



# megaSun<sup>®</sup>

*Style*

3-2016

Success-  
**PACKAGES**

megaSun  
worldwide  
**QATAR**

The world class solarium  
**COLLARIUM<sup>®</sup>**

“Remember that  
there is **only**  
**one important**  
**time** and  
it is **now!**”

*Tolstoy*



## Time for a new look

The world is changing so quickly and so substantially, with far-reaching consequences. **WHAT IS TRUE TODAY CAN ALREADY BE OUTDATED BY TOMORROW.** Your old rules have lost their validity.

The system of communication is currently reorganising itself. We here at KBL have also taken this as an occasion to refresh our magazine. The result is the current megaSun *Style*, which I proudly present to you today. Younger, fresher and more informative than ever before.

The world of tanning is also changing. Read about the history of the solarium on page 26 and don't forget that you and your tanning offers also need to change. You can find **TIPS AND STORIES** about this in our new current megaSun *Style*, so that the world of today doesn't quickly make you feel like a thing of yesterday.

Warmest greetings,

Handwritten signature of Klaus Lahr in blue ink.

Klaus Lahr  
Management Board

# Content

**Collarium®**  
Why the Collarium® is a world class solarium: Desired tan and youthful, fresh skin.



**Knowledge**  
Sun tanning is important!



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**Imprint**  
Responsible for content and images:  
KBL AG · Ringstraße 24-26 · D-56307 Dernbach · Phone: +49(0)2689.94 26-0  
www.megaSun.de · E-Mail: info@megaSun.de

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# 25 years of SUN KING – congratulations

Our partner Askin Senyil from Bottrop was born in Turkey and has been living in Germany since he was one year old. Already in 1996 he took over his first studio in Bottrop, kept the name Sun King and has kept it to this day. Since then Askin Senyil has continued to expand and today he owns four studios in Bottrop, two in Gelsenkirchen and one in Gladbeck.

He believes that his employees and his solariums are the two main **secrets to his success**. Some of the employees have been working for him for 15 years and his solariums are always amongst the newest and most current. His customers love Sun King, because it offers so much space, because there is such a large variety of solariums and because of the long opening hours. When looking for new locations, the site and the number of available parking spaces are important factors for Senyil. Askin Senyil warmly

invited people to come and celebrate the 25th anniversary of Sun King. People not only celebrated, but were also able to thoroughly inform themselves about the solariums. Of course, Senyil didn't forget the children – the bouncy castle and popcorn maker were eagerly used. The proceeds were donated to a support association at a school for children from migrant backgrounds. In general, Askin Senyil is very active in the region. He supports two youth football associations and this year he was the main person responsible for organising a youth football tournament, which many international teams from well-known clubs took part in.

Askin Senyil has a positive and confident outlook on the future. People love the sun, which is why there will always be sun tanning studios. But you have to be active yourself – his motto is: **“The hardworking one remains!”**



**megaSun in Japan**, for us the opportunity for a short conversation with Jiro Yagi of the Merasu studio, who has been active in the tanning industry for 30 years and owns two studios in Tokyo. The special thing about Japanese tanning studios are **the showers in the tanning cabins**. The Japanese love to take a shower after tanning and then go home or to work feeling relaxed and refreshed. The Japanese tanning studio clientele is more male than female, although

the percentage of the latter is steadily growing. The positive reasons for visiting a tanning studio, such as vitamin D or the production of collagen, are also becoming increasingly popular in Japan. And Yagi Merasu is very committed to improving the tanning experiences and advantages of megaSun solariums.



# Intern power 2016

**megaSun intern** We would like to warmly welcome four new apprentices here at megaSun in our administration, marketing and technology departments. Each of them receives a comprehensive vocational education, because from the very first day on, they are **an important part of our success**.



The Collarium®  
– NEW STANDARDS  
for every demand





More informations on [www.mon-amie.de](http://www.mon-amie.de)

Whoever wanted to do something to have nice, blemish-free skin, turned to expensive creams or decided to go to a cosmetician. People got their desired tan while on summer holiday or on a “sunbed” in the autumn/winter. And training success was only achieved through hard training – including sore muscles and injured tendons, among other things.

Ever since the Collariums® mon amie and revolutionD were introduced to the market, the days of either/or are over. With the combination of collagen light and optional UV-light you can achieve **A WHOLE RANGE OF “FEEL-GOOD GOALS” WITH JUST ONE APPARATUS:** desired tan and youthful, fresh skin and at the same time an increase in performance and regeneration! The Collarium®, **THE ONLY APPARATUS WORLDWIDE WHICH ADAPTS TO EVERY USER** – and not the other way around, – has long since established itself in tanning studios,

in the beauty and cosmetics industry, in the hotel industry as well as in the fitness industry.

### Youthful freshness – even with sensitive skin!

Vitalise. Tighten. Regenerate. The collagens, fibres that provide form and elasticity, significantly influence the strength or weakness of our connective tissue, of which they make up the majority with 60%. Skin-firming proteins, which consist of hairthin fibres, act as rubber bands and as a whole they form a type of supportive corset. The collagen fills out the contours of our face and body like the filling of a pillow.

With increasing age the body’s own collagen production is reduced and the degeneration of the elastic fibres increases. Lines and wrinkles begin to form in the face and neck area. With the help of

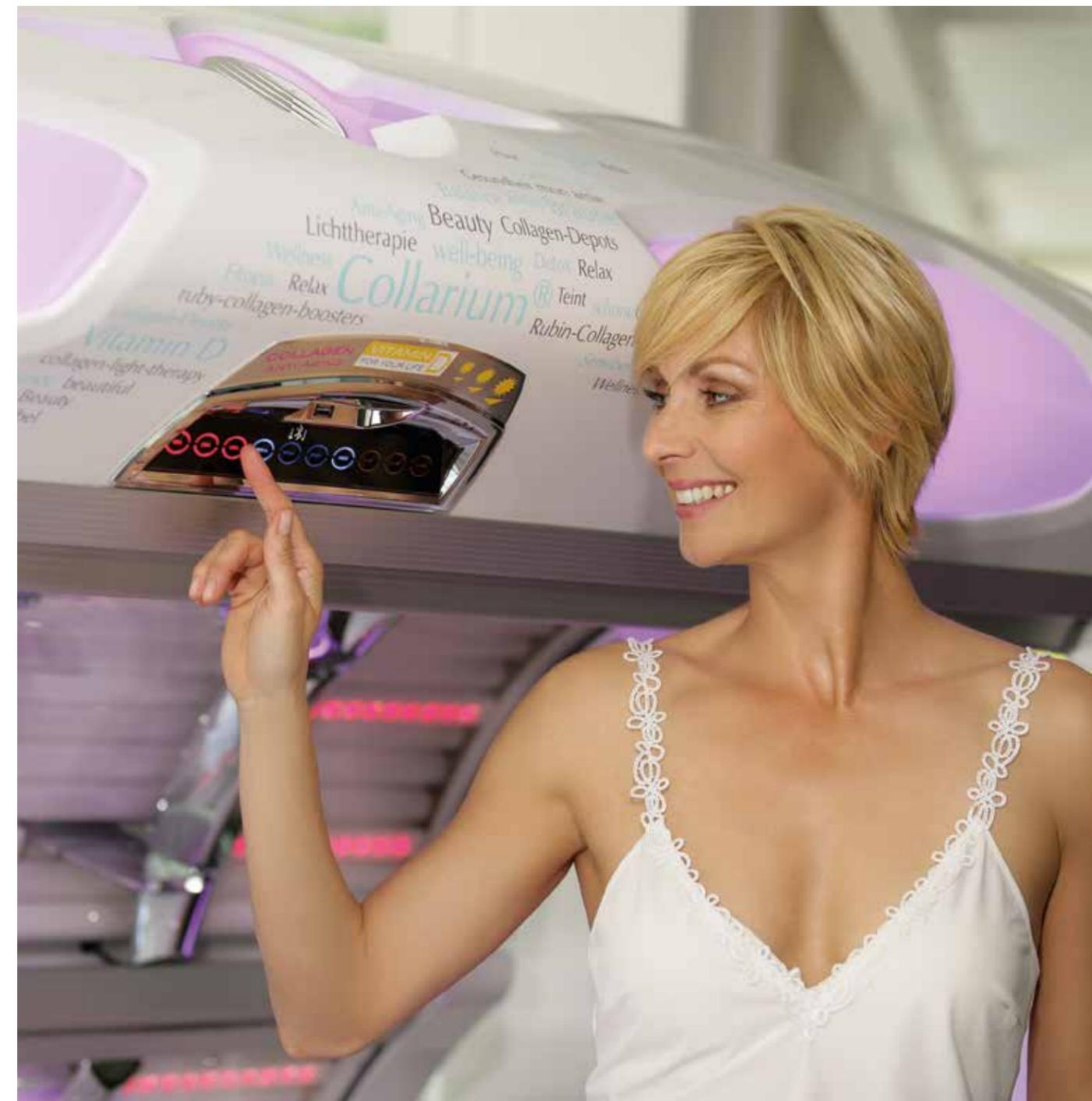
the therapy light spectrum of the collagen tubes in all Collariums® the collagen deposits in the skin are refilled – even if you have sensitive or delicate skin. The skin regains its lost elasticity, lines and wrinkles are reduced and the skin moisture level is improved all over the body.

### Desired tan for every skin type

As different as the demands of the users are, the tanning possibilities of the Collariums® are just as individually customisable. Everybody can tan the way they

want to – according to skin type and desired tan. There is nothing standing in the way of an individual result, whether it is a gentle, slight tan or a very intense tan.

Already prior to sun tanning, a patented skin sensor measures the amount of melanin in the skin, determines the skin type and thereby ensures a customised tanning session. As an alternative, depending on the type of apparatus, you can choose from three different UV intensities via a practical external display. If you choose the option “sun” when using a Collarium®, the UVB rays ▶



megaSun Collarium®



ensure an additional biopositive effect – the production of vitamin D. In contrast to all other vitamins, which are only absorbed through food, the body itself can produce 90% of the daily amount of vitamin D needed with a regulated and healthy amount of UVB tanning. And for those who don't want to use UV-light? They can simply turn it off and just enjoy the collagen light.

#### The plus for all athletes

Injured tendons make up a large part of all sports injuries. Tendons consist of collagenous connective tissue fibres and transfer power to the flexible skeletal system. If these are damaged or overburdened, less power can be transferred and the range of movement is restricted. This is exactly where the Collariums' collagen light therapy sets in. The red light from the collagen tubes stimulates the body's collagen production and stimulates the cells, the fibroblasts, directly in the dermis. This dissolves the adhesion of the dried up collagen proteins, making the fibres more flexible again.

This not only has a positive effect on the skin's appearance, because with each treatment the collagen network, which includes tendons, ligaments and joint capsules, is strengthened. It also noticeably reduces the risk of injury when doing sports activities and speeds up the regeneration following training sessions. One effect is that muscle soreness goes away much quicker. And the body's own metabolic processes are positively influenced by the collagen light therapy, with success in weight loss for example.

**INDIVIDUALITY PAR EXCELLENCE. AN APPARATUS FOR EVERY DEMAND, FOR EVERY FEEL-GOOD GOAL AND EVERY SEASON – WELCOME TO THE ONE-OF-A-KIND WORLD OF COLLARIUMS®.** Try them out now, you're sure to be thrilled!

**VOITAIR®**  
scent systems

# The scent that touches the senses!



**Voitair VA 400 red**  
Art. no.: 6000000025  
990.– €\*

**Voitair main pillar for the VA 400**  
Art. no.: 6000000026  
129.– €\*

To place orders and for further information call +49 (0) 2689.94 26-0 or go to [info@kbl.de](mailto:info@kbl.de)  
\* Prices do not include VAT or despatch costs



Success-Package <b>L</b>	Success-Package <b>XL</b>	Success-Package <b>XXL</b>
<p><b>+ 1 banner*</b> and <b>100 flyer*</b></p>	<p><b>+ 1 banner*</b> and <b>100 flyer*</b></p>	<p><b>+ 1 banner*</b> and <b>100 flyer*</b></p>
<p>RRP-Value: 199.10 € <b>promotion price: 99.90 €</b></p>	<p>RRP-Value: 388.10 € <b>promotion price: 199.90 €</b></p>	<p>RRP-Value: 767.10 € <b>promotion price: 399.90 €</b></p>

\*Please choose one banner and flyer for your package:

Option 1	Option 2	Option 3	Option 4
<p><b>banner Optima</b></p>	<p><b>banner hurricane</b></p>	<p><b>banner medTan</b></p>	<p><b>banner Hybrid</b></p>
<p><b>100 flyer for consumers Optima</b></p>	<p><b>100 flyer for consumers hurricane</b></p>	<p><b>100 flyer for consumers medTan</b></p>	<p><b>100 flyer for consumers Hybrid</b></p>

# Design your own success – with our success packages

Merchandising means to sell or **INCREASE PROFITS**. It is impossible to imagine tanning studios without megaSun products. A strong brand helps delight customers and strengthen customer loyalty. The customers of today have higher expectations and wish to be "courted". It is absolutely necessary to address the customers' needs and awaken their interest and gain their attention and continue to hold it.

**CONVINCE YOUR CUSTOMERS WITH QUALITY, INFORMATION AND EMOTIONS.**

Doing that will win over new and regular customers while increasing your profits.

**Our success packages are carefully put together, can be adapted to the apparatuses located in your studio and YOU CAN SAVE UP TO € 367.20.**

More informations and **other** articles you will find on [www.megaSun.de](http://www.megaSun.de)

Call +49 (0) 2689.94 26-0 or contact your megaSun partner



# My megaSun Story – Qatar



Once again, thank you KBL for making us a leading tanning salon in Qatar with your innovative design and technical finesse. We combine our vision and your expertise to achieve our goal and our dream.

*Salem Al Amin*

Before I begin my story, I would like to thank the magazine megaSun style for sharing it. My name is Salem Al Asmi. I was born and raised in a big, beautiful family in Doha, Qatar. My dream and my plan are to fight vitamin D deficiency, which has taken its toll on my country. While growing up here, I witnessed my country changing and progressing greatly. At the time I got the idea for my business I worked in the Qatar Army for 10 years. You might wonder why I decided to leave my current job at that time and do something completely different? To fulfill my dream.

When I opened my first tanning salon in 2013, there wasn't a tanning trend in Qatar. **MEGASUN WAS THE FIRST TANNING SALON IN THE COUNTRY** that allowed people to get beautiful skin and a healthy look with the help of KBL's innovative technology and a beautiful design.

However, it is my other salon, which I opened in May 2016, that I am more proud of, because it was inspired by my family. Many members of my family, including my parents, my younger brother and even I, are vitamin D deficient. After I did some research and realised how big the problem in Qatar is (**MORE THAN 95% OF THE QATARI POPULATION AND EMIGRANTS ARE VITAMIN D DEFICIENT**), I decided to try and raise awareness about vitamin D deficiency and the benefits of exposing yourself to UV light. Our machines, especially the megaSun 7900 alpha deluxe, have been proven to make our customers healthier and more beautiful.

Every day, customers come into the megaSun salon and ask me why I opened a tanning salon in Qatar, a country where the sun shines 365 days a year. Qatar is a very specific market for a few reasons: ►



due to Qatar's extreme and hot climate people here typically spend less time outdoors and the rapid socioeconomic growth led to a more sedentary lifestyle. Qatari citizens are naturally very dark skinned and by wearing traditional Qatari clothing our skin is completely covered up all the time to prevent us from sun exposure.

Qatar is still a start-up market. Our customers are scared when they enter our studio for the first time because of the bad things they read on the Internet, but they still want to listen. **ONCE THEY HEAR ABOUT THE BENEFITS AND ADVANTAGES OF SMART TANNING, THEY RELAX AND LEAVE OUR STUDIO BEAUTIFULLY TANNED AND HAPPY!** The main season is the beginning of the summer as a preparation to look great on the beach as well as in the winter to maintain that amazing look.

We offer tanning sessions in tanning beds and towers. There are three different levels to choose from with minutes that never expire: Platinum, gold and silver as well as **A VITAMIN D PACKAGE IN OUR MACHINES WITH VITAMIN D TUBES FOR A REALLY LOW PRICE TO HELP OUR CUSTOMERS FIGHT THEIR DEFICIENCY.** Our customers are men and women between the ages of 20-45. We have noticed that the majority of our tanning customers are men and they prefer to use towers over tanning beds.



**Myth**

**FACT**

*It is sufficient if I only tan in the summer!*

*That is a myth!*

The human body needs regular exposure to sunlight all year long to be able to use the numerous biopositive properties. The production of vitamin D, which we can only produce with the help of the sun or solariums, is especially important.

**During the period from October to March the sun in our wide degrees is so low in the sky that the UVB rays are reflected by the ozone layer, which means your body cannot produce enough vitamin D for your health.**

Regular tanning, whether in the sun or in a certified solarium, replenishes your vitamin D reserves! It intensifies your body's metabolic processes, strengthens your immune system and dispels winter depressions. Skin diseases such as neurodermatitis, acne etc. are relieved and your well-being is increased.





# Why tanning is important for us

## 1 Concept of nature:

Humans developed outdoors in the sun. Constantly staying inside as we do today deprives us of what nature intended for us: a regular intake of UV-light.

## 2 Preventing sunburns:

A tan is your natural defence against sunburn and it supports the effectiveness of SPF – one more reason why sun studio users are better protected and have fewer sunburns.

## 3 Natural vitamin D:

The effect of UV-light on your skin is the natural way to produce vitamin D. Studies show that sun studio users have a significantly higher level of vitamin D than non-sun studio users.

The sun is our daily companion. Every morning it rises in the east and wanders across the sky towards the west. Even just one day without the sun would be unimaginable – even if we sometimes can't see it because of all the clouds.

**But why is the sun, or better said “sun tanning in the sun” so important for us?**

**THE SUN IS VITAL.** Without the sun there would be no life on Earth, without the sun it wouldn't just be dark, but also cold – so cold that all life on Earth would freeze. Not only nature needs the sun, but humans also need sunlight. Without sufficient sunlight and enough water we would wither and die – similar to a plant in a dark room that isn't watered.

**Working in offices, exercising in closed rooms, spending free time on the couch -**

a lack of light robs us of our energy and in the worst case can even make us ill, because a lack of sunlight leads to a sig-

nificantly lower concentration of vitamin D in our blood, which in turn has a negative effect on our health. The sun, or more accurately the UV radiation, specifically the UVB portion of the sunlight, naturally ensures that our bodies produce vitamin D. Our bodies are able to produce 90% of the vitamin D we need to survive – in the summer via the sun and in the autumn/winter via other light sources, such as solariums or Collariums®. Similar to solar panels on a roof, our skin absorbs the UVB portion of the sunlight and replenishes our bodies' vitamin D reserve – completely without artificial supplements, fatty fish or cod liver oil.

From numerous studies we know how important a high level of vitamin D is for our health. Whether it is our breathing, blood circulation, cardio-vascular system, metabolism or immune system – vitamin D has a positive effect on our psychological and physical well-being. Sun studio users are proven to have a higher level of vitamin D than non-sun studio users. ►

**Just feel good**  
**UV-LIGHT IS A REAL PICK-ME-UP. It not only has a positive effect on our health, but also ensures that we are in a good mood.**

The light literally lightens our mood, because with enough sunlight, regardless of whether it is natural or in a solarium, our bodies increase the production of the “happy hormone” serotonin, and that simply makes us happy – similar to eating a piece of chocolate. By the way, the ultraviolet light tans the outer layer of our skin, the epidermis, and gives it a nice tanned colour.

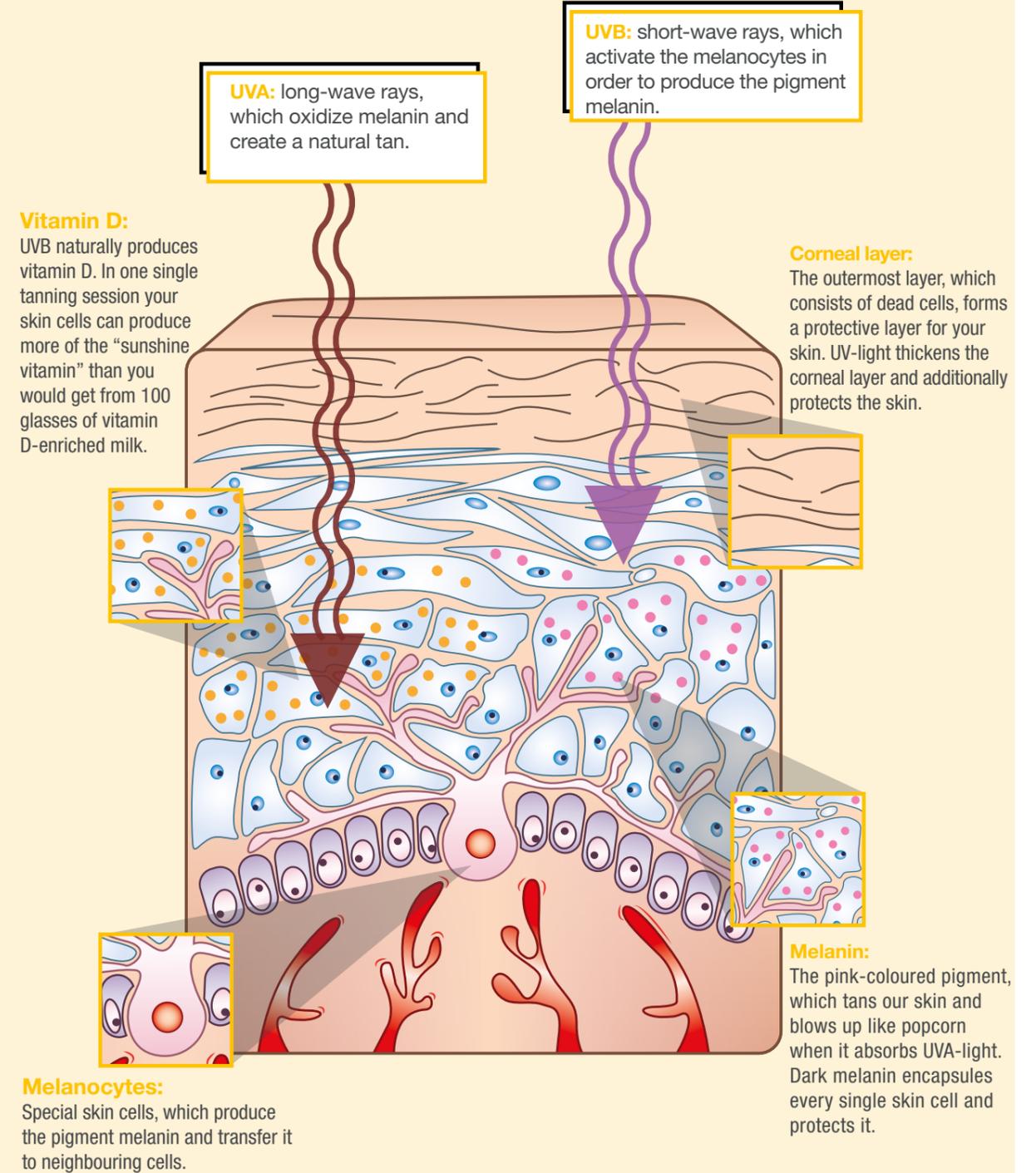
**A tan is the skin’s natural protection**  
**SUN TANNED SKIN IN THE BEST PROTECTION AGAINST SUNLIGHT and the most effective way to prevent getting a sunburn.** A natural skin protectant that supports the effectiveness of SPF lotion. This allows you to enjoy a day at the pool, in the garden or at the beach even more, since your skin is already used to the sun, or better said, to UV-light.

A natural skin protectant that supports the effectiveness of SPF lotion. This allows you to enjoy a day at the pool, in the garden or at the beach even more, since your skin is already used to the sun, or better said, to UV-light.



## Diagram of the epidermis

Skin cells are constantly generated and replaced. They make their way to the skin’s surface, where they die within a 30-day cycle. That is the reason why tans eventually fade.



@Image\_Sun: Tan smart, Live healthy!

# Powerhouses



**The new megaSun 7900 alpha deluxe hybrid is the solarium revolution for the best tanning and cosmetic results.** Getting an intense tan while caring for the skin at the same time – this wish has now been perfected. Our intelligent hybrid technology expertly unifies the best of different wavelengths of light in just one sunbed. It combines sunlight with a special beauty kick and ensures silky smooth skin and a perfect complexion, in addition to an intense tan.

**The relaxing green light of the iBed medTan** stimulates the immune system

and helps fight fatigue. For those looking to expand the business of tanning the iBed alpha deluxe medTan is the right choice. The uv-light also stimulates the production of vitamin D and has numerous positive effects on our health.

**iBed alpha deluxe – the new generation of solariums.** Technology, comfort and performance guarantee an exclusive tanning experience. Equipped with 50 uv-tubes, the new iBed alpha deluxe is a real powerhouse and just the right solarium for everyone looking for a high tanning performance and maximum comfort.

# Solariums yesterday and today .

## My story!

1975



On October 20, 1975, the day of the solarium, I was created by Friedrich Wolff. His idea was to cure peoples' winter depressions with special "UV-flourescent bulbs". They were a kind of petrol station and were intended to fill up a person's energy reserves with vitamin D. Since my tubes also emanate UV-rays,



1987

it had the side effect of tanning the skin during the session. It was especially thanks to this "side effect" that I became increasingly popular, however, people forgot the original purpose of my creation. I also drew scientists' attention, who

2000



analysed my light spectrum. They thereby provided results according to which people who sunbathed risked having a higher risk of skin cancer. The solution is so simple: "Everything in moderation!"

2004



If used properly, I can do much more than just tan. A team from Dernbach was convinced of my positive attributes and began further developing me – thereby reestablishing my good reputation. They not only gave me a modern look and innovative technology, with which tanning is even more fun, but also further developed my positive features. In the right dosage, I not only replenish your vitamin D reserve, but I give you a

2010



fresher appearance. With my friend the Collarium® you can even choose not to use the UV-light and simply enjoy my soothing and rejuvenating light.

2016



*Sunny greetings from your solarium.*



## COLLAGEN

With 60%, collagen makes up the main part of our connective tissue. Like a pillow filling it fills out the contours of our face and body. Collagen is also referred to as the "body's network" and is located between every skin cell and the organs as well as in the bones and artery walls. It strengthens tendons, ligaments, muscles – and of course the skin. With increasing age the body's own collagen production is reduced and the first lines and wrinkles form. Regain lost elasticity with the mon amie Collarium®. With specially developed Collagen Plus tubes, the body's collagen reserves are refilled. The skin looks noticeably smoother and fresher. Read more about it starting on page 8ff. ANTI-AGEING PURE!

# Vital- und Gesundheitszentrum Plaidt



Günther and Stefanie Schneider, Owner



Our Vital- und Gesundheitszentrum Plaidt is the crossing point between therapy and a classical fitness studio. The goal is to be able to complete everyday movements in a healthy way and without pain. The training is intended to

**The Vital- und Gesundheitszentrum Plaidt, a vitality and health centre, is a place for people, who not only want to become fitter, thinner and more vital, but who also want to rediscover themselves.** Rediscover their body, their original self, their original happiness and vitality.

megaSun style asked Stefanie and Günther Schneider how the health centre defines itself and why it specifically chose a Collarium®:

be quick, easy and effective. The Vital- und Gesundheitszentrum represents a warm, familial atmosphere, where the needs of our members are the main focus. **The focus lies on professional, comprehensive care.**

Whether you have arthrosis, diabetes or back pain: matching concepts are offered to deal with existing complaints. The concepts include rehabilitation courses and treatments in the in-house physical therapy practice. Every member receives a matching training program.

**Our attention was drawn to the Collarium®, because we were looking for something special for our centre. We didn't want a normal solarium, because it didn't fit in with our health concept. That was when we came across KBL. During a visit to their house exhibition the Collarium® was presented to us and we knew immediately that the Collarium® was exactly what we had been looking for and what fit our concept. In combination with the skin sensor it was the perfect apparatus for us and so there was only one decision for us to make: it should be the "mon amie deluxe S".**

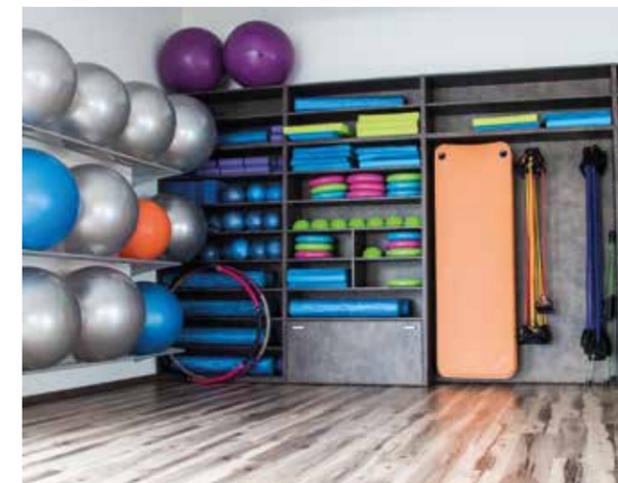
The in-house instruction of our employees by KBL was very important, because our employees are now able to competently inform and advise our customers about the effects of the Collarium®.

Despite the summer time, the mon amie Collarium® continues to enjoy greater acceptance. In the meantime we also have a number of regular customers suffering from neurodermatitis, who have noticed a positive effect on their skin. By regularly using the Collarium® one female customer was thrilled to finally be able to wear shorts again. Before that she had had problems with her legs and was reluctant to show them. All users confirmed the positive effects on their skin. It was softer, smoother and nicely tanned.

We have a very positive outlook on the future of our centre, because our concept, which is directed toward physical therapy, health and fitness, is unique in the region.

Your Gesundheitszentrum Plaidt

*Yours Stefanie and Günther Schneider*



# MEGAPINS

79er in production



After-Work.  
Thanks KBL

Current news on  
Facebook:

- New design!
- More information!
- More fun!

[www.facebook.com/megaSunbyKBL](http://www.facebook.com/megaSunbyKBL)

Now also on  
Instagram:  
[megaSunbyKBL](https://www.instagram.com/megaSunbyKBL)



Official sponsor  
youth support  
**TUS**  
Koblenz  
U19

sponsored by megaSun ...

The day ...



...of the sola-  
rium  
October 20

...of  
psoriasis  
October 29

... of breast  
cancer  
October  
(the entire month)



colorMotion  
in the  
Sunshine  
tanning studio  
in Heilbronn



# megaClean

by KBL

plus



## megaClean plus

Liquid concentrate

Item no: 3010141502

1L 49.90 €\*

The ready-to-use solution costs 0.74€ per litre

## Spray bottle

Empty bottle with foam-spray-nozzle

Item no: 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

\*Prices do not include VAT or despatch costs