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Eye to Eye

# Plan an Eyewear Awareness Month

By Brenda Fishbaugh

I recently spoke to the amazing general manager of Branson Perfect Tan in Branson, MO about his promotional brain-child, “Eyewear Awareness Month.” Jeremy James explains, “every month, we plan to focus on some aspect of the business and create sales specials around sunless or lotions, high-pressure tans, or eye protection.”

The Eyewear Awareness Month has several facets. “Since the season is slowing, we want to focus on reminding our staff to ask to see every tanners’ eyewear every time they come in for a session,” James continues. “We’ll start with our staff taking the free 30-minute eye protection training and getting their personalized Eye Protection Expert certificates, and we have a one-minute quiz for them to take. The employee with the highest score gets bragging rights and an extra hour off work, or some lotion packettes.” They also



lose your night vision and color vision from UV over-exposure, and that the loss is cumulative from outdoors and indoors. Another option is to sell sunglasses during your Eyewear Awareness Month to further enhance your eyewear focus.

The final aspect of Perfect Tan’s Eyewear Awareness Month is designed to increase eyewear sales. “We have a box of filthy, old goggles that are covered with lotion and dirt, missing lenses and beat up,” James explains. “We show our tanners the old goggles and tell them they can trade theirs in for a 25% discount on a new pair, or 25% off of disposables. Not only does almost everyone have a new pair of eyewear, but we cut down their

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want to ensure that every staff member uses eye protection when they tan. “If they don’t believe in it, they certainly aren’t going to convince our tanners,” says James.

“As I explained, our staff has received additional training and then, we want to share that knowledge with our guests,” he adds. “On our front counter, we have laminated mats that show photos of what happens to their eyes when they don’t wear eye protection during UV exposure. We put a window cling on our front door that says, ‘Eye Protection Must be Worn’ to alert guests that we take their safety seriously.” The salon staff has lots of tidbits from the eye protection training that they can share, such as how you can

chance of getting eye infections by selling them fresh eyewear. We give everyone a complimentary, small Ziploc bag to keep their goggles clean, and rubber-band them to their lotion bottles.”

I think you can see how this salon’s plan would work easily every month (or week) with a new aspect of your business. It’s a great way to highlight your services and create some focused sales. ■



#### 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.

