

PART 2

Ideas for a Fresh Start!

By Brenda Fishbaugh



Eric Haynes, VP of Sales at PC Tan, suggests that this is a good time to buy new equipment. “Right now, you can get amazing deals on new and used systems to boost your salon’s image,” shares this industry veteran. “Your guests will want to renew their packages when they see you investing in your business and not just hanging on.” Paul Manke, a former salon chain owner and also VP of Sales at PC Tan, adds, “Most new tanning beds offer red light as well as UV tanning, so your tanner is actually repairing their skin during their session. It’s a great hook to attract different clientele and move them into your premier equipment,” Manke explains.

Melissa Gallion, President of Four Seasons Tanning Distribution, offered some ideas for operating a spotless salon. “I think it is critical to instill confidence in your cleanliness policies, and I think this will continue far past COVID-19,” offers this 25-year industry veteran. “For these times, I think selling disposable eye protection and goggles is a much more sanitary approach than trying to disinfect goggles and I think salon guests will also think so.” This Tennessee resident suggests that you allow your guests to see your team

In last month’s *IST Magazine*, I shared some eyewear inspiration from a dedicated salon owner. This month, I thought I would share some ideas from tanning centers in England, as well as input from three tanning product distributors.

From Kristin Jackson, Marketing Director at Heartland Tanning: “I think it’s a great time for tanning centers to run an ‘Eye Love’ campaign to create awareness of the importance of eye protection. Invite your tanners to snap a selfie while they’re in the bed showing them wearing eyewear then share the photos on your social media pages with a creative hashtag. This will show followers that people are still tanning and creates a FOMO (Fear of Missing Out) situation. Your customers’ selfies promote your salon, your equipment and the different eyewear options you offer. At the end of the campaign, you could even draw one guest’s name to win a bottle of lotion or free eyewear for a year.”

Sarah Sahin of Body Tan, shares her happiness that due to COVID precautions, she does not have to allow kids in her store. “It’s bliss!” she exclaims. “No

more babysitting! We also no longer put goggles on each bed, since it wasn’t sanitary. But, I quickly learned I can make money selling our guests a pair of goggles or disposables every time they enter the salon – a COVID silver lining!” adds this Gosforth, England salon operator.

Want to see a 104-point (easy-to-edit) cleaning list you can share with your tanners, as Melissa suggests? Just email Brenda@WinkEase.com and ask me!

“As soon as COVID hit, we pulled the shared goggles in our facility,” states Richard Collins of R & L Tanning in East Sussex, England. He had some suggestions that have improved his operation. “In place of community goggles, we offered free Wink-Ease disposable eyewear, but were shocked at how many goggles we sold, too!” Collins also added that he replaced the chair in each tanning room with clothing hooks, instead. “It makes the room feel much bigger and we no longer have to disinfect the chair after every tanner,” he adds.

cleaning all day long. “We used to clean at night after closing, but you build confidence in your salon by allowing tanners to see you scrubbing things all day long. Posting your cleaning routine on your website and in your salon also tells your community that you have their best interests in mind.” ■



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.