



**PART 1**

# Ideas for a Fresh Start!

By Brenda Fishbaugh

pair of goggles for them to bring with them to each session. “It was a win-win, with my guests getting their own goggles and Sunny Shores selling a lot of Wink-Ease disposables when tanners forgot to bring the goggles we gave them.”

So, what changes to her business model has this new salon operator planned for 2021? “One thing we have started implementing is that we are giving free pairs of goggles or five pairs of disposables with a purchase of an eye skin care product. We have started offering two types of eye serums to remind our guests to care for their aging skin and demonstrate how

critical eye protection is.” Smithers says eyewear is also included in the special tanning bundles they offer.

Smithers seems unstoppable. “We had a great Black Friday, so I’m placing an order for a POLY red-light machine to complement our POLY handheld unit,” she enthuses. “We had to move some retail items to

make room to hang all of the training certificates we’ve earned!” she exclaims. “My entire staff takes a lot of training on eye protection, red light and disinfection and we display our certificates. It shows we are very serious about delivering a professional tanning experience.” ■

**W**ith 2020 now in the rear-view mirror, let’s start fresh and make some quick and easy changes to move into a sparkling 2021!

I asked PA salon operator, Kristin Smithers of Sunny Shores Tanning on Lake Erie, what changes have helped her salon improve their service. “The one thing we have implemented that really has helped us build our business is offering OPTIONS! We have instilled trust in our customers by allowing them to have the option of walk-ins, appointments and/or curbside check-in for appointments. Our curbside check-in allows customers to check in when they arrive via a mobile link and we text them when their tanning room is ready. This helps us engage more one-on-one with customers when it is their time to tan, as well as gives our guests the peace of mind to safely wait in their cars or outside,” explains this new salon owner.

“I worked at the salon for four years, then bought and renamed it Sunny Shores Tanning,” Smithers continues. Soon after the one-year anniversary of the business, she had to shut down the

salon due to COVID. “Now, we are running on ‘new salon’ energy,” she shares. “I asked myself, ‘where can we improve?’ So, when we re-opened, we had a new bed in place, a HEPA filter on our air unit and UVC filters in the salon. We even added mini room-cleaners that plug into the outlets in every room, hoping our efforts

would boost our tanners’ confidence in our cleanliness. Just like lots of tanning centers, we added retail hand sanitizer and disinfecting wipes.”

Pennsylvania is one of three states that require salons to provide eye protection for free. However, when COVID-19 started spreading, Smithers decided she was not going to continue with her goggle-soaking policy. “I did not feel confident that I could guarantee our goggles weren’t spreading COVID-19,” she stated. She switched to giving tanners a new

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**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.

