

# uGlow Intelligent Tanning receives Award of Excellence 2025



Founded by Louise Cooper, uGlow Intelligent Tanning is a revolutionary self tanning brand available to customers worldwide. Louise transitioned from engineering into the beauty industry while raising her four children. With determination and a keen analytical mindset, she saw a gap in the market to create tanning products that were not only streak free but ones that give a natural glow to your skin. She spent over a decade researching, testing and collaborating with leading experts helping bring her vision to life creating a groundbreaking product that gives people a safe and radiant complexion. The company has gone from strength to strength over the last few years with their tanning products receiving New Beauty Product of the Year 2021-2022, Best Beauty Product 2022-2023, Most Innovative Self Tanning Product 2022-2023, Global Award for Best Beauty Brand 2022-2023 and Louise herself recently being shortlisted for Female Entrepreneur of the Year 2025.

Following on from this here at E2 Media we have recently unveiled the highly anticipated 2025 Awards of Excellence, spotlighting outstanding achievements across various industries. Among the distinguished winners is uGlow Intelligent Tanning. Their exceptional dedication to providing unparalleled service has set them apart, earning them the recognition and admiration of both their industry peers and clients alike. This accolade not only highlights uGlow Intelligent Tanning's commitment to excellence but also highlights their consistent efforts to go above and beyond in ensuring a positive and seamless experience for their clients.

Combining science with luxury, Louise has carved out a niche in the tanning industry by creating uGlow Tanning products including the uGlow Tanning water that is not only easy to apply and long-lasting but also tailored to individual skin tones and needs. The uGlow tanning water is completely different to other tanning products you will find on the market. It is completely clear when applied which stops any transfer of colour onto bedding and clothes and doesn't have the typical tanning odour you find with other tanning products. The intelligent formula is designed to adapt to your unique skin, delivering even coverage and a streak-free finish that develops gradually, ensuring a sun-kissed look without harmful UV exposure and are available for both men and women. What sets uGlow Intelligent Tanning products apart is their commitment to skin health through nourishing, high-quality ingredients. Their products are infused with skin-loving components such as being water based as well as hyaluronic acid for hydration. This blend of tanning and skincare allows users to enjoy a glowing tan while keeping their skin soft, hydrated, and healthy.

As well as tanning products, uGlow intelligent Tanning also has over 100 trained uGlow spray tan artists across the UK based in Spas, Salons or are freelanced mobile

artists that deliver the uGlow professional spray tan which is also completely clear when applied giving a flawless finish. uGlow has taken the tanning industry by storm with celebrities now using their award winning products where they were able to showcase uGlow at the Baftas in 2024 and 2025. Over the last 6 months they have also managed to gain contracts with some big companies such as PURE Spa and House of Sublimity which shows just how far uGlow has come since it was first established.

The high regard uGlow Intelligent Tanning is held by its clients tells you everything you need to know not only about the service they provide but also the ethical way in which they operate. With one client saying, "The most amazing product I have ever used. My absolute go to for every occasion. Natural, moisturising, flawless finish, beautiful results. You really do glow after using this product. Ageless tanning in a bottle."

The challenge for uGlow Intelligent Tanning in the future as its reputation grows and the demand for its services grows will be to maintain the same high standards that have given them so much success. Given the track record that they have we think it's something that they will achieve and that uGlow Intelligent Tanning is a name you'll be hearing much more of in the years to come.



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