



Salons Share Tips for Convincing Tanners to Use Eyewear

By Brenda Fishbaugh

A recent Facebook tanning forum posted a myriad of ways to convince salon guests to wear eye protection for every session. Try a few of these great ideas!

“I always share my personal experience with them. I am ashamed to admit that when I worked in a salon, I did not always wear my protective eyewear. I learned during a recent eye exam that I have possible eye damage. After they know about my vision issues, my tanners wear their eyewear!”

Diana Lynn Hirsh-Walker
Tropical Obsession Tanning Salon & Spa – Sebring, FL

“I always suggest to tanners that they put their eyewear in a resealable bag to keep it clean. They can then attach their little baggie to their bottle of lotion with a hair tie, so they have everything they need all together. Or better yet, we sell a tanning bag to carry all their necessities.”

Katelyn Marsh
Body & Sol – Endwell, NY

“I damaged my own eyesight and night vision by not wearing eyewear back in the day. I always explain the importance of eye protection! I recommend

my tanners give their eyewear a little “wiggle” and reposition it halfway through their session to avoid lines. ‘Raccoon eye’ tan lines are my guests’ biggest worry, and they are totally avoidable.”

Lindsay Nelson
Sun City Tanning – Worcester, MA

“When my guests say they want to avoid raccoon eyes, I recommend they wash their face to remove the layers of

Would you like even more ways to avoid raccoon eyes and coax your tanners into wearing eye protection? Email Brenda@WinkEase.com and ask for Code: IST Raccoon Eyes

SPF make-up we put on every day that give us huge tan lines! I also recommend they rotate with different eye protection types, particularly disposable eyewear, as tanners can adjust the cone to fit the shape of their eye.”

Rachel McLeod McTaggart
Ja-Makin Me Tan – Pascagoula, MS

“When tanners are stubborn about eyewear, I ask them to look up at one of our ceiling lights, close their eyes and wave their hand in front of their eyes. Of course,

they see the shadow of their hand. If that 50-watt light bulb that is ten feet away is visible with your eyes closed, what do you think is happening in a tanning bed with lamps just a few inches from your face? We also remind tanners to clean their eyewear with anti-bacterial soap, especially during COVID. We supply baggies to keep them from being touched unnecessarily. Disposable eyewear is a huge seller for us, it’s a clean way to keep from picking up viral and bacterial infections.”

Mel Skific
Club Soleil – Burnaby, BC Canada

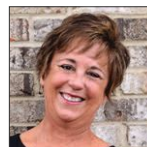
“We have found the best way to explain eye protection to tanners is to share the photographs we received when our staff took the free ‘Eye Protection Expert’ training. A picture is worth a thousand words! When we point out the picture of eye damage from not wearing eyewear, tanners are much more willing to wear it. We also stress eye protection on our release form and explain how UV light permanently damages color and night vision, too.”

Tammy Fargher Hildebrandt
Electric Sun Tanning – Caldwell, ID

“Get educated! My entire staff took the 30-minute eye protection training at eyepro.net/24-7-training/ and got certified. We display our certificates in the store and

have additional educational materials we can share with our tanners to convince them that eye protection is critical!”

Diana Lynn Hirsh-Walker
Tropical Obsession Tanning Salon & Spa – Sebring, FL ■



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.

