

## **Bestselftanner.org: New Industry Blog Launches That Will Publish Free Tanning Insights**

*Bestselftanner.org, a new industry blog, will publish comprehensive tanning insights.*

January 14, 2017 (FPRC) -- Bestselftanner.org has launched today, with the goal of educating consumers and publishing tanning insights and how-to articles. The new platform was launched today by LpKapil Yadav at a low-profile event held in Mumbai. Mr. Yadav says that the aim of his platform is to provide an unlimited fountain of knowledge that tanning fanatics can tap into.

Self-tanning happens to be one of the fastest growing cosmetics trends today. A few decades ago, a lot of celebrities used to sunbathe in order to get that bronzed beach goddess look that made them unique in Hollywood runways. Over the last 20 years, though, scientists have discovered a worrying trend regarding sunbathing. This practice increases the chances that a person will suffer from skin cancer. Following extensive awareness campaigns that have been run by non-governmental organizations, a lot of people have ditched sunbathing for safer tanning practices. This has led to a situation where nearly everyone looking for a tan is using organic tanning lotions, tanning mousse, or other similar products. This has effectively created a multi-billion dollar industry around the world, with consumers always looking for the next product that can give them that unique and sexy tan.

According to Yadav, Bestselftanner.org is looking to tap into this industry. His platform will offer both free and premium content to individuals who are looking to master the art of tanning. This will include product recommendations, step by step instructions, and other insightful information that will help people tan better. Mr. Yadav has said that his outfit will make sure that all safety-related materials about tanning will be available for free. However, for consumers looking to identify the best and fastest tanning approaches, they will have to part with a small monthly subscription in order to access this information.

Mr. Yadav has said that Bestselftanner.org will also partner with the leading providers of tanning products to make sure that users are aware immediately a new product is available in the market. Already, his platform is in talks with Thermalabs and a few other of the world's largest manufacturers of tanning lotions and accessories.

"Today is a great day for me and my team. We are finally launching Bestselftanner.org, after engaging in some lengthy groundwork. The goal of this platform will be to educate consumers on how they can acquire a better tan within the confines of 'healthy'. We'll be promoting a lot of safety information on this platform, and educating our readers on the basic skincare strategies. Bestselftanner.org will also have a paid section where a section of our users can pay to access higher level tanning info and materials. I'll be using my training as a skincare specialist to make sure that Bestselftanner.org emerges to be a lead platform over the next few years," said Mr. Yadav.

### **Contact Information**

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### **Keywords**

[Bestselftanner.org](http://Bestselftanner.org)

[Self-tanning](#)  
[Thermalabs](#)

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