



HOW LONG SHOULD YOU KEEP THOSE GOGGLES?

By Brenda Fishbaugh

How long should a tanner use the same pair of goggles?

Lisa Parsons, Director of Brand Development at Devoted Creations (makers of Podz eyewear) recommends that tanners replace goggles quarterly. “Most likely, your salon guests will have lost or broken their goggles before they need to be replaced,” this industry veteran explains. “It’s really important that tanners keep goggles clean. I think lens wipes for sunglasses are the quickest and easiest way to disinfect re-useable eyewear. But even if goggles are cleaned after every use, a tanner will want to replace them frequently to minimize the risk of contact with germs.”

I also asked Chris Shaffer of New Sunshine Brands what that product-maker suggests. “Consumers should fully review the information provided either on or within the eyewear packaging to ensure

proper usage and care,” the VP of sales explains. “Cracked or damaged eyewear should not be used. Tanners need to understand that goggles are not intended for prolonged use. Use and care instructions could vary based on design or material.”

Shaffer adds, “When using Australian Gold disinfectant solution to sanitize eyewear, usage instructions should be reviewed and followed closely. The formulas and instructions can differ slightly by manufacturer.” This 29-year industry veteran weighed in with one final thought: “Goggles should be stored in a cool, dry place.”

Parsons had additional suggestions. “For liability reasons, I tell salon operators not to clean or store a tanner’s eyewear. Sell them a new pair each quarter and pick up \$6-\$8 retail revenue per person – a great margin!” Lisa also explains, “I often suggest salons sell our keychain Podz eye protection printed with the salon logo, so that your tanners

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Lisa Parsons, Devoted Creations

always have eyewear with them and are thinking about your business, as well. But these need to be cleaned before each use with a lens wipe, as they get handled a lot.”

What about disposable eye protection? Parsons says she only wears disposables for their ease and cleanliness. “If you live in a state that requires salons to provide free eyewear, one option is to provide disposables for free and sell goggles to those who don’t care for disposables. This reduces your liability from offering shared goggles that haven’t been cleaned properly.

“I’m a big fan of using eye protection to increase sales. If a tanner has forgotten her goggles, offer her a choice of new goggles if she buys an aftercare product like bodywash, a scrub or moisturizer,” suggests Parsons.

Jackie DeWald, Office Manager at Eye Pro (makers of Wink-Ease disposable eye protection) mentions that some tanners try to wear their disposable eyewear multiple times. “Disposables are licensed as a ‘one-time use’ product, just like syringes, tongue depressors and bandages. We have a letter explaining this classification that salons can share with their tanners. If a tanner still wants to re-use his disposables, we recommend you sell him goggles.”

DeWald adds, “We have an article we are happy to share that offers tips for hosting a ‘Crappy Eyewear Week’. It explains how to get tanners to turn in their bad eyewear for a new fresh pair, offered at a discount or free with an upgrade or lotion purchase. Salons have had a lot of success with a focused eyewear trade-in week or month.” ■

Would you like info about “Crappy Eyewear Week”? Email Brenda@WinkEase.com and ask for IST Eyewear Week.



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.

