



Time to Spring Clean Your Salon!

by Brenda Fishbaugh

If you've reading my columns regularly, you know that I'm a "clean freak." I'm the person who travels with disinfectant wipes to sanitize my seat on the airplane and my hotel room (the TV remote and phones get the first swipes). So, when salon owners tell me that they have a CLEAN salon, I am skeptical. What does "clean" mean? Your version may not match mine...

How clean is clean? Finally, "clean" is quantified. The management team at Total Tan, a salon chain in New York State, has created a concrete, 104-point checklist to determine whether each of their 29 salons is truly a clean salon. Each team member is responsible to ensure all 104 points are always addressed (if the salon does not offer a spray booth, there are 84 checklist items). The store managers are spot-checked twice a month and lose their monthly bonus if they fail on 10 percent of the checklist items!

This made me think: What would my own "clean salon" checklist look like? I asked a few industry veterans what their version of a Clean Salon Checklist would involve. Scott Eggers, Senior Trainer for Australian Gold, shared a few things he looks for when he visits salons throughout the U.S. Says Eggers, "I can be turned off by a salon before I've even walked in. If the front door is dirty, if offensive music is playing, or an employee is sitting behind the counter instead of standing, I feel the salon is in pretty bad shape. Beverages on the reception counter, or an employee talking on their cell phone or reading a magazine completely ruins my first impression."

Karen Bentlage, president of leading

tanning distributor, Future Industries, hates seeing lotion bottles on display that are dusty or old. "Some salons sell lotions that really need to be in the trash – they're way out-of-date. I also hate seeing a restroom that is not spotless."

Steve Trautman, Senior Field Sales Rep. for Australian Gold, dislikes walking into a salon that is hot, or smells like "tanning." Explains Trautman, "That salon owner obviously doesn't care about ensuring that their tanners are comfortable, or that they use high quality lotions."

Email Brenda@Eyepro.net + I'll share Total Tan's 104-point Clean Salon Checklist with you. You, too, can have an outrageously clean salon!

What's on Total Tan's 104-item clean salon checklist? Renee Lofland, Director of Customer Service at Eye Pro, was happy to see that her personal pet peeve made the checklist – "I hate to see fingerprints on a 'This bed has been sanitized' sign. How can you believe that the bed is properly sanitized when the sign has fingerprints on it?" Lofland queried.


Cyndi Leonard, Total Tan Co-Owner, says that her pet peeve is trash left in the wastebasket. "If there is even a wrapper left in the trash, I freak out! The wastebasket must be completely emptied after every single tanner. 'Clean' means clean – in the tanning room and in the bathroom!"

Rachel Mitchell, Total Tan Regional Manager, insists that sunbed pillows are sanitized after every session and then moved to the center of the bed. "A pillow in the middle of the bed obviously means

the bed has been cleaned since the last tanner used it. We explain to our tanners how to use the pillow to tip their head back and ensure their neck gets a good tan with no telltale white lines. We see a lot of salons that position the pillows the opposite way, which tips the tanner's head down and leaves an un-tanned neck."

Of course, I have to share my own pet peeve. I'm always grossed out if a salon puts a pair of goggles on every sunbed, or keeps them at the front counter in a basket or on a towel. All of these

methods expose the goggles to airborne contaminants. Remember, 90 percent of dust is dead skin cells! Goggles left out in the open after they're cleaned really aren't "clean" goggles at all.

Are you ready to Spring Clean your salon? Are you curious whether your standards would meet those of the Total Tan chain? Email Brenda@Eyepro.net and I'll share Total Tan's 104-point list with you. You, too, can have an outrageously clean salon! 



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.