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In this world there are different types of people, each having his or her individual preference regarding sun care. When it comes to sun tan lotion, there are many who do not appear to be well aware of the amazing facts about it. There are so many different types on the market that itâ€™s probably best to do some online research before going out to by a sun tanning lotion.

It is a common knowledge that todayâ€™s market for sun tan lotion is of a specialized category. This has prompted the manufacturers of this lotion to give efforts in continuous development of this product. This is primarily done just to make sure it meets various guidelines prescribed by the federal authorities. In addition to this, the manufacturers conduct marketing surveys from time to time to make sure they incorporate the changing demands of consumers. For instance, if the target audience is athletes, the manufacturer ensures it includes ingredients that are sweat proof. Similarly, if it is related to provide protection for a childâ€™s skin, they try to include a higher SPF with vitamin E and aloe Vera in it.

When it comes to sun tanning lotion, the formulation and the ingredients might depend on the target group. Ordinarily, the development of these products involves a team of experts. It comprises of chemists and various lab technicians who have expertise and exposure in this field. They are well versed in developing it initially from natural and synthetic ingredients. These formulations are made in different quantities and then they are stored in the stainless steel vats.

The next stage of developing the sun tanning lotion involves getting the approval from appropriate authorities. Initially, application is made to FDA which in turn necessitates further testing which are done by an outside agency or in-house. Similarly, adequate tests are made to determine the level of waterproof tolerance.

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