



Are YOU Getting the Message Out?

By Brenda Fishbaugh

I recently visited a well-known salon chain to train their staff on the importance of eye protection. The owner proudly told me that they **INSISTED** all their tanners use eye protection – that the concept was “pounded into their clients’ heads.” I looked around the gorgeous salon. And I looked again. There was not one sign posted to indicate that eyewear must be worn during tanning sessions. There was a basket of eye protection at the front counter, but it was pretty much obscured from view. I did notice signs all over the place promoting lotion usage and the salon’s membership program. Oh, and nicely displayed goodie bags showing the week’s “featured item.”

As I toured the salon, I noticed that the tanning rooms repeated the theme; beautiful tanning product posters and signs promoting all the salon’s additional services, but no signs warning of the dangers of tanning without eye protection. As a tanner at this salon, how would I know eye protection was important? Perhaps the staff at the front counter was asking the tanners if they had eye protection, but I’m sure you’ll

agree that this is only a small part of educating your clientele and enforcing a policy.

How can you reinforce the message that eye protection is important at your salon? Numerous eye protection materials are available from the eye protection manufacturers and salon operator training organizations – call and ask for it.

If you’d like to receive free eye protection materials, email your salon address to Brenda@EyePro.net

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Look around your salon ... do you make your tanners aware of eye protection in a myriad of ways? Do you prominently display several brands of eye protection, both goggles and disposables? I’m not a fan of goggles dumped in a basket; use a display that’s appealing, such as a jewelry display. This way, the tanner can see your offerings and touch them, making their buying choice more clear. Is eye protection included in your tanning packages? Do you host

an “Eyewear Week” once or twice a year, when clients receive a discount for turning in their old goggles and buying new? Do you have “Eyewear Specialist” certificates hanging next to your Salon Operator Certificates? Are there signs in your lobby, bathrooms and tanning rooms promoting the importance of eye protection? Some salon operator

training organizations offer signs or brochures for a small fee, or you can print info from their website. I hope you’re doing **your** best to get the message out! ■



About the Author:

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.