

# Eye Pro, Inc.

## The "Eyes" Have It!

BY JOHN P. RIBNER



**If you vote for disposable eye protection products and engaging education delivered by a dedicated and friendly crew, then you've elected Eye Pro, Inc. as one of your industry leaders!**



(L-R) The "Eye Pro Gals" include President Brenda Fishbaugh, Office Manager Jackie DeWald, Director of Customer Support Renee Lofland & Crisi Spilker, International Customer Service.

For nearly 30 years, Eye Pro, Inc. has built a solid reputation as a manufacturer of quality disposable eye protection and the ultimate source for the latest information and education about the importance of protecting the eyes while tanning. That's quite a legacy for the Fort Wayne, IN-based company ... and their story goes on. This year, Eye Pro has increased its educational offerings with a new training program that's as fun as it is educational, while continuing to produce the widely popular Wink-Ease disposable eye protection. The company is in the final steps of creating disposable eye protection for use by a rapidly-growing sector within the indoor tanning industry. Needless to say, expect some interesting things from Eye Pro!

### IDEA, COMPANY, LEGEND

Many a great company has evolved from a good idea, and Eye Pro, Inc. is no exception. In 1983, entrepreneur and venture capitalist Jim Simon was eating a bag of potato chips and noticed that, while he

**"After all these years, we're still hearing that about 50 percent of all tanners don't use any eye protection at all, and it's our goal to change that."** *Brenda Fishbaugh, President*

could see through the bag, the material still prevented light from affecting the chip quality. Fascinated by this observation, he began researching material used in snack food packaging – metallized polyester – and wondered what other products it could be used to make. "As a result of his ☺

## COMPANY PROFILE



**EYE PRO's disposable eyewear meets governmental regulations & FDA requirement 21 CFR 1040.20 for indoor tanning. The Fresh-Ease™ Refreshing Body Cloths for After Tanning are designed to address the after-tan odor & "less-than-fresh" feeling. UV Blockers maintenance glasses are designed for salon operators to wear during lamp-changes & equipment maintenance.**

research, Jim discovered that the patent on metallized polyester had expired," explained Brenda Fishbaugh, Eye Pro President. "During this time, indoor tanning was becoming popular and he was intrigued with its possibilities. All of this came together when Jim decided to use

meal, Brenda is still having a blast meeting salon owners from all across the country and overseas and educating them about the importance of eye protection.

**Eye Pro's sales offices are located in a 1,300 square-foot facility in Fort Wayne, IN.**

The company also has a state-of-the-art, FDA-approved, manufacturing facility in Caledonia, MI. Since the company's birth, all Eye Pro products have been made in the USA.

"We're proud to make quality

tanners in thousands of salons all across the country and abroad. "A few years ago, we utilized a darker ink for the logo and instructions on the foil but other than that, the product has remained unchanged," Brenda said. "While we were pleased with its initial success, we're even more proud that salon owners and tanners still look to Wink-Ease for affordable and effective disposable eye protection." Eye Pro also offers VIEWkeepers! Disposable eye protection, Fresh-Ease after-tanning wipes and UV Blockers safety goggles. "Our products are available through most major tanning distribution companies," she added.

When it comes to educating salon pros and tanners about the importance of eye protection, Eye Pro doesn't play games ... or does it? The company's latest online education program is question-and-answer style, and operates like a popular board game while teaching the dos and don'ts of eye protection. "This is a very serious subject, but there's no reason why it can't be fun," Brenda commented. "The game is designed to test people on what they think they know about eye protection but really don't, and everyone who completes it will receive a certificate designating them an 'Eye Protection Specialist.'" The Eye Protection game is free for all salon professionals to play on the company's website.

**Even before the advent of social media,** Eye Pro went the extra mile to connect with its many loyal salon clients. Today, the company offers a "wake-up call" to tanners who still refuse to protect their eyes – an eight-page guidebook that illus-

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**"We're proud to make quality products that also support the American economy, and this tradition will continue."**  
*Brenda Fishbaugh, President*

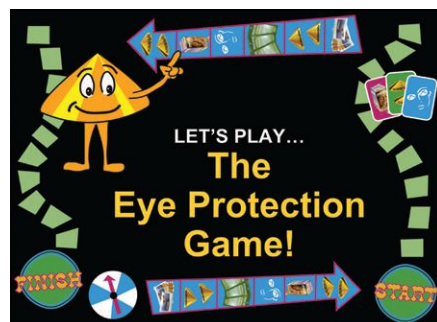
metallized polyester to create something that was revolutionary for its time – disposable eye protection for indoor tanning." Eye Pro was incorporated in 1983 in Jim's hometown of Fort Wayne, IN.

**Today, few can utter the name Eye Pro and not think of its enigmatic President, Brenda Fishbaugh.** Because of this, it might be difficult to believe this effervescent eye protection expert didn't come on board until after the company was in business for about eight years. "Like most entrepreneurs, Jim wasn't interested in operating Eye Pro on a day-to-day basis, so he began looking for someone who could serve as its President," Brenda said. "At that time, I had worked for National Cash Register, ComputerLand and a few other companies, but I'm just not cut out for the dry, corporate atmosphere. I was good friends with Jim's wife, and one night while they were having dinner with my husband and me, he asked if I would be interested in running Eye Pro and I immediately said 'Yes!'" Twenty-one years after that fateful

products that also support the American economy, and this tradition will continue," Brenda added. The company employs four people affectionately known as the "Eye Pro Gals" – Jackie DeWald, Brenda Fishbaugh, Renee Lofland and Cristi Spilker.

### POPULAR PRODUCTS, AMAZING EDUCATION

**Much can be said of Eye Pro's Wink-Ease product** – for nearly 30 years, the small, golden-colored pieces of metallized polyester have been worn by indoor





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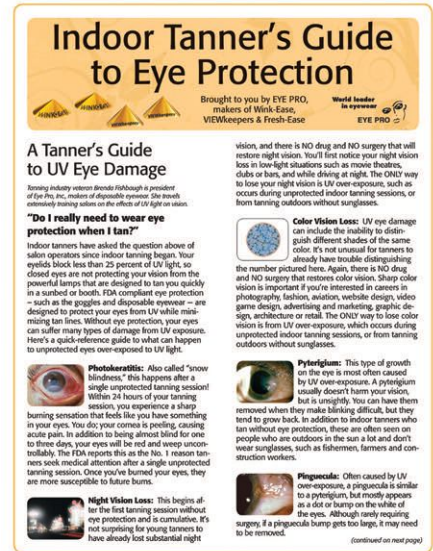
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## COMPANY PROFILE

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trates the dangers of unprotected tanning sessions, complete with explicit pictures depicting the effects of various eye conditions. "To receive a copy of the booklet, visit the promo section of our website and type in the password 'profile,'" Brenda said. "We also invite salon pros to like us on Facebook, where we have many exciting and interactive things, including many Facebook-only offers; we also invite everyone to join our V-Eye-P Club, which sends e-mail to all our members with various offers and free prizes. It's well worth the minimal effort to sign up!"



The "Indoor Tanner's Guide to Eye Protection" was designed as a "wake-up call" for tanners who still refuse to protect their eyes. The 8-page booklet illustrates the dangers of unprotected tanning sessions.

## FUTURE INNOVATIONS ...

Eye Pro, Inc. is a company founded on innovation, and nearly three decades later, it's still going strong. As the company progresses, it plans a rededication to that same innovative spirit that brought the tanning industry Wink-Ease with the upcoming introduction of a new product. "We've been working on Wink-Ease Dark, which is similar to our original Wink-Ease eye protection but instead of gold, the material is a translucent shade of black," Brenda explained. "This product is designed to be used for both red-light therapy and indoor tanning sessions, effectively blocking light in both of those spectrums. Developing such a product hasn't been easy, but we hope to have Wink-Ease Dark available soon." Until then, Brenda says Team Eye Pro will do what it does best – continuing its dedication to eye protection training and education. "After all these years, we're still hearing that about 50 percent of all tanners don't use any eye protection at all, and it's our goal to change that," she added.

It's easy to see why Eye Pro, Inc., its products and ebullient President continue to be leaders – not only does it continue to provide popular, affordable and convenient products, a sincere dedication to educating people about the very important issue of eye protection also remains. What more could one ask from a tanning industry icon? 