

Getting a great tan sans sun

DISCOVERING BEAUTY



MARY ANNE TOCCALINO

When you play the game and hear the word, self-tanner, you may conjure up the image of an orange, streaky, George Hamilton, over-tanned look. Those are old stereotypes.

Today in our health-conscious world, creating a tan is as essential to preparing for summer as is dieting and suffering through bikini waxing.

Effectively using and applying a self-tanner is much easier than you think. The product contains DHA, a sugar derivative that reacts with the superficial proteins in the top layers of the skin to darken the pigment temporarily.

The improved formulations have come a long way since the day of Q-T by Coppertone. The new products go on the face and body more smoothly and evenly. The color is far more bronze and natural than its predecessors. All you need are the right products, a pair of gloves and some uninterrupted time (and patience).

Your first step to a tropical tan is to exfoliate, ensuring a smooth, even application of self-tanner. While in the shower, cleanse, shave and then scrub the rest of your body. Dry your skin completely. Self-tanner will dilute and streak where there is moisture.

Wait for your body temperature to return to normal and apply small amounts of moisturizer to the knees, elbows, heels and knuckles on the toes and fingers. The moisturizer acts as a slip between these porous areas and the tanning product.

Now, your second step is to apply the self-tanner. Put on surgical gloves, apply a quarter-sized blob of self-tanner into your palm, rub your hands together and massage into your skin, starting at the tops of your feet and working your way up to your stomach, chest, arms and neck, being careful not to miss the nooks and crannies, including the area behind the ears.

Replenish the cream as necessary. Save the knees, elbows and knuckles for later. Apply the cream with upward strokes everywhere except for the breasts, where the self-tanner goes on more evenly with horizontal strokes.

The third step is to apply the tanner to the tough spots. Because joints grab the color strongly, resulting in dark patches, the knees, knuckles and elbows need much less product than the rest of the body.

Remove excess moisture from these areas by lightly blotting them. We've already placed a small amount of moisturizer here, so now gently dab a little of the tanner on these areas.

Now apply self-tanner to the backs of the hands, remove the right glove and spread the cream on it with the gloved left hand. Blot the knuckles with tissue. Then put the right glove back on and reverse the procedure.

Your final step is to sit still and wait to dry. Toss the gloves and let your body dry for 16 to 20 minutes. Then put on dark underwear and loose-fitting cotton clothing. For best results, apply self-tanner before bed and sleep in a cotton night gown.

Be gentle with your skin and don't rub too hard after showering. If you are applying self-tanner by day, wait at least an hour before you dress in tight-fitting clothing.

Apply self-tanner about every three days and in between tanner applications, moisturize your skin twice daily.

There are many self-tan products. Some favorites are Chanel Bronzeage Automatique, Mia Telle Self-Tanner and Bain de Soleil Sunless Tanning Creme.

Another product is Banana Boat Sunless Tanning Spray, which is good to use after you have created a base. At this point you don't have to be as precise with the application, so the spray cuts down on time.

Which ever products you choose depends on your own personal preference, but know that in this hyper health conscious world you are being responsible to your skin and still appearing as if you've been walking the beaches along the California Coast.

Be dark, be healthy!

Express yourself

Buying is a creative experience at some stores

BY SHARON DARGAY
STAFF WRITER

Janice Pastorelli fished a stuffed fabric heart from a basket and held it above her head.

"I need you to lasso all the bad wishes out of it," prompted Ashley Neumeyer, manager of Build-A-Bear workshop, a new store at the Somerset Collection in Troy.

Pastorelli, a West Bloomfield mom, drew invisible circles in the air with her heart, following Neumeyer's instructions.

"Now, put it on your forehead and make a wish. Give it a kiss on both sides."

Pastorelli planted her lips on the heart.

"It's definitely mine with lipstick on it," she laughed, watching Neumeyer insert the heart in her new toy polar bear.

The mysterious ritual is all a part of buying a stuffed animal at Build-A-Bear, a nationwide chain of do-it-yourself teddy bear shops based in St. Louis, Mo.

Build-A-Bear, its competitors, including Teddy Bear Factory in Great Lakes, Croswell, are among a variety of retailers in southeast Michigan who make hands-on manufacturing a part of the product purchase.

Shoppers buy an entertaining process and end up with a customized item.

"It's as if they were telling the manufacturer, 'this is how I want it,'" Neumeyer explained Build-A-Bear's seven-step process.

Customers choose an animal "skin," pick a corresponding button-activated sound, pump the stuffing machine pedal, pick a heart, fluff the stitched and stuffed toy, dress the animal and fill in vital statistics — including a name — on a birth certificate reminiscent of Cabbage Patch dolls.

"With Cabbage Patch, you were given everything. You weren't able to physically make it and put it all together. This is something they see from the empty skin and they turn their bear into life," Neumeyer noted. "You can go anywhere to get a teddy bear. We aren't selling products. We sell experiences."

Customization and camaraderie are

part of the purchase, too.

"It's like a party all day long here," said Pat Tlach, Teddy Bear Factory manager. "We get the job done but we have a good time doing it."

Like Build-A-Bear, Teddy Bear Factory offers in-store parties for Scout troops, school groups and family celebrations.

"We working to get even more personalized for the kids," Tlach added. "What they like is that they've created something themselves or for someone else."

That's why most shoppers at Bead Works in Franklin, choose individual beads rather than completed bracelets and necklaces. They design their pieces and Bead Work artisans make them.

At Fieldstone Brewing Company in downtown Rochester, customers follow one of several established beer or wine recipes, but create their own customized labels.

"Some people are in it for the labels. They're excited they can put their own label on their own brew," said Gail Tripp, who co-owns the brew-it-yourself business with her husband and brother. "For a lot of people it's just a fun, entertaining thing. They have a blast doing it."

Julianne Roush, owner of The Painted Pot in downtown Rochester, does a brisk business in both parties and walk-ins.

Customers choose from an inventory of 500 ceramic items, select glazes and paint their own purchases at their own speeds. They leave their decorated wares with Roush for kiln firing and pick-up the pieces at another time.

Drop-in sessions cost \$7 per hour, plus the cost of the item. Children's parties are \$17 per child and include two hours of painting and pottery valued at \$10.

"Our Wednesday nights are adults night out. It's three sacred hours where people can bring in their own wine and they don't have to think about children running around," Roush said.

She sells about eight or nine parties every week. Groups range from corporate offices to bridal groups.

"It's the process of doing something



Stuffed with fluff: Ashley Neumeyer fills a bear for Taylor Pastorelli of West Bloomfield. Janice, Taylor's mom, watches, waiting to fill her own bear at Build-A-Bear Workshop.

themselves. It's being proud of having made something. And so much of our stuff is for gifts. What better way to make a really special wedding or birthday present?"

Gift inventory includes ceramic baby booties, perfect for customizing with a child's footprint, wedding cake servers and platters.

Tiles painted with denomination amounts double as gift certificates. "Everything is one-of-a-kind, per-

sonalized," she said. "Any one can be an artist."

Or a collector. Taylor Pastorelli, 11, figured she'd add a grizzly bear from Build-A-Bear Workshop to her stuffed animal collection. Her menagerie includes about 100 critters, mostly bears.

"I've never seen anything like this before. It's so much fun," she said.

"I think it'll make this bear pretty special."



Ceramic artists: Sara Schaefer (left) and Andrew Pillsbury, both of Rochester, get creative at The Painted Pot, a do-it-yourself ceramics studio in downtown Rochester. Customers can paint pottery and have it fired in the studio kiln for \$7 an hour.



Creative process: Taylor Pastorelli, 11, West Bloomfield (left) brushes her new bear after stuffing it with air at the Build-A-Bear Workshop in the Somerset Collection, Troy. Her mother, Janice, makes a wish on a cloth heart (above) before placing it inside her new stuffed animal, a polar bear named "Winter."

Retail, style and special store events are listed in this column. Please send information to: Malls & Mainstreets, c/o Observer & Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009. Fax: (248) 644-1314. Information must be received by 5 p.m. Monday for publication the following Sunday.

SUNDAY, MAY 21

BE SAFE

Westland Shopping Center will celebrate Safety Day from 11 a.m. to 6 p.m. with fun displays and activities for children and adults. Glows will be on hand to paint faces and twist balloon animals. The Wayne K-9 police unit will show off its dogs and Detroit Edison will make a presentation. The mall is located at Wayne and Warren roads in Westland.

DRIVING PASSION

Check out the vans, pick-ups and SUVs on display today in Livonia Mall, located at Seven Mile and Middlebelt. Car buffs can browse classic vehicles, hot rods, motorcycles and more in the mall parking lot. The show runs from 11 a.m., to 5 p.m. (248) 476-1160 for information.

ADDED ATTRACTIONS

DRUM DEMONSTRATION

Artist Ken Wright explains and demonstrates his handmade drums from noon to 4 p.m., at Hands On Leather in Plymouth. Wright's drums explore the cultural and spiritual traditions of Northern California native American tribes. (734) 459-8560.

MONDAY, MAY 22

THANK YOU, SHOPPERS

Downtown merchants celebrate "Community Appreciation Week" through Saturday, May 27. Look for entertainers, prize drawings, more specials and giveaways at several stores.

Performers include music students from the Birmingham school district. A few highlights: Complimentary make-over from your make-up line of choice at Jacobsons; student art work on display

at Presence II; daily drawings for denim hats at Three Dog Bakery; prize drawings at Watch Hill Antiques.

WEDNESDAY, MAY 24

AT JACOBSON'S

Check out the Rona Lange Fall 2000 collection show from 10 a.m. to 4 p.m., in the International Designer department in the Birmingham store. (248) 644-6900.

THURSDAY, MAY 25

FALL FASHION

View exciting fashions for fall at the Pamela Dennis Trunk Show from 10 a.m. to 4 p.m. in the Couture Salon at Neiman Marcus in Somerset Collection South, Troy. (248) 643-3300.