



# "Wear Eyewear!" says Planet Sun!

Part 1 of 2 By Brenda Fishbaugh

**This month's** column is from Planet Sun, a chain with eight locations in New Jersey. Manager Jen Palumbo shared the responses her team uses when they meet with client resistance to wearing eyewear. What does your staff say when they hear these objections to wearing eye protection?

**Tanner:** I have never worn eyewear before, why start now?

**Employee response:** While you are lucky to have not seen any immediate side effects from not using eye protection,

this tactic does not provide nearly enough protection for your eyes. Think about how thin your eyelids are: they only block about 25 percent of UV Rays, while the FDA requires you to use eyewear that blocks 99 percent of UVA rays and 99.9 percent of UVB rays. Your eyelids do not even provide 50 percent of the required protection. Why don't you try a complimentary pair of disposable eyewear today? They're inexpensive and will protect your precious eyes without leaving a "white ring." After

eyes. We also have eyewear that can be hooked right on to your keychain. Would this be easier for you?

**Tanner:** I don't want to develop "raccoon eyes".

**Employee response:** We have various options available to help you avoid "raccoon eyes". May I ask when the last time you tried eye protection was? All of the latest forms of eye protection have been designed to prevent the raccoon eye effect. We have many different choices, styles and shapes, so we can help you find the right type for you. (Employee shows all options, including high nose bridge, tan-through strings and two-piece eyewear). I can offer you a complimentary disposable pair of eyewear today. I guarantee you'll have a positive experience! ■

Would you like the laminated counter mat that Planet Sun uses to explain why eye protection is needed? Send your mailing address to [Brenda@EyePro.net](mailto:Brenda@EyePro.net) and we'll mail you one, for FREE!

the long term effects could be severely damaging. (Staff shows the client laminated photos of eye damage). You may experience future damage such as night vision loss, color vision loss or cataracts. We have disposable eye protection for as low as \$1 and non-disposable for as low as \$3. A \$3 investment is worth your vision and eye health!

**Tanner:** I just close my eyes.

**Employee response:** Unfortunately,

this trial, we will offer you a discount on your next eyewear purchase so that you can continue to protect your eyes.

**Tanner:** But I can't always remember to bring eyewear with me.

**Employee response:** Some of our clients purchase more than one pair and keep them in several of their travel bags, e.g. their purse and gym bag. Spending a few dollars to ensure your eyes are protected is worth avoiding long-term damage to your

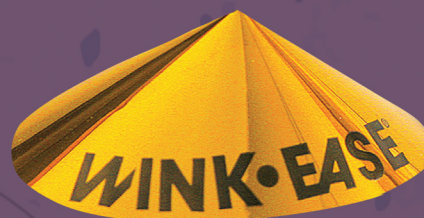
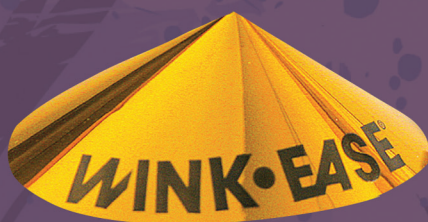


## About the Author:

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.

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