

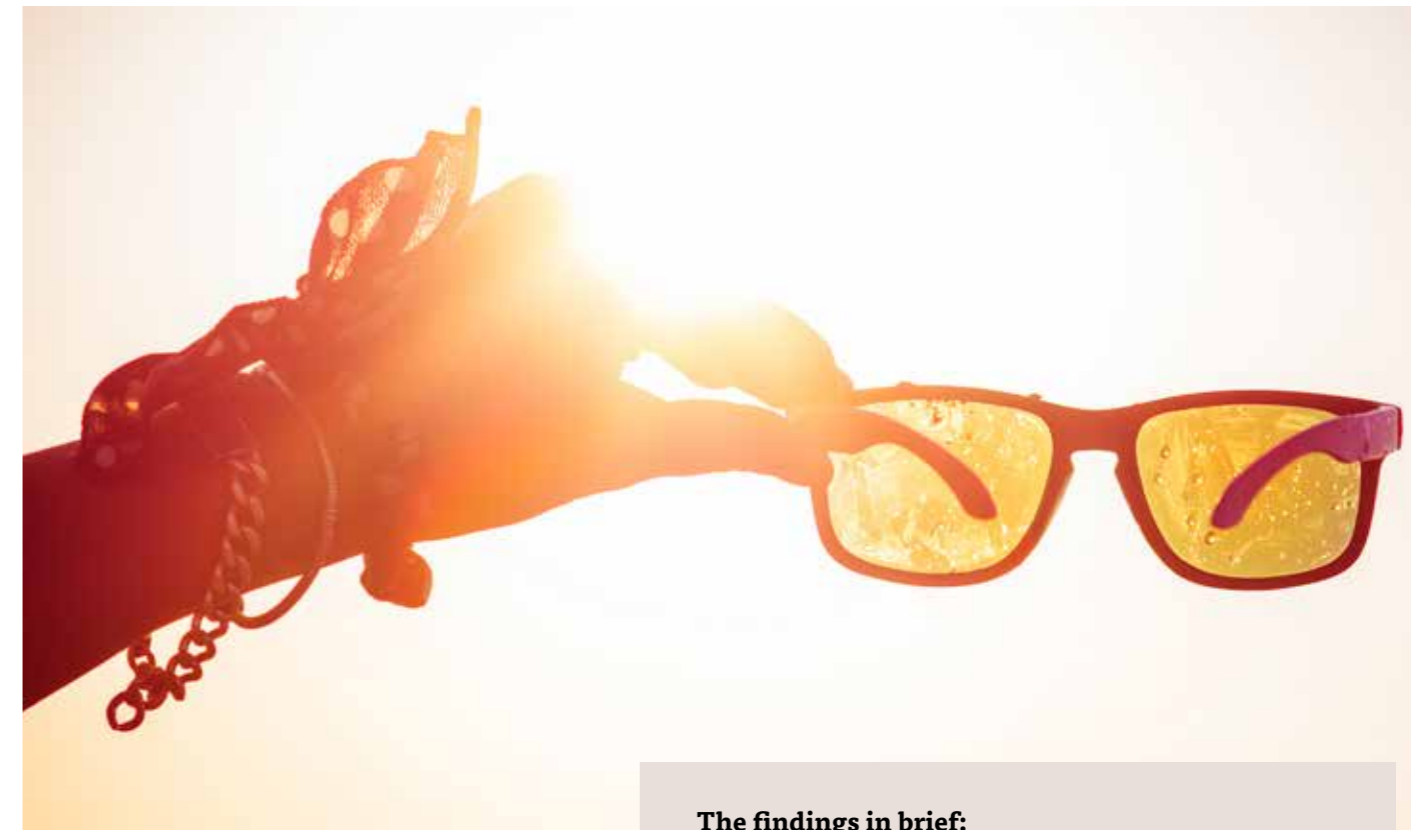
In the experiments, 24 healthy women and men were irradiated with UV-A light at a solarium for two periods of 20 minutes.

Result: The UV-A rays activate the metabolism of the nitrogen oxides that are present in abundance in the epidermis and thus increase the NO-level in the

blood and lower the blood pressure, without influencing the vitamin D level (UV-B radiation would be necessary for this).

Prof. Martin Feelisch, one of the authors of the study: “Our results are of considerable importance for the debate about the health effects of sunlight and the role of vitamin D in this process. It’s time to reassess the opportunities and risks of sunlight – even beyond vitamin D – for human health. It is undoubtedly necessary to avoid excessive sun exposure and thus the risk of skin cancer. But avoiding tanning unnecessarily increases the risk of cardiovascular disease.

We’re convinced that the NO metabolism in the skin, triggered by sunlight, is an important, previously overlooked factor in the health of the cardiovascular system”.



The findings in brief:

The more sunny, the less pain!

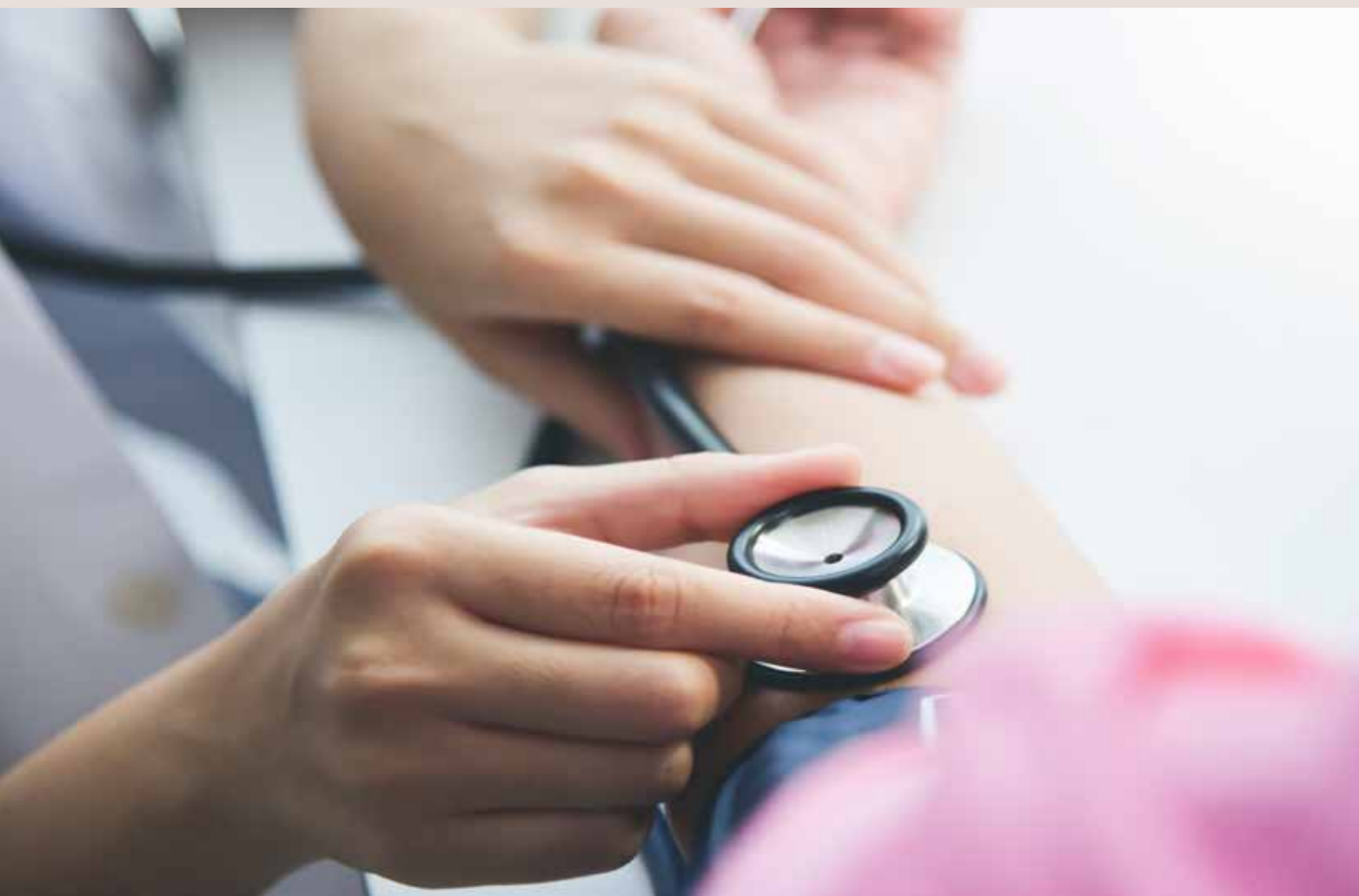
In an experiment with the UV irradiation of fibromyalgia patients at a commercial solarium in the same year, scientists from the US University of Wake Forest achieved amazing results compared to a control group that was also treated at the solarium, but without a UV amount. Not only was an improvement in pain already apparent within the first two weeks, but also an almost three-times-improved overall condition and a more relaxed, brighter mood among the participants with UV irradiation compared to the participants who had been irradiated without UV.

The following six weeks of UV irradiation led to a further – albeit less spectacular – relief of pain in the UV irradiated patients compared to the control group. Thereafter, further irradiation with UV light didn’t result in any additional improvements for the UV group.

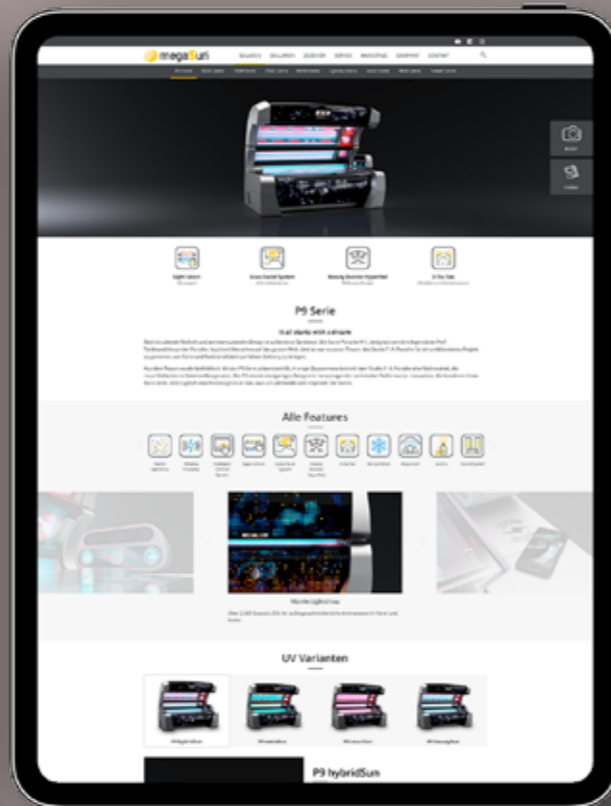
However, the evidence was clear: UV light from a sunbed helps, even against the persistent pain of fibromyalgia.

PAIN REDUCE

In a pilot study at the Indian Medical University of Gujarat, patients with the chronic pain condition fibromyalgia reported a greater short-term decrease in pain after UV irradiation compared to non-UV irradiation. At the same time, the frequency of headache, migraine and fibromyalgia in regions with differing degrees of solar radiation and thus different levels of vitamin D in the population were examined.

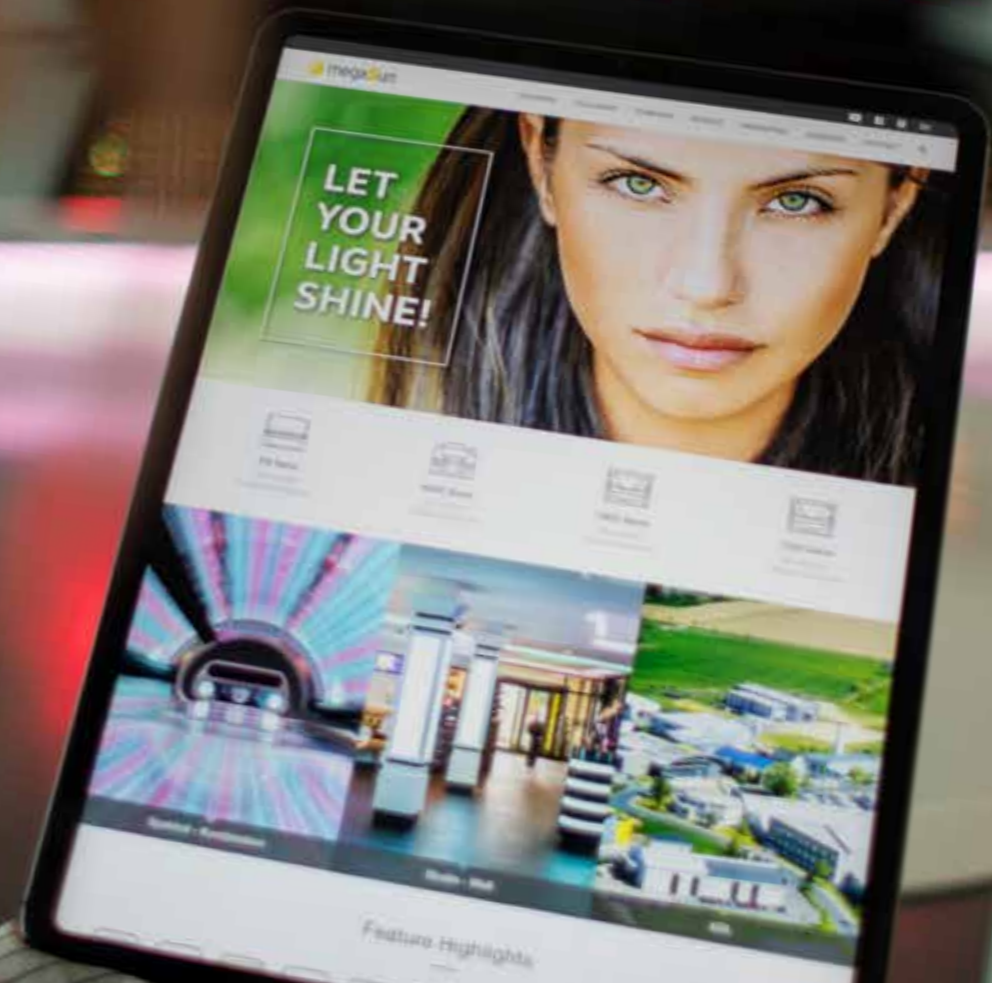
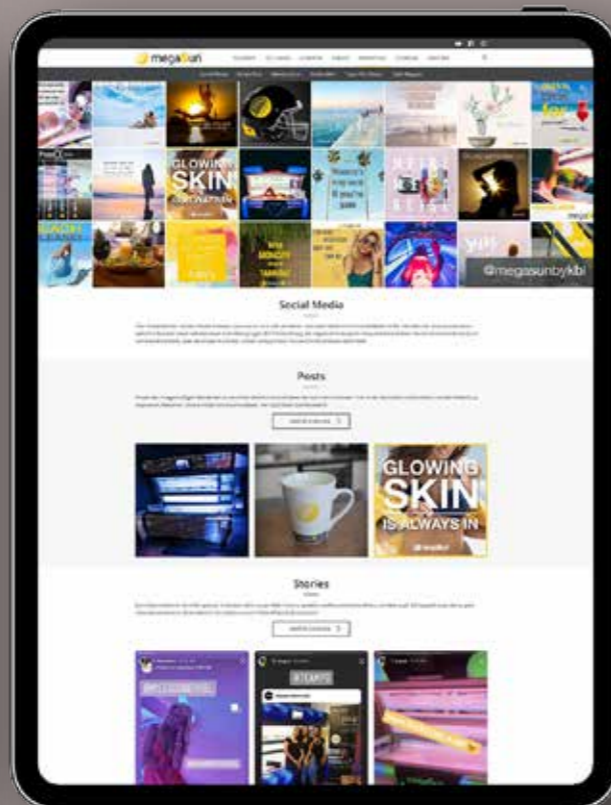
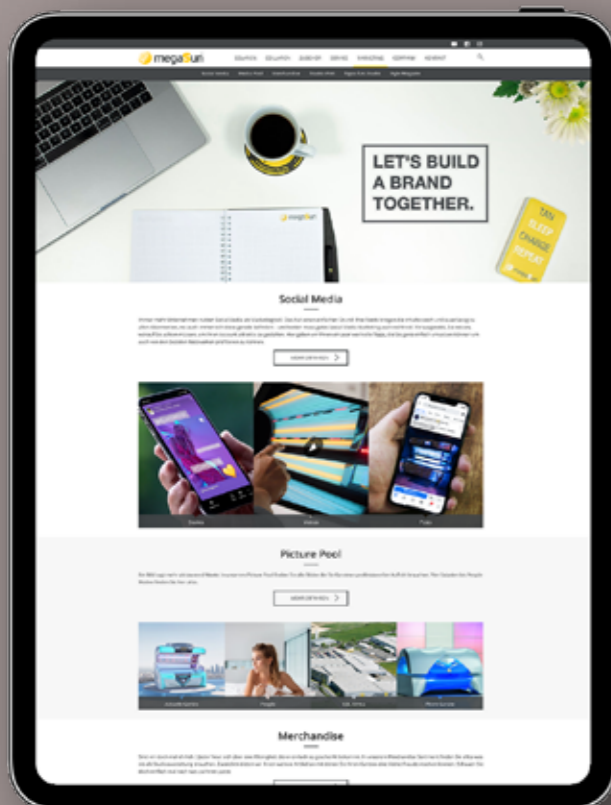


 www.megaSun.de



DIGITAL UPDATE

Our new website has now been online since 27 September 2019.
Go and have a look and be inspired.
We hope you enjoy using it.





SMARTSUN, Hamburg

An interview with Stefan and Tim Kraul, the owners of four solariums in Hamburg.



HOW LONG HAVE YOU BEEN IN THE INDUSTRY FOR?

My brother and I celebrated our 20th anniversary this year. That's why we've known our industry now for a few winters and hot summers. In other words, we've experienced business highs and lows during this time. But today we're happier than ever.

WHAT'S THE KEY TO YOUR CURRENT BUSINESS SUCCESS?

It isn't easy to put it in just a few words. First and foremost is certainly our enthusiasm for what we do. We always try to stay up to date. There are also our modern studios, the mix of UV, beauty light and figure areas and a good club concept like the SunUp, diverse

marketing, annual investment in new equipment and technology, staff and specialist training, and compliance with the UVSV (the UV Protection Regulation). In recent years we've found that customers today are prepared again to spend more money on quality. We



worldwide



OUR TIP FOR THE INDUSTRY:

We would like to encourage you to invest into your business with new equipment and remodelings. These changes result in the opportunity to raise the prices which creates a faster return of investment. We are aiming for a better acceptance and regaining the trust of our customers and the legislation, to achieve that we have to take that matter into our own hands. Another important part is to stay within the regulations of the 0.3 directive. If everybody stays within this circle there has to be no fear for additional regulations.

want to offer a good and professional overall product and inspire our customers with it.

This will result in a bright future for our great industry.

HOLIDAY FEELING

Your holiday — deserved and long awaited. Whether in Spain, Germany or the Caribbean, one of the desired outcomes is a nice crisp tan. You feel good, healthy and beautiful. Of course you want to hold on to this feeling for as long as possible. Especially when our days and sunshine hours are getting shorter again, we long for a little holiday feeling.



PRESERVING YOUR SUN TAN

The upper skin layers contain skin cells enriched with melanin (the pigment that causes our skin to tan). Our skin is structured in such a way that the top layer of skin is renewed approximately every four weeks. The drier and more stressed the skin, the faster this process is.



THE SOLARIUM

You can also preserve your tan longer by visiting a solarium. As a result, the melanin content in your skin is constantly renewed and kept high, so that you can continue to have a tanned complexion. We recommend going to the solarium once a week to get a nice tan and raise your vitamin D levels as well. *More about this on page 33.*



USE CREAM! USE CREAM!

The first rule for a lovely tan! The healthier and more moist the upper skin layer is, the better the tan is preserved and the natural processes are slowed down a little.



NUTRITION

In addition to applying externally, it is also possible to work from the inside out and include certain foods in your diet that have a positive effect on skin colour. These include spinach, chilli, red peppers and carrots. Carotene in particular is known to colour the skin. Completely healthy and without any chemicals. Drink freshly squeezed carrot juice every day to give your skin more colour. One glass a day is quite sufficient to “preserve” your summer tan for longer.

LET YOUR LIGHT SHINE!

A BRAND EVOLVES

LET YOUR LIGHT SHINE – A HOMAGE TO THE SUN

The megaSun brand has evolved. From the Sunshine Company to the Beauty and Health Company, today with "Let your light shine" we're putting more people than ever at the centre of all our thoughts and actions. In the past few decades, unique solariums and collariums have been created, which have reached their peak for now in the design of the P9 from the renowned Studio F. A. Porsche. The biopositive effects of the sun and our solariums bring a smile to the faces of all users and sun worshippers.

Radiate joy and enjoy life!

7800 α SERIES

SUN AND BEAUTIFUL SKIN
JUST AS YOU WISH.



ALSO AVAILABLE AS
7000 α
WITH 46 LAMPS

The new 7800 series embodies contemporary style and follows the principle of sensual clarity — and that with astonishing ease. Leading the way, 50 lamps ensure more performance and seventy HyperRed Beauty Boosters a freshness boost to the face, décolleté and legs. You can choose from four

spectral variants: hybridSun, extraSun, smartSun and beautySun. The whole concept is rounded off by numerous comfort features and the Intelligent Control System, which leaves nothing to be desired for your customers.



7800 α hybridSun

Direktbräune	1	2	3	4	5	6	7	8	9	10
Pigmentaufbau	●	●	●	●	●	●	●	●	●	●
Hautpflege-Faktor	●	●	●	●	●	●	●	●	●	●
Vitamin-D-Bildung	●	●	●	●	●	●	●	●	●	●



7800 α beautySun

Direktbräune	1	2	3	4	5	6	7	8	9	10
Pigmentaufbau	●	●	●	●	●	●	●	●	●	●
Hautpflege-Faktor	●	●	●	●	●	●	●	●	●	●
Vitamin-D-Bildung	●	●	●	●	●	●	●	●	●	●



7800 α smartSun

Direktbräune	1	2	3	4	5	6	7	8	9	10
Pigmentaufbau	●	●	●	●	●	●	●	●	●	●
Hautpflege-Faktor	●	●	●	●	●	●	●	●	●	●
Vitamin-D-Bildung	●	●	●	●	●	●	●	●	●	●



7800 α extraSun

Direktbräune	1	2	3	4	5	6	7	8	9	10
Pigmentaufbau	●	●	●	●	●	●	●	●	●	●
Hautpflege-Faktor	●	●	●	●	●	●	●	●	●	●
Vitamin-D-Bildung	●	●	●	●	●	●	●	●	●	●

BE BEAUTIFUL. BE STRONG. BE SMART. BE SPECIAL.

SKIN TYPES

SKIN TYPE*	1*	2*	3	4	5	6
DESCRIPTION						
NATURAL SKIN COLOR	reddish	very pale	pale with beige tint	light brown	brown	dark brown
FRECKLES/ SUNBORN SPOTS	many	several	few	incidental	none	none
NATURAL HAIR COLOR	sandy red	blond	chestnut / dark blond	brown	dark brown	dark brown
EYE COLOR	blue, grey	blue, green, grey, brown	blue, grey, brown	brown	brown	brown
REACTION TO EXPOSURE TO NATURAL SUN						
SKIN BURNING DEGREE	painful redness, blistering, peeling	blistering followed of peeling	burns sometimes followed by peeling	rare burns	very seldom	never with regular exposure to sun
SKIN TANNING DEGREE	never	scarcely any	to an average degree	quickly and intensely	very quickly and deeply	permanent suntan
ERYTHEMA THRESHOLD IRRADIATION	200 Jm ⁻²	250 Jm ⁻²	350 Jm ⁻²	450 Jm ⁻²	800 Jm ⁻²	> 1.000 Jm ⁻²

26 *Fitzpatrick: In case of doubt, a medical skin type determination should be recommended to the user.

**It is not advisable to use UV irradiation devices for cosmetic purposes and other applications outside of medical purposes.



ONLY THE ORIGINAL PROTECTS
YOU AND YOUR CUSTOMERS!



aquaCool
10L can
Art.-Nr.: 3300247620

CLOGGED NOZZLES? No thanks!

A BAD SMELL? No, please not that!

BACTERIA? No way!

Please order by calling
+49(0)26 8994 260
or your megaSun partner

POWER PLANT SUN

Over an extended period, Dutch researchers at the University of Amsterdam investigated how age-related disabilities changed in older participants with and without a vitamin D deficit. It turned out that the physical performance of the test subjects with a vitamin D deficiency decreased almost twice as fast over a period of three or six years as that of the group sufficiently supplied with the sunshine vitamin. The head of the research team, Prof Evelien Sohl, summarised the results in 2013:

“Obviously, a vitamin D deficiency in the elderly can accelerate their inability to cope with daily life on their own.”

The findings of a representative study (2) of the Dutch population in older age groups is even clearer: The sunshine vitamin makes you fit, improves your performance and also delays the ageing process.

Participants with a vitamin D level (serum 25-(OH)D) in their blood of more than 30 ng/ml showed significantly better fitness in various balance and performance tests. In addition, their performance capacity decreased less significantly over the three years than in subjects with lower levels of vitamin D3 in their blood.



Snow Capped, Taiwan

The wellness industry is booming in the Asian market. Unlike in Europe, however, a smooth paleness is considered the ideal of beauty here.



We're pleased to be able to give you a brief insight into a very successful new beauty company that has set itself the task of bringing red light therapy (collagen light) to Asia.

Snow Capped is a young company that introduced the first red light therapy in Taiwan. The owner Mrs Vivian Huang build on years of experience in the beauty industry and runs successful beauty salons and wellness centres in the Taipei area.

When investigating the latest trends, she came across the Pure-Beauty series from KBL. It was love at first sight.

“ I chose KBL straightaway because this company stands for innovation and German reliability. The sentence Quality Made in Germany applies exactly here, say the owner of Snow Capped. ”



with the service and expertise of both its partners.

Snow Capped is thinking ahead and already has three more stores planned in Taiwan which Mrs Vivian Huang also want to bring to fruition with the aid of Dionysos and KBL. She is proud of making the megaSun PureWhite brand better known in Asia.

With the PureWhite brand, she has created a product the like of which has never been seen in the Asian market before. It quickly became clear that this device would be perfect for the reopening of her studio. With eight devices, Snow Capped is simultaneously the largest studio for red light therapy in Asia by far.

KBL has a strong and experienced dealer Dionysos in the Asian market in the Hong Kong-based megaSun, and Snow Capped is more than satisfied

megaClean

by KBL

plus



megaClean plus

Liquid concentrate
Art.Nr.: 3010141502
1L 49.90 €*

The ready-to-use solution costs
0,74€ per liter

Spray bottle

Empty bottle with
foam-spray-nozzle
Art.Nr.: 3010145255
Piece 6.90 €*

Higher concentration, more efficient!

Hygienically clean solariums in your salon are guaranteed with **megaClean plus**. The concentrate has been proved by the DGHM/VAH directives and is highly efficient – 1 liter results in 67 liter ready-to-use solution – it works super-fast and has a pleasant smell.

Of course **megaClean plus** is suitable for disinfection of smooth surfaces in fitness- and cosmetics studios as in sauna- and swimming pool area.

Call +49(0)2689 / 94 26-0 to order
or contact your megaSun partner

FACT OR FICTION

ISN'T IT ENOUGH IF I JUST SUNBATHE IN THE SUMMER?

THAT'S A MYTH / FALSE

The human body needs regular exposure to the sun throughout the year in order to benefit from the latter's numerous biopositive properties. Particularly important here is the formation of vitamin D, which we are able to form largely with the help of the sun and solariums.

In the period from October to March, however, the sun is so low in our latitudes that UVB rays are reflected by the ozone layer and as a result not enough vitamin D can be produced for health.

Regular sunbathing, whether natural sun or certified solarium, replenishes your vitamin D deposits! It intensifies the metabolic processes in your body, strengthens your defences, and bouts of winter depression are driven away. Skin diseases such as neurodermatitis, acne etc. can also be alleviated and your well-being increased.

MEGA NEWS

VISITING CUSTOMERS IN ENGLAND

OUR NEW APPRENTICES



Photographer: Claudia Hahn www.heliocyan.com, © Bundesfachverband Besonnung e.V., Seelbach

UPGRADING OF INFOTAINMENT AT MEGASUN IN DERNBACH

exclusive for the P9



BFB CONGRESS IN LEIPZIG

BEHIND THE SCENES P9 VIDEO SHOOT



LIGHTS CAMERA ACTION
#MEGASUNP9



All our videos are available for download at www.vimeo.com/megasunbykbl. Have fun watching!



SUNSHINE
MEETS DESIGN

megaSun[®]

