



Eye to Eye



The Flashlight Demo

by Brenda Fishbaugh

Do you struggle with ways to get your salon guests to wear eye protection for every tanning session? Chicago salon owner Bruce “Sparky” Wood has a unique solution!

When faced with a tanner who says, “I don’t wear eye protection,” Bruce picks up a small flashlight he keeps at the front counter and asks, “See this? It’s a small flashlight. Close your eyes. Can you see the light through your eyelids?” The salon guest will squint – the light from a tiny flashlight held a few inches from the eyes is amazingly bright!

Bruce continues, “Of course you can see the light, you’re squinting! This is a just a little flashlight – you can imagine that the light from the lamps in my mega-beds is much brighter, right?”

An electrician by trade, the “No Tan Lines” owner uses his trusty flashlight

sunbeds put out a lot more power than the five-watt flashlight bulb! A base sunbed has 400-watt lamps near the face and my high-pressure beds or beds with facial tanners have at least 4,000 watts directly above your face. You don’t want that kind of UV exposure to ruin your vision because you tanned without eye protection!”

Sparky also uses a 50-watt light fixture in the ceiling near the counter to demonstrate his point about eye protection. He asks a skeptical salon guest to close their eyes, point their face upward in the direction of 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?” Of course, the tanner can. “That 50-watt light is 15 feet from you and filtered by the shade. The sunbed you will use today has at least 1,000 watts of power and the

Bruce Wood would love it if you’d “steal” his clever ideas and introduce more of your tanners to eyewear and protected tanning!

in another way to illustrate his point. “I turn on the flashlight and hold it against the palm of my hand, the little trick we did as kids, and ask the tanner what they can see when they look at the back of my hand. They admit being able to see the outline of my finger bones and some veins.” It’s not long before the light bulb goes off (excuse the pun) in his tanners’ heads. “I tell them that of course, their eyelids are thinner than my hand and of course, the lamps in my

lamps will be six inches from your face. Are you sure you don’t want to wear eye protection?” ■



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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