

New salon offers Xtreme tanning

Xtreme Tanning is Somerville's latest answer to the Davis Square gentrification phenomenon. This full-service tanning salon comes straight from the streets of Manhattan. The owner's other Manhattan salons have hosted such names as Jennifer Aniston, Jennifer Love Hewitt, Matt Damon, Jennifer Lopez and Ben Affleck.

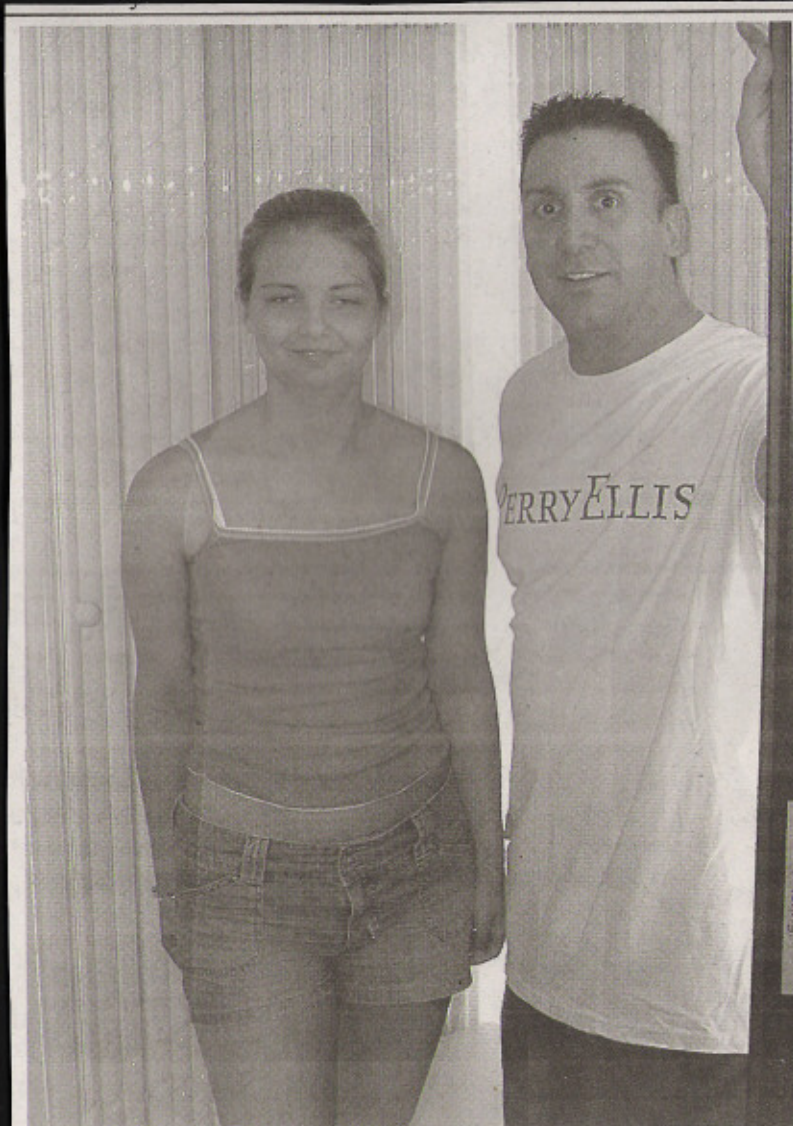
The new Davis Square salon boasts a "World Class Tanning Experience" with a variety of state-of-the-art, high performance equipment, bulbs and lotions. The equipment is precision engineered to emit an optimal ratio of UVA and UVB tanning light. David Venezia, one of the owners, explains that having the ideal proportions is critical to eliminating unnecessary and useless exposure, therefore, providing a rich, deep, dark healthy tan in as

little time and with as little consequence as possible.

Xtreme Tanning offers something for everyone — whether you're famous or not, freckled Irish or bronzy Brazilian. It has three levels of tanning from eight to 15 minute sessions priced from \$4 to \$14. There is a women's fitness area for VIP members where women can get a quick workout or even signup for abdomen and butt toning classes. An Oxygen Bar is being considered. There's also a massage chair called the "Big Black Bull" that the staff dares you to ride.

Knowledgeable certified tanning consultants staff the salon to ensure that your experience is safe, healthy and first class. Every staff member prides themselves on educating the customer. They have lotions to nourish and keep skin looking and feeling its best, swimsuits and active wear.

The salon, located above Starbucks at 258 Elm St. in Davis Square, is contributing a portion of all its lotion sales to the National Coalition Against Domestic Violence.



Xtreme Tanning co-owner, David M. Venezia, stands with Jill C. Corliss inside a tanning booth at the new Davis Square tanning salon.

News Photo by Neil W. McCabe

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