

“Soft Selling” Eye Protection

By Brenda Fishbaugh

Recently, a salon owner ranted in an online salon owners’ forum about how unfair it is that she has to ask her guests to show eye protection and turn them away if they won’t wear it, *after* they have paid for unlimited tanning.

Of course, none of us wants to engage in a pitched battle over eye protection with a salon guest. There are several ways to “hint” to your tanners without saying a word, and they will be prepped when you ask to see their eyewear or suggest it’s time that they buy another pair.

One way to prepare your tanners is to display a colorful window cling on your front door that says, “Eye Protection is

Want a free window cling for your salon door? Email me at Brenda@WinkEase.com with your salon info, and I’ll send you one per location. Please use code: IST Cling

Required.” As your tanners walk in, they will know that you’ll be asking them about it.

What are some other ways you can prepare your tanners for the “big ask?” I’d suggest using social media and your salon website. Occasionally post an eye protection message. This can be in several forms; a pic of really fun, colorful goggles with, “Free this week with any \$15 purchase!” Or, you can choose from dozens of related social media posts from eye protection manufacturers or your distributor. You can share a past “Eye to Eye” article from ISTMagazine.com. Another fun way to “get the message out” is to have your staff take some selfies wearing disposables or goggles. Everyone looks ridiculous, it’s eye-catching and you make the point that

eye protection is commonplace and *fun* in your store!

“Any time you post a pic on social media of someone in a tanning bed, make sure they are wearing eye protection,” says Robert Urfer of Lucas Products, makers of Super Sunnies tanning goggles. “Many Facebook memes show indoor tanners without it, and this sends the wrong message.” Robert also reminds you to be sure that any models depicted on your salon’s website are wearing eye protection.

“At least two eye protection companies offer free online eye protection and salon sanitation training that provides each staff with a completion certificate,” says

Jackie DeWald, Office Manager at Eye Pro, Inc., makers of Wink-Ease disposable eyewear. “Hanging your ‘Eye Protection Expert’ and ‘Salon Cleanliness Certified’ certificates in a prominent place lets your customers know that eyewear is a key part of your salon.”

Bruce Wood of No Tan Lines in the Chicago area says, “Our staff will occasionally wear disposables when working behind the counter. They can easily see through the material and greet the guests, who are often shocked that disposables allow you to see with the same visibility as sunglasses. It’s a fun ‘eye opener’ and a great selling point!”

What fun ways do you soft-sell eye protection? Email me and you may be featured in a future column! ■



Sebastian Tomus / Shutterstock.com



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.

