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Eye to Eye

Your Tanners Aren't Wearing Eye Protection!

By Brenda Fishbaugh

At this season's trade shows, I heard from a lot of salon operators that very few of their tanners were wearing eye protection, even the ones who had always worn eye protection. The reason? Smart phones! Everyone is busy texting or Candy Crushing during their tanning session. Don't believe it? Think about how many phone calls you hear from your tanning rooms – your guests' phones are definitely being used. If a salon owner didn't believe me, I asked their staff members ... yep, you guessed it ... they are the worst culprits, catching up on texts and not wearing eye protection so they can see their phones!

Is it dangerous to have your eyes open while tanning indoors? Yes; but only if you are NOT wearing eye protection. All goggles and disposable eye protection shown in major tanning product distribution catalogs and advertised in *ist* Magazine provide a complete UV block, and yes, they are all see-through. How can eye protection be see-through AND completely block ultraviolet light (UVA and UVB)? Remember: closing your eyes doesn't block UV light because your eyelids are too thin. And, remember that the UV spectrum is invisible. The sunglasses you wear outdoors block UV and are still see-through, correct? Indoor eye protection is exactly the same. They block damaging UV rays, but allow visible light (a completely different light spectrum) through. The tint in sunglasses and in goggles is just to make it comfortable in the bright sun and a bright tanning bed. Dark sunglasses don't block any more UV than very lightly tinted sunglasses.

Don't be that salon owner who tells people they can't use their phones during their tanning session. There's another option – sell them eye protection that allows them to text and tan easily!

New Sunshine, the largest supplier of indoor tanning goggles, offers many different styles to meet the needs of every tanner. One of New Sunshine's most popular products is Eye Candy by Australian Gold, which allows for high visibility with maximum UV protection and comes in a variety of colors. Designed for use in beds with a lot of options for fans, timers, face tanners and music, the eyewear is all one piece made of transparent material. And, they're great for texting-while-tanning!

Another option for texting while tanning is Eye Pro's Ultra Gold Wink-Ease disposable eye protection. The updated Ultra Gold Wink-Ease are completely see-through, but also a complete UV block. A tanner can text and tan, as well as adjust the settings on those "big bed" control panels. So, yes, you CAN tan and text, and still protect your vision. The key is to ensure that your tanners wear eye protection! The dozens of different FDA compliant eye protection offerings allow your guests to text, relax by playing games on their phone and even avoid claustrophobic feelings.

What a wonderful conversation starter ... "Do you like to nap during your session or do you like to use your phone? We have very different eye protection to protect you while you are enjoying your session!" This is a great time to show your guests different options and ensure their eye protection is clean, with no deep gouges or missing lenses that would need to be replaced. ■



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.



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