

JANELLE PERRY



# Gold Rush

Forget the Bright Lights of the Strip — LA Sunset Tan is Ready to Make Vegas Really Glow

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**L**ounging in the lobby of Palms Place, Jeff Bozz and Devin Haman are a vision of California boys gone gold. On the verge of the Vegas brand invasion that is LA Sunset Tan, Haman and Bozz embody the California-style enthusiasm and ambition that have launched a tanning salon business into the highest ranks of pop culture.

LA Sunset Tan at Palms Place is the sixth location in a veritable bronzing empire, which now includes a clothing line, swimwear and tanning lotions. And don't forget its new partnership with the Maloof family and Hollywood bigwig Larry Rudolph to enfranchise the salon nationwide. With résumés in real estate and club promotion, the two Angelenos took a chance in 2003 and struck gold. Next up? Vegas, of course.

"We felt that, after opening five salons in the LA area, we were set to open in Las Vegas," Haman says. "We've known George [Maloof] for a number of years, and once we left the LA area to come to Vegas, there was no better place than the Palms, especially Palms Place. You can tan anywhere, but you can tan like a V.I.P. as well." Adds Bozz, "Regardless of who you are, you're going to be treated like a celebrity here."

LA Sunset Tan is located within the Drift Spa and hammam, the brand-new 50,000-square-foot relaxation complex in Palms Place. The ultra lounge-boutique feel of the tanning salon adds to the mystique of exclusivity. Enclosed by frosted glass and traced with ambient lighting, the eight private treatment rooms feature five European tanning beds, two sunless spray rooms and a custom bronzing airbrush room.

"We had a vision with all of our salons, but I think this one definitely steps it up for us," Bozz says. "It's definitely more high-end. We benefit because George spares no expense."

Sunset Tan's exclusive packages will highlight its proximity to the Palms Place pool and the new Drift Spa. For example, enjoy a unique Palms





DEVIN HAMAN (LEFT) AND JEFF BOZZ

Cocktail exfoliation treatment prior to bed and spray tanning, plus access to the spa facilities for a full day of body worship. The salon will also offer the signature LA Sunset Tan Cocktail, a combination bronzing technique of high-pressure bed and spray booth, as well as plush robe service and complimentary beverages.

But it's arguable to say that the salon would not be as renowned as it is without its E! reality show. A surprise addiction when it debuted last year, *Sunset Tan* quickly catapulted the salon to fame and became one of the network's highest-rated shows. The phenomenon happened fast: After eyeing a write-up on Bozz in 944 Los Angeles, E! Entertainment executives immediately contacted the duo and launched the reality show *Sunset Tan* on Memorial Day weekend in 2007, feeding an insatiable thirst for all things blonde, bronze and bare. Season two is currently in the works. "We're probably going

to be filming about 35 to 40 percent of our show here in Vegas," Haman says.

Driving the plot line in season one was the fierce competition between staff members to win the management spot for the Las Vegas locale. Even with celebrity clients like Britney Spears, Lindsay Lohan, the Hilton sisters, Jennifer Lopez and Jessica Alba, the drama among the staff stole the show.

"You have to go for the shock factor," Bozz says. "In our business, especially, you go right for it. If you don't shock them, they're going to forget it." After all the dramatic episodes, former *Playboy* TV hostess Janelle Perry snagged the coveted prize.

"Everyone was gunning for it; this was like hitting the lottery up here," Bozz says. "This salon is going to probably do three times the amount of business that our best salon in LA does, because of the Palms and because of the

location. So, Janelle is going to do very well here."

"The tanning industry is very sexy and very vain — and that's me!" Perry quips. "Everyone wants to feel good, and everyone wants to look good ... everyone's in love with themselves."

Perched on the altar of self-worship, Haman, Bozz and Perry promise to love thy neighbor as much as thyself. Nevada residents will receive special discounts, as LA Sunset Tan lends some sugar to the locals and nightlife community.

"Locals are going to be our bread and butter," says Perry, the spitting image of blond ambition. "In the nightclub industry, everybody tans. You'll see me on the party scene." No one can doubt that Haman and Bozz have quite the taste for beautiful blondes, and count on the staff to be perky, attentive, young — and mostly female, so that anyone can be custom-bronzed by an LA Sunset Tan girl. Mobile airbrush machines will bring the "I was just hiking in Red Rock, I swear!" tan right to your doorstep or any Palms Place suite or Palms Casino Resort hotel room. As private as that may seem, gentlemen, please try to keep those shorts on.

"For some reason, guys just really, really want to be airbrushed naked," Perry says. "I've had guys ask if they could put a sock on or ask if they could just hold themselves."

To welcome the onset of a Vegas tanning revolution, the golden boys are planning one hell of a party, with "two surprise performances, red carpet and celebrities flying in," Haman says. Expect the festivities to take place sometime in May.

Like enchanted darlings of the young Hollywood set, Bozz and Haman appear cool, calm and collected amid the whirlwind of their Vegas debut. Perhaps the sweet success of LA Sunset Tan flows from an equally cool and calculated formula, not unlike the perfectly balanced cocktail of celebrity clients, tan-orexic behavior, juicy events — and just a dash of scantily-clad girls.

"We pride ourselves on the experience, the 'wow' factor," Bozz says. "You only have one chance to make a first impression." What that impression will be on Vegas is yet to be determined, but if Haman and Bozz have their way, LA Sunset Tan won't be even one degree cooler than sizzling.

**Glow with blond ambition at 4321 W. Flamingo Road  
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