

Warming up to a new concept at tanning salon

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Domenic Truglia is hoping to breathe some fresh air into his already successful tanning salon business.

When the South Shore native returned to Cohasset about nine months ago to open his salon, he had thoughts of offering three different types of services to his customers. In addition to the tanning salon, he wanted to offer massage and a new concept called oxygen-enriched aromatherapy.

"I wanted to call it Body Treats," said Truglia, "offering different treats for the body for whole body wellness."

Not much was known about oxygen-enriched aromatherapy at the time he opened. It was difficult to convince the Cohasset Board of Health to allow him to offer the service, so he opened as a straight up tanning salon in April of 2005 and called it Casa

del Sole.

Truglia has used the time between now and when he opened to collect information about oxygen-enriched aromatherapy and was able to convince the board of health that it was safe.

The proposal was approved on Dec. 19 and he plans to have the service up and running within the next week or so.

Once Truglia is able to add Shiatsu massage chairs, his original goal will be complete.

"That will bring me back to my first plan... Body Treats," Truglia said.

As far as Truglia knows, his salon will be the only one in the area offering oxygen-enriched aromatherapy. He remembered seeing something about an oxygen bar at Avalon, a Boston nightclub, but it was discontinued.

This is not an oxygen bar.

Truglia said the service will not be offered to multiple users in a

social environment, but will be administered individually in a private and controlled environment.

Truglia said he plans to offer oxygen-enriched aromatherapy services independent from tanning units, in a private room with a relaxing massage chair. In addition, he's looking to offer it as an enhancement to a tanning session in one of the beds.

This system produces 30 percent pure oxygen from a generator that takes room air and turns it into oxygen-enriched air by filtering it through a molecular filter, compressing the oxygen and expelling the nitrogen. The oxygen then mingles with the aroma in a transfuser and is transmitted to the customer via a headpiece.

The aromas are water-based, rather than oil-based, which avoids the potential danger of combining oils with oxygen.

In order to get the Cohasset Board of Health's approval,

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Truglia put together a proposal to show what he is doing is safe — both for the environment and the customer.

Truglia reiterates that this is not medical oxygen, which is regulated by the FDA and it is required to be medically administered in Massachusetts. In addition, all the equipment that will be used is nonflammable and nontoxic.

In his proposal to the board of health, Truglia noted that oxygen-enriched aromatherapy is becoming one of the most sought-after treatments in the spa industry. Clients who have used this service have reported enhanced concentration, clearer thinking, increased energy and performance, and increased metabolism. Although the potential health benefits of oxygen therapy have not been acknowledged by the Federal Drug Administration, it has been known to help with relaxation and sleep disorders, prevent disease, fight depression, relieve hangovers, and alleviate headaches as well.

Truglia said his salon will offer the service solely for recreational purposes, using both oxygen and aromatherapy together to create a mood for the client.

Truglia said oxygen-enriched aromatherapy is an ideal addition to a tanning salon because oxygen has been shown to increase darker skin pigment (known as melanin) production, giving a deeper, richer tan with less chance of burning. He said skin with lower oxygen levels will burn rather than tan.

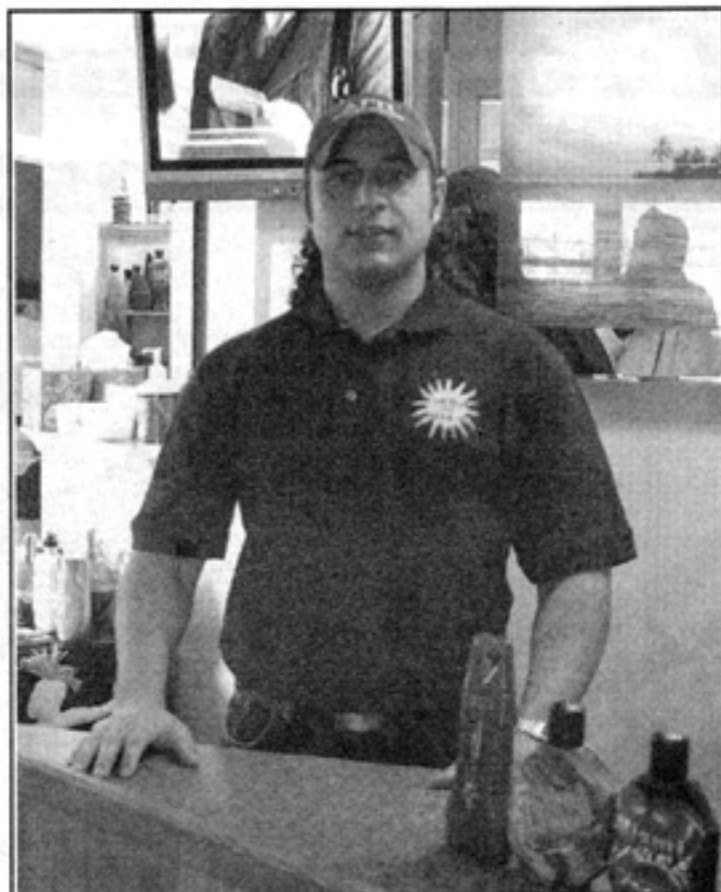
"With the oxygen, the melanin gets released instantly so you're protected more from the sun," Truglia said.

Not only does Truglia ensure the aromatherapy and oxygen will be safe for his customers, but their indoor tanning experience will be a good one as well.

"We're really promoting safe tanning," said Truglia, who holds Smart Tan Certification. "If you tan gradually, you really don't have to worry about the negative side effects."

Truglia said too little sun can be as bad as too much.

"Fifteen minutes or so, a few times a week without sunscreen is not only possible but helpful to



STAFF PHOTO/CRAIG GOEDECKE

With the addition of oxygen-enriched aromatherapy, Casa del Sole owner Domenic Truglia is closer to achieving the goal he had in mind when he opened for business in Cohasset nine months ago.

ones health," he said.

Recent studies have linked healthy exposure to ultraviolet (UV) light with increases in vitamin D, which can help in the protection against some cancers, including lymphoma and cancers of the prostate, lung and skin. The strongest evidence is for colon cancer, which Truglia said is high in Massachusetts.

Truglia said there have been significant changes in the indoor tanning industry over the years and he is constantly looking to make improvements.

"I'm always upgrading," he said, adding that his newer tanning beds and stand-up units have maximum times of 15, 10 and 7 minutes, depending on which model is used.

In addition to the tanning beds and stand-up unit, Truglia also offers California Tan, a sunless spray system administered by a trained technician.



The oxygen unit produces 30 percent pure oxygen from a generator that takes room air and turns it into oxygen-enriched air by filtering it through a molecular filter, compressing the oxygen and expelling the nitrogen.

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