

Everything You've Always Wanted To Know About Buying Eye Protection ... But Were Afraid To Ask

By Brenda Fishbaugh



I've recently been on the road training the staff at your favorite product distributors, and the reps shared with me some of the questions they are asked by YOU, when you are buying eye protection.

"I don't think many buyers are aware of what a big money maker eyewear can be," related a long-time distributor rep. "Since NJ and Ohio changed their laws, only three states require that salons provide eyewear: Texas, Pennsylvania, and New York. So, salons in other states have a wonderful opportunity to sell eye protection to each and every tanner for about \$5 pair per year, or .50 cents for disposables for every session. He continues, "While I'm at it, operators need to encourage tanners to replace their own pair at least once a year."

A sunless specialist for a leading distributor encourages salons with spray-tanning to offer clear disposable eye protection. "Many salon operators are not aware that the FDA strongly

recommends covering all mucous membranes during any spray-tan," she explains. "The FDA suggests nose filters, lip balm, and disposable undergarments, in addition to eye protection. It's not the law, it's a recommendation; but, I think it's smart for a salon to offer these protective items at no cost. If the tanner refuses, it's on the tanner, not the salon."

"I'm always shocked that salons don't test their goggle-soak and bed-cleaning solution with a quaternary strip," explains a Midwest sales rep. "Quat strips, an inexpensive litmus paper, are necessary to ensure your bed/goggle disinfectant mixture is at the correct pH level to clean your bed and goggles effectively, but not too strong to hurt eyes or cause skin irritation. For a couple of dollars, you can increase the quality of cleanliness for months."

A Northeast Coast telephone sales rep states, "There is a lot of confusion about how many disposables come in a display box. One manufacturer has 250 pair, another has 200 pair and a third

supplier has 210 pair. I always encourage my customer to compare the price per pair of disposable eyewear to make their buying decision."

"New salon staff members aren't aware that many female tanners aren't wearing eyewear because they have lash extensions or long lashes that only fit in one type of goggle and one type of disposable eyewear," explains a sales manager for a large tanning product distributor. "It's important that salons educate their long-lashed guests on which eyewear style will be comfortable. I also recommend the managers explain that each goggle owner needs to clean their own pair with anti-bacterial soap and then dry them thoroughly. Providing a re-sealable baggie is an inexpensive way to encourage tanners to keep goggles clean and not pick up contaminants from their purse or gym bag."

And, I'd like to share with you two points not mentioned by sales reps: I highly recommend your salon offer a variety of eyewear – inexpensive goggles, expensive designer goggles, and a couple of types of disposables. You offer a variety of lotions and beds to meet everyone's budget and needs, and I suggest you do the same with eyewear. Finally, I am finding more and more tanners who wear NO eye protection in UV systems, as they are on their phones during their sessions. There are a couple of eye protection types that allow easy visibility, so that tanners can text and tan, AND protect their eyes. ■

Would you like samples of the "easy to text & tan" eyewear mentioned in this article? Email your name, salon name and address to Brenda@WinkEase.com, and I'll mail you free samples!



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.

