

Long-Lashed Tanners Not Wearing Eyewear? What Can You Do?

By Brenda Fishbaugh



A new trend has surfaced in indoor tanning eye protection ... more specifically, a trend in NOT wearing it!

Women who have always worn eyewear when they tanned are no longer wearing it. Why? They're getting eyelash extensions – it's expensive, time-consuming and tanners are afraid of damaging their glued-on lashes, so they forgo wearing their goggles during a tanning session. I think these salon guests are hoping that their very long lashes will protect their eyes; but, unfortunately, eyelashes offer no UV protection and closing your eyes only provides a 25% ultraviolet block.

As you may know, UV rays from tanning beds tan your skin, but the rays also burn your eyes. It's important to wear FDA-compliant eyewear to protect your night vision, color vision and prevent eye burns such as "snow blindness" or "welders flash," as well as possible development of growths on your eyes.

I also spoke to Jason Brooks, National Sales Manager for New Sunshine LLC, makers of eye protection for the Australian

Make sure your salon guests purchase an eyewear style that fits their eyes properly while protecting their lashes AND their vision!

Gold, Designer Skin and California Tan brands. "As long lashes gained popularity, we invented Designer Skin Glamour Eyes," Brooks stated. "We designed Glamour Eyes goggles with a tall cup, so that long, voluminous lashes have room, but the goggle won't create 'raccoon eye' tanlines. This goggle style also has a clear nose-piece that prevents tan lines, and Glamour Eyes include a trendy, compact carrying case."

Women with very long lashes or who wear extensions have an additional alternative to these re-useable goggle options. Eye Pro, Inc. Office Manager, Jackie DeWald, explains. "When women started using super-lash-building mascara, we created Lash Room Wink-Ease disposable eye protection. They are a one-time use, FDA-compliant product designed to fold into a super-deep cone shape that comfortably fits even the longest lash extensions. We really want every

tanner wearing eye protection when they tan indoors! Lash Room Wink-Ease have great visibility and leave no tan lines, so you can also wear them when tanning outdoors."

Share these great eyewear options with your lash-blessed salon guests, and make sure they purchase a style that fits their eyes properly while protecting their lashes AND their vision! Want some free samples of eyewear for long lashes? Email Brenda@WinkEase.com with your name, salon name and address, and I'll mail you samples of eye protection you should be offering at your tanning facility. ■



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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