



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.

“These Folks Deserve a Pat on the Back”

In these tough economic times, it's so refreshing to see tanning salons and tanning businesses doing things to help others or promote the industry. I decided to give a big pat on the back to the following tanning companies:

Suntan Supply, a tanning distributor with facilities in MN and OH, will host a regional trade show during Christmas week – at an Ohio water park! Owners Bill and Marty Gallagher said, “We chose to do it a water park to help parents give their kids a great Christmas adventure for very little money.” The \$100 price to attend the show includes four tickets to the park and one night’s hotel stay.

Another company that helped make Christmas special this year was **Sunshine Palace** in St. Cloud, MN. They held a “Tanning for Tots” campaign, inviting tanners to bring in a toy in exchange for a free tanning session.

Many tanning industry professionals have focused energy on raising awareness of Vitamin D’s benefits. Here’s just a few!

Sunday’s Tanning Resort, a 10-store chain in Virginia Beach, raised \$5,000 selling Vitamin D bracelets. Lotion maker **Devoted Creations** then matched that amount, for a total of \$10,000 donated to the Vitamin D Fund. DC also donated a portion of sales of two lotions – *Beautiful You* and *Total Luxury* – to the fund, providing substantial resources to this important industry cause.

Darque Immersion salons of Pinellas Park and St. Pete, FL had Vitamin D posters designed and printed to raise awareness among their tanners of the benefits of “The Sunshine Vitamin.”

In Whitinsville, MA, **Heavenly Hair Plus** raised money for our U.S. Troops with a Free Tan Day. Owners Brenda and Steven Couture have been sending care packages to two U.S. camps in Iraq, using their salon fundraisers to buy basic items such as shampoo, body wash, moisturizer, sunscreen, lip balm, wipes, etc. On Free Tan Day, tanners could donate \$5, \$10, \$20, or \$25 for tanning packages that included lots

of products donated by several lotion and eyewear makers. Brenda Couture stated, “With the money raised, we were able to buy many items needed by both camps and shipped well over 30 care packages!”

Keeping your staff trained is key to successful product sales, but often expensive. Here are a few manufacturers offering fast & FREE training:

Lotion maker, **Supre**, has a “No Salon Left Behind” policy: No salon is too small to receive the personal, one-on-one product training Webinar they offer. Australian Gold offers free, pre-recorded training at TrainWithAG.com. And, salon operators can make sure their staff understands why eye protection is so important with a 15-minute online eye protection training session at **EyePro.net**.

Proactive salon operators are training their tanners, too. On June 2, Debbie Shaffer, owner of **Magic Tan in Barberton, OH** held an “Eyewear Day.” She explained, “I put a table in my lobby to display the types of eyewear I sell, as well as brochures about eye protection and Eye Pro’s educational counter mat. Eyewear was on sale, and tanners who purchased eyewear also received a pouch of disposable eyewear to try. It was a great way for my customers to replace their old eye protection or learn why they need to wear eye protection.

Devoted Creations is also helping to save the animals! Now a PETA Silver Sponsor, DC offers huge product baskets at PETA.org as daily gifts for website visitors, as well as making substantial financial donations. Another animal-loving company is **Eye Pro**. The Wink-Ease maker recently asked salon operators to visit EyePro.net and vote for their favorite exotic animal that Eye Pro has helped rescue. For each vote, Eye Pro donated \$3 to Fort Wayne Children’s Zoo, raising a whopping \$1,200 to benefit the new “African Journey” expansion. ■

Did I miss your praiseworthy promotion or donation? Email Brenda@eyepro.net to appear in a future column!