

## **Infinity Sun Adds a Touch of Color to this Year's Shopping Event to Benefit the March Of Dimes**

*Infinity Sun's all natural anti-aging sunless tanning technology to tan LA fashionistas at March of Dimes fund raising event*

**Dec. 7, 2008** - [PRLog](#) -- Infinity Sun will be sponsoring the annual Luxe Life ([www.luxelifeevents.com](http://www.luxelifeevents.com)) shopping and beauty event at the prestigious Spa at Equinox Century City on December 7, 2008. A portion of all ticket sales will be donated to the March of Dimes.

Infinity Sun's all natural anti-aging sunless tanning and beauty treatment elixirs will be delivered by Infinity Sun trained specialists from Sunset Tan. Among them will be Erin Tietsort, cast member from the hit TV show "Sunset Tan".

Each treatment is customized with a unique mixture of anti-aging and sunless tanning formula based on the client's skin type. The individualized formula is applied with a computerized hand-held spray gun that atomizes a natural anti-aging tanning solution into a fine mist, which creates a very natural golden brown and dewy glow that lasts 7-14 days.

Infinity Sun's Celebrity clientele includes: Jessica Alba, Giselle Bündchen, The Girls Next Door, Paula Abdul, Adrien Grenier, Lindsay Lohan, David Beckham and many many more. In addition to being featured prominently on the hit TV show Sunset Tan, Infinity Sun can be seen on Millionaire Matchmaker, Entourage, The Style Network's "Style Scenes", E! Entertainment's Academy awards "48 hour make-over", Dr 90210, and many other TV shows!

LA fashionistas will benefit from hefty discounts on designer clothing and accessories, including Diane Von Furstenberg, Marc Jacobs, Lululemon Athletica, Erun, Ed Hardy, Splendid, Max & Co., Trina Turk, Nanette Lepore, Tory Burch, Vivienne Tam, T Bags, Catherine Malandrino, Trina Turk, Anna Sui, Issa London and more! Discounts will range from 20%-80% off of retail.

In addition to Infinity Sun face, neck & decolette spray tans, there will be an array of mini-beauty treatments. The Studio Agency will provide makeup and eyebrow services, Cush Salon will do hair styling, Makeup Mandy will provide eyelash extensions and The Spa at Equinox Century City will provide massages. Shoppers will also take home a SWAG bag as a thank you for attending the party. In addition to amazing beauty products, the SWAG bag will include an exclusive one-week pass for Executive Level Equinox Fitness Club in Century City and a complimentary private Pilates session.

"We are very excited to participate in this event, the March of Dimes is an extremely important organization that brings support to a very worthwhile cause" states Veronique Munro, CEO of Infinity Sun.

Guests who reserve a VIP spa treatment will receive a \$25 discount on the price of their treatment, and have full access to the Luxe Life event. They will also receive a full size spa product from SkinCeuticals or Phytomer. (\$64.00 - \$72.00 retail).

All guests will also enjoy sipping the delicious Perfect Platinum cocktail from Marquis Platinum Vitality Drink and indulge in chocolates from Lee Gelfond. M Café by Chaya will provide delicious hors d'oeuvres to enhance a truly luxurious afternoon!

About the March of Dimes

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. With chapters

nationwide and its premier event, March for Babies, the March of Dimes works to improve the health of babies by preventing birth defects, premature birth and infant mortality.

For the latest resources and information, visit [marchofdimes.com](http://marchofdimes.com) or [nacersano.org](http://nacersano.org).

#### Event Details

When: Sunday, December 7, 2008, 1PM-5PM

Where: The Spa at Equinox Century City  
10220 Constellation Blvd.

Los Angeles, CA 90067

Valet Parking \$5

How: Tickets can be purchased at [www.luxelifeevents.com](http://www.luxelifeevents.com)

Or by calling 310-857-6367 or email [info@luxelifeevents.com](mailto:info@luxelifeevents.com)

For information on Infinity Sun, email [info@infinitysun.com](mailto:info@infinitysun.com) or call the corporate office (323) 782-1049.

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