

TRY AN "EYEWEAR DAY" AT YOUR SALON

BY BRENDA FISHBAUGH

I recently interviewed Katie Dyer, Manager at GLO Sun & Shades salon in Muskegon, MI about their innovative "Eyewear Day" concept to raise eye protection awareness.

BF: How did you get the idea for Eyewear Day?

KD: Kay Bowen from (distributor) Sun Connection promoted it to help educate our customers about the importance of protecting their eyes during tanning sessions. We want our tanners to understand why we recommend it and we thought it would be fun to do something different than just another "lotion sale."

BF: How did you promote the event to your customers? What did you offer on Eyewear Day?

KD: We had signs posted everywhere for about 10 days before and told each tanner about it when they came into the salon. We also contacted a couple of eyewear manufacturers who supplied us with freebies to give away. Everyone received a free zipper pouch of Wink-Ease and ViewKeepers disposable eyewear and Fresh-Ease Refreshing Body Cloths. We also gave a free pair of goggles with all lotion and tanning packages purchased on Eyewear Day.

BF: Tell us how you educated your customers about the importance of eye protection.

KD: On our reception counter and in the tanning rooms, we displayed educational mats that show very graphic images of

eye damage that can be caused by UV over-exposure. We also created an informational handout printed on bright paper. Most people were surprised by the info but were glad to have it. We were thanked by several tanners who said they had eye protection and didn't always wear it, but would from now on. Of course, that was the reason we had the event!

BF: How did your customers respond to Eyewear Day?

KD: Enthusiastically! We've required each tanner to have their own eyewear for quite a while and don't loan it, so most of them understand why; but it's always fun to learn more and get free goodies!

BF: Tell us a little bit about your salon.

KD: We're located in Muskegon, MI and we have 11 UV tanning systems, as well as a Red Light Therapy bed and sunless spray booth. We opened in September, 2006 and are owned by my dad and brother—Dan and Brent McKinnon. I manage the salon.

BF: Would you host another Eyewear Day? If so, what would you change?

KD: We would do it again, and would probably pick a time of the season when we get a lot of vacation tanners or new customers – many don't tan regularly and haven't learned about the importance of eyewear.



(L-R) The Glo Sun & Shades team includes manager Katie Dyer, Leah Dalson, Samantha Elliott, and Lindsay Jacobs.

BF: How about suggestions for our readers?

KD: Be sure you're always professional and require tanners to use their own eyewear – never loan or allow borrowing. The time you spend cleaning "community eyewear" is time you can spend promoting your retail products and your business, and getting to know your customers better. When you educate your tanners, they respect you – and that's always good for business. ^{EST}

Thanks for the great idea, Katie! If you have an innovative educational idea or community service project, email Brenda@EyePro.net with your idea and your idea may appear in a future issue of *Island Sun Times*.

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.

The complex block contains a small portrait of Brenda Fishbaugh on the left, a logo for Eye Pro on the right, and a short bio below. The logo features a stylized eye and the text "EYE PRO".