

NO MORE RACCOON EYES!

BY BRENDA FISHBAUGH

Research shows that only HALF of indoor tanners wear protective eyewear during a session. These tanners understand that they may be damaging their vision, but they still don't wear eye protection. When asked why they don't, they say, "I don't want to get raccoon eyes!"

Tanners are concerned about developing unsightly tan lines around their eyes – what can you tell your clients?

1. "Wash your face!" Yes, the No. 1 cause of the dreaded "raccoon eyes" is SPF, not goggles! Most of the facial moisturizers women use contain SPF – by the time you've applied your moisturizer, eye treatment cream, dark circle cover-up,

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foundation and eye shadow, you've potentially applied six layers of SPF. This also applies to the guys, as most men's facial care products also contain SPF. Wash your face and you'll develop a much more even tan.

2. "Carefully apply tanning lotions with bronzers on your face." A lot of tanning lotions contain bronzers; if you don't apply that bronzer around your eyes carefully, you're painting giant raccoon eyes on yourself!

3. "Move your eye protection." If you adjust the position of your eyewear a bit during your tanning session, you'll minimize any tan lines.

4. "Switch eye protection." Many tanners like to alternate between a couple of different eyewear types. This is just like changing swimsuits – to minimize tan lines.

5. "Find the eye protection style that works for you." Every eye is a different size and shape, so find a product that fits you best. Lots of new eye protection products have come to market in the last couple of years – check out all the new options available to you.

6. "Try adjustable eye protection." Disposable eye protection allows custom fitting; you simply shape the cone to fit your eye.

Adjustable eye protection is perfect for people with long eyelashes and any tanner wanting to minimize tan lines.

7. "Have you been wearing sunglasses?" If you've been wearing sunglasses outside (which we HIGHLY recommend), you've created your own large raccoon eyes. Of

course the skin tone around your eyes is going to be lighter – your sunglasses were also blocking your tan.

8. "Eyelids don't tan well, even unprotected." The eyelid skin is one of those areas that don't contain much melanin. Just like the palms of our hands, the tops of our feet and inside of the wrist ... eyelids often don't tan well.

9. "There are a number of touch-up products available." If you do have a bit of a raccoon eye, or a white crease on your neck, shoulder blade pressure points that won't tan or the dreaded white "smiley lines" at the bottom of your bottom, there are many sunless products designed to touch up these areas and blend everything nicely.

10. "All FDA-compliant eye protection is a complete block, so you may have some tan lines." If you wear eye protection, your tan lines will fade with time, but your vision won't!

We hope you'll try these ideas, enjoy your tan AND keep your beautiful eyes! 



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.