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# See Your Future ... A Back to School Eyewear Event

By Brenda Fishbaugh

**So,** you're in the tan biz slow season...what to do? Late summer and fall are great times to host an event that features eye protection. You'll use your eyewear event to remind your salon guests that eye protection is critical to their future and to show them all the latest options available in the diverse and fun eye protection world.

One great aspect of eye protection is affordability – it's definitely in the budget of your college-goers. You can contact your favorite distributor and order a boatload of different goggles and disposable eye protection for a ridiculously small investment. I recommend you offer many types ... the fun designer styles in every color and the super-cheap kinds and disposables. For your eyewear event, arrange your selection boutique-style. A velvet-covered board and a make-up mirror work well to let each guest try different styles to find a tight fit. Offer a free low-end pair with purchase of a basic upgrade tanning package or a tattoo stick – something around \$10. They get a free “fancy” pair of goggles or several pairs of disposables with a high-pressure session, spray-tan or boutique retail item priced around \$25.

Keeping with the theme, you could bring in sunglasses to sell for this event. I recommend you create a sign showing 3-4 things they get for each category. Make it simple and offer some novelty products that you'd like to sell to increase your other retail revenue.

How does education tie in? Educate your team, so they can educate your guests. Head to EyePro.net and take their free, 20-minute training as a group meeting. Your team will receive personalized, professional “Eye Protection Expert” certificates of completion. Eye Pro also includes a full-color counter-mat showing

“yucky” photos of eye damage from unprotected tanning to “shock” your guests into wearing eyewear. Your team will be focused after having learned (again) why eye protection is important. Don't skip this step: have every staff member tan with each type of eye protection you sell. Seriously, if your staff doesn't know how to fold disposable eye protection into a tight cone that you can easily see through, how are they going to sell it? Hold a contest or quiz so your staff learns the info you've provided.

Next, collect some goodies to give away in addition to the eye protection smorgasbord you've ordered from your distributor. The goggle companies are a good place start. Put together some prizes and raffles of lotions, upgrade sessions and services you offer. Also, your business neighbors are often willing to cross-promote – provide free manicures and free pizzas if you'll supply free tans for their special events. Don't forget to talk to your distributor reps – they have industry contacts and can often get you more freebies.

Make it fun, get your staff involved, promote it with social media and in-store signage. I'd love to hear how it goes! ■

If you'd like a one-minute quiz to test your staff knowledge, email [Brenda@WinkEase.com](mailto:Brenda@WinkEase.com) with the code: IST Quiz.



#### 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.

