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Eye to Eye

Beach Bum's Eye Protection Focus

By Brenda Fishbaugh



Beach Bum Tanning & Airbrush Spa is the leading tanning salon chain on the East Coast, with over 40 stores in New York, New Jersey, Connecticut, Virginia and West Virginia. Beach Bum is one of the first salons established, having been in business for over 30 years. And, most of their management team has been with Beach Bum for over a decade.

I spoke to the beautiful and hardworking Vanessa Pace, Director of Operations, concerning Beach Bum's eyewear policies. She's been very involved in Beach Bum's growth into airbrush tanning, infrared services and lash extensions, in addition to UV tanning.

"At Beach Bum Tanning, cleanliness and sanitation are critical. Since we expect our guests to 'get naked', we focus on keeping our salons spotless!" Pace enthuses. "Because we have stores in New York, the law requires us to provide eye protection for free. Even if we need to provide it for free, eye protection is still a profit center," she adds.

Pace continues, "As guests enter our stores to enjoy a UV session, they receive a complimentary pair of Wink-Ease® brand disposable eye protection. Our competitors charge about \$1 a pair, so we immediately stand out as a 'take care of the customer' company, since we provide them for free. We look to carry the latest eyewear products that fit with our brand. We sell Podz®, Eye Candy, Peepers® and Glamour Eyes to our clients who prefer to own goggles instead of using disposables. In the past, we did follow the sanitizing procedure for reusable eyewear and later decided to eliminate it to keep a much cleaner salon and streamline our eyewear profit center."

I asked Pace if BBT has an eyewear policy for sunless tanning. Although the FDA does not require that eyewear be provided for spray-tans, the Administration strongly recommends tanners cover all mucous membranes when they are being sprayed with solution. Pace explained, "We pride ourselves on following FDA spray-tan guidelines. We provide and recommend nose plugs and disposable Sunless Clear eyewear for every auto-booth and airbrush session." She explained that their sunless tanners often wear the disposable eye protection to protect lash extensions, which can loosen from exposure to sunless spray.

Since getting tanners to wear eyewear can be challenging, Beach Bum stresses staff training with an extensive education program and frequent refresher training. Pace elaborates, "Every new-hire takes the 25-minute training offered free at EyePro.

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net. This training gives our team useful tools to help educate our salon guests about why eye protection is important. We also show them how to fold disposable eye protection into a cone, so that they wear it properly."

BBT doesn't stop there! They offer complimentary goggles with "lotion of the month" specials and other promotions, as well. Beach Bum also has plans to create several contests and incentives to encourage guests to purchase their own eyewear.

Want samples of the sunless disposable eyewear that Beach Bum offers? Email your salon name and address to Brenda@WinkEase.com with the code: IST Sunless ■



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.

