



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.

# Want to EDUCATE Your Tanners About EYE PROTECTION? Use a Flashlight!

Do you struggle to get your tanners to wear eye protection? Bill Berglund, owner of Eurotan USA in Portland, OR has a unique approach!

**W**hen a tanner says, “I don’t wear eye protection when I tan,” Bill is ready to respond with a little demonstration. He pulls out a small flashlight and asks, “See this cheesy little flashlight? Now, close your eyes.” As he shines the light in front of the tanner’s face, he then asks, “Can you see the light through your eyelids?” The tanner squints – realizing that a tiny flashlight held a few inches from closed eyes is amazingly bright!

Bill’s demonstration continues. “Of course you can see the light, you’re squinting!” he says. “This is a little flashlight. What do you think the light from our mega-beds does to your unprotected eyes?”

Bill Berglund and his wife, Tracy, say that when their tanners return to the salon’s reception area after their session, they are asked if they wore eye protection while they tanned. If the tanner answers “No,” Bill replies, “Good! With the money you saved by not buying eyewear, you can buy Alpo.” The tanner invariably asks why they would buy dog food, and Bill is ready with his answer. “You’ll need it to feed your seeing-eye dog!” As you can imagine, a majority of tanners wear eye protection at Eurotan USA.

Bruce Woods, owner of No Tan Lines in Chicago, is an electrician by trade. “Sparky” also uses a simple flashlight demonstration to get his eye protection point across.

“I turn on the flashlight and hold it against the palm of my hand – the same trick we did as kids,” Bruce explained. “I ask the tanner what they can see, and they admit that they can see the outlines of my finger bones and some veins.” It’s not long before the little “light bulb” (excuse the pun) turns on over the tanners’ head. “I tell them that their eyelid skin is obviously much thinner than my hand, and my beds are a lot stronger than my little flashlight! Four ‘D’ batteries generate five watts of power. A base tanning bed emits about 1,000 watts near the

face, and my high-pressure beds or a bed with facials directly exposes the face to at least 4,000 watts. You don’t want that kind of wattage ruining your vision!”

Bruce also has a 50-watt lamp near his reception counter. He asks tanners to close their eyes, then turn their face toward the light and wave their hand in front of their eyes. “Can you see the shadow of your hand pass over your face even though your eyes are closed?” he asks. Of course, the tanner can. “That 50-watt bulb is 15 feet from you and shielded by a lamp shade,” he continues. “The sunbed you will be using has at least 1,000 watts of power and the canopy will be four inches from your face. Are you sure you don’t want to wear eye protection?” ■

Bill Berglund and Bruce Woods would both love it if you’d “borrow” their clever ideas to educate your clients about eyewear and protected tanning!



Salon pro Bill Berglund (left) & Eye Pro Educator, Renee Lofland (below) know the “flashlight trick” is an effective demonstration when stressing the importance of eye protection to tanners.

