

"OUR GOGGLES HAVE FEET!"

By Brenda Fishbaugh

Many salon operators weighed in recently in the Tanning Salon Owners Forum, a tanning salon (closed) Facebook group. What did they weigh in on? Over 60 salon owners hotly discussed how their guests *steal* shared goggles! Paul H. complained that he loses hundreds of pairs a year. DG said that she just realized this was also happening at her studio. And Zuma Tan says, "My goggles have feet!"

What can you do if your communal goggles are walking out of your salon? Other salon owners made suggestions. Joe Eng has an easy solution – he takes the guest's car keys as a "deposit." Many other owners no longer offer shared goggles. Cindy L.H. writes, "We don't supply them anymore. We sell them all day long for \$5 a pair." Another salon owner, Barbara S.H., shares her smart idea: "We charge \$5 per pair, but we discount to \$3 if they purchase a tanning package."

So, why wouldn't you sell goggles? Three states require salons to provide free eye protection – Pennsylvania, New York and Texas require salons to provide guests with disposable eye protection or communal goggles at every visit. Ohio and New Jersey

have rescinded their laws and allow the salon to decide whether they provide eye protection for free or charge for it. For health reasons, New Hampshire, Kentucky and Iowa regulations do NOT allow salons to have community goggles. Community goggles that are not disinfected properly between uses can easily spread pink-eye, colds and flu, and even serious diseases.

Even if you are in one of the three states that require you to provide free eye protection, you can offer goggles or disposables for free and still sell goggles. Here's Ty Godwin's spiel: "Please pick out which eyewear you'd like ... for \$3.25, we have the plain regular old goggles that have been around for about 325 years, or I have my 'sexxyyy' goggles.' They have designer prints, clear strings, clear nose bridge and a carrying case. They're \$5.99." Ty has now broken the ice and has the customer laughing. And they are going to buy his more expensive eye protection.

Disposables are also a great revenue generator. Salon cost, without your discount, is .20 per pair, and if you sell them for .50, you've made a huge profit margin! And, you are selling them every time the tanner tans, all year long! If your guest tans once a week, you've grossed \$25, far more than you will make on a one-time goggle sale. Some salon owners mistakenly think the

disposables price is for 250 pieces, not 250 pair included in a package (500 pieces.) So, it's important to check your math to be surprised by your high margin.

"The main point of tanners having their own eye protection is for sanitary purposes," explains salon owner, Melissa B. "According to our health department, if our guests store their goggles at our salon, I am responsible for their sanitation. Many tanners take home their eye protection with their lotion."

Stephanie N.H. explained, "Tanners try to tan without protective eyewear by saying

they will wear sunglasses or a towel or they'll close their eyes.

These are the tough customers to switch to buying goggles." Email me with the code IST counterterm and we'll send you photos that illustrate why tanners should not share eyewear. Would they share a toothbrush with a stranger, even if it was sanitized?

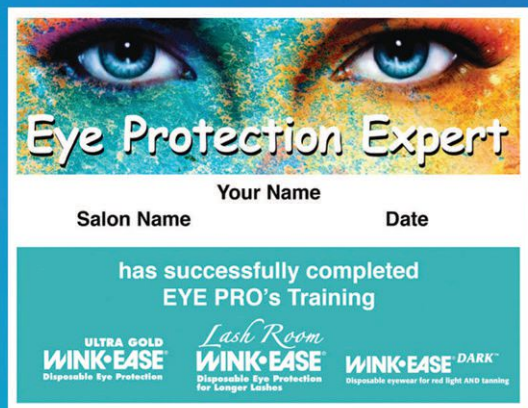
Would you like my article, "Make the Big Switch to *selling* eyewear instead of giving it away?" Email Brenda@WinkEase.com with code IST Switch and I'll mail you a copy which includes a plan for gently switching your guests to buying their eyewear. ■



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.



Get Certified in 30 minutes for FREE!

Go to **WinkEase.com** select "Support"
and click on "Salon Training"

