

What's Your Approach?

By Brenda Fishbaugh



In my November column, I wrote about a longtime salon operator who had recently encountered a couple of guests who didn't like being asked to show the salon staff their eyewear before being able to tan. They felt it was demeaning and that they were being treated "like babies." I asked several salon operators how they handle this situation with their tanners who feel the same way.

Laura Maxx, Ultra Sun Salon in Manchester, CT explains why eyewear is so important.

"I've owned our salon for 37 years, so I encounter customer push-back occasionally. I tell every person who signs up: 'Eyewear is required to be shown to the camera on each visit – have it out for us to see or get asked to take it out. Is that acceptable to you? Good! The safety of your eyes while using our facility is a top priority to us and we appreciate

your cooperation.' Secondly, as the owner of the facility, I require it as I want to run a safe and professional business for them. No eyewear, no room entry! If they really have it, they shouldn't have an issue showing it. Mutual respect."

Zoe' Buchmuller-Killeen of Forever Sunshine Tanning in Little Ferry, NJ has a different approach.

"I think a picture is worth a thousand words. I show them the photos of possible eye damage from unprotected tanning that are printed on the educational handout provided by Wink-Ease. It works every time!"

Team Eye Pro loves this idea: Christi Miller of Moon Shine Tanning in Glenpool, OK repeats a simple message.

"I have it written on a sticky note, the membership agreements and the handbook – No Eyewear • No Tan • No Exceptions"

Melissa Larabee, Owner of Golden Goddess Tanning Boutique in Colchester, CT gets her guest's acceptance in writing:

"My new customer contract states that the guest will show their eye protection before they tan. If they get upset, I give them a big smile and remind them that they signed up for it. I even have an extra signature line below the blurb about having to show eye protection on each visit and it states that if they don't have it, they will be required to purchase a new pair before they can tan. Then, they have to sign directly under that acknowledging their understanding, and then again at the bottom after they answer all the typical questions. When your staff asks to see eye protection the first few times the guest comes in and they realize you aren't going to stop asking, then they get used to it and will have it in hand every visit. There will always be a few customers who make a big deal about everything. Honestly, I don't want customers like that, so if they have a problem with showing their eye protection, then they really do not need to return. I want to concentrate on my great customers." ■

Would you like a FREE meme to share on social media based on Christi Miller's handbook policy? Email Brenda@WinkEase.com with the code: IST No Eyewear.



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.

