



Two Salons, Two Policies

By Brenda Fishbaugh



I asked two salons on opposite sides of the country about the eye protection policy in their salons. Here is our Q & A.

**Michelle Norvell, Owner
Bare Necessities Tanning Salon
Puyallup, WA**

Q: Do you loan or sell eye protection?

A: We only sell it. We don't like the community goggles concept of sharing eye protection that's been worn by many people. Our tanners buy a basic goggle – we don't try to upsell them into something fancier. We sell them a disposable pair if they forget to bring their goggles. Unlike a lot of salons, we keep our eye protection choices very concise. Some only want the disposables for sanitary reasons.

Q: How do you address concerns about developing "raccoon eyes" tan lines?

A: I lean in REALLY close to them and say, 'Look at me. No raccoon eyes.' I suggest they position the goggle or disposable right under their bottom lid to minimize any lines.

Q: How do you convince your tanners to use eye protection?

A: First of all, we call it, 'eye protection,' not 'eyewear,' to lend more weight to the issue. We show our tanners photos of eye damage that can occur from unprotected UV exposure. And then, I use my secret weapon. I explain how I tanned without eye protection before I owned the salon, and how much my night vision has diminished. I talk about how difficult and

dangerous it is for me to drive at night in the rainy Northwest. My clients usually shiver, and then buy eye protection.

Q: If I walked into your salon, what would greet me?

A: You'd notice eye protection right away. We display our selection prominently on the counter behind us. We never put goggles into a basket; we feel that cheapens their value. Secondly, all of my staff ask, 'May I see your eye protection, please?' If the tanner doesn't have their goggles with them, they buy a pair of disposables.

Would you like the eye protection photos that Michelle Norvell shows her clients? Email Brenda@EyePro.net with your address and we'll mail them to you.

**Anastasios Daglas, Manager
Boca Tanning
Flushing, NY**

Q: Do you loan or sell eye protection?

A: The state of New York requires us to provide eye protection for free. We can sell it, too, but a free pair must be provided to each tanner. At our store, we give each tanner a free pair of disposable eye protection. We felt it was much more sanitary than cleaning goggles and taking the risk of spreading an eye infection. Some of our tanners buy goggles, too.

Q: How do you address concerns about developing "raccoon eyes" tan lines?

A: We show them how to correctly fold the disposable eye protection into a

nice tight cone to protect their eye, but still tan around it. I always suggest they move their goggles or disposable cones a bit during their session. As an example, if you move a tattoo sticker during a tan, you won't really see any tan line at all.

Q: How do you convince your tanners to use eye protection?

A: We explain that the eyelid is the thinnest skin on the body and barely blocks 25% of UV light. And, 'a picture is worth a thousand words' so we show them eye damage photos. Because we provide free disposables, almost everyone is happy to wear them.

Q: What is your favorite tanner type?

A: I really like tanners in their 30s and 40s. They realize that a tan will make them look younger and healthier. They are more willing to invest in a good lotion, a hair protection cap and occasional upgrade session. These tanners don't think they are infallible, and they want to protect their vision for the rest of their lives.

Do you do something different with eye protection and want to share it with IST? Email Brenda@EyePro.net to appear in an upcoming issue. ■



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.