

FROM MY INBOX

BY BRENDA FISHBAUGH



Q: Do we need to ensure customers using our red-light therapy unit wear eye protection? I heard it's not required by the FDA.

A: Thanks for your question! Of course, if you've read my column for a few years, you know what I will say; so I went to ask some experts to get their opinion!

Robert Urfer, the new owner of Lucas Products – makers of Super Sunnies eye protection – has similar thoughts. "I came from the beauty industry, so I've seen every type of product for skin rejuvenation," states Urfer. "We tested several compounds to see what worked best with the intense red light, and found that the green lens in our existing Super Sunnies and the new Super Sunnies EVO was the best block. The Super Sunnies EVO are tiny, allowing the maximum amount of treatable skin area to be exposed, so they are a great way to handle customer objections about wanting to get red light on their crow's feet!," Urfer explains.

Jerry Deveney, Executive Director of Sales at JK-North America – makers of Ergoline, Soltron and Sundash tanning beds and the BEAUTY ANGEL, which incorporates visible and near infrared light energy with powered exercise technology – says, "We strongly recommend all of our customers wear eye protection while using the BEAUTY ANGEL. The lights can be

very bright and intense—protecting your eyes is always the smart thing to do."

Greg Henson, CEO of Heartland Tanning, manufacturers of Heartland tanning beds and the "Believe" red light unit, commented, "I was at a trade show recently, and at another exhibitor's booth about 25 feet away from ours, a red-light unit was being intermittently demonstrated. The light was so bright! At the end of the show, my vision was really compromised ... there was a kind of halo around everything I looked at. I have personal proof that eye protection needs to be worn during a red-light session."

There are a number of new eye protection products that reduce the intensity of red light. "When an Eye Pro staff member began red-light treatments, she couldn't find any eye protection product that was dark enough for her to be comfortable under the ultra-intense red-light lamps," states Cristi Spilker, Director of Support at Eye Pro. "This led us to invent Wink-Ease Dark. The material used to make this new product is black and much darker than regular Wink-Ease; however, the Wink-Ease Dark is still FDA compliant to wear in a tanning bed, and also perfect for the new combination tanning/red-light treatment units."

Rich Weiss is the Executive Vice President for CTG Group, LLC, exclusive distributors of Lumière Excel – a facial

treatment unit that delivers very focused LED red light (633nm), as well as near-infrared light (830nm). Rich also co-owns Tantopia Tanning Center in Philadelphia, PA, that offers 34 UV systems and three Lumière Excel units. Rich was kind enough to share his eye protection policy with us. "We ask every customer to show us their eyewear, regardless of whether

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they're using a light treatment or a tanning bed or both," Rich states. "We offer several different styles of goggles and disposables, but suggest darker colors for customers using light therapy." Rich does state that the light spectrums used in red-light therapy are not harmful, but the intensity of the light can be very uncomfortable.

It's up to you to find the eye protection options that make red-light therapy a relaxing experience. If you have ideas you'd like to share with our readers, please email Brenda@EyePro.net and you may be included in a future Eye to Eye column. 



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.