



Texting while tanning... isn't it dangerous?

by Brenda Fishbaugh

Wow! We can do so much with our phones these days ... and your tanners are not just making calls during their sessions. Yes, they're texting and playing games while getting a golden glow in your salon.

Is it dangerous to have your eyes open while tanning indoors? Yes; but only if you ARE NOT wearing eye protection. All goggles and disposable eye protection shown in major tanning distribution catalogs and advertised in *ist Magazine* provide a complete UV block, and yes, they are all see-through! How can eye protection be see-through AND completely block ultraviolet light (UVA and UVB)? Remember: closing your eyes doesn't block UV light because your eyelids are too thin. And, remember that the UV spectrum is invisible. The sunglasses you wear outdoors block UV and are still see-through, correct? Indoor eye protection is exactly the same. They block damaging UV rays, but allow visible light (a completely different light spectrum) through. The tint in sunglasses and in goggles is just to make it comfortable in the bright sun and a bright tanning bed. Dark sunglasses don't block any more UV than very lightly tinted sunglasses.

New Sunshine, the largest supplier of indoor tanning goggles, offers eight different styles to meet the needs of every tanner. One of New Sunshine's most popular products is Eye Candy by Australian Gold. Eye Candy allows for 100% visibility with maximum UV protection and comes in a variety of colors. Designed for use in beds with a lot of

options for fans, timers, face tanners and music, the eyewear is all one piece made of transparent material. And, they're great for texting-while-tanning!

Another option for texting-while-tanning would be Wink-Ease disposable eye protection, offered by Eye Pro. Wink-

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Ease are completely see-through, but also a complete UV block. A tanner can text and tan, as well as adjust the settings on those "big bed" control panels. Eye Pro, Inc. also offers Viewkeepers, disposable eye protection with a deeper cone shape, allowing more room for longer eyelashes.

Your tanner prefers to nap while tanning? Eye Pro offers a new, disposable product called "Wink-Ease Dark", designed for red-light treatments and more comfortable sleeping while tanning. For tanners who prefer darker goggles, 4-Eyez brand eye protection features the high-quality Mitsubishi lens used in eyeglasses, as well as a softer material than traditional goggles for a very comfortable fit. All 4-Eyez products meet FDA standards, European CE Mark standards, and 4-Eyez recommends all of their goggles for red-light treatments. California Tan's Sunsets are completely see-through, but also block a lot of light if a nap is in your tanning plan.

You might also try relaxing in a tanning bed using the first goggle brand created, Super Sunnies, about which Lucas Products' new owner, Robert Urfer says, "I'm constantly connected to technology and find the tanning bed a place where I can put my technology device

down and relax for a few minutes. It's a great place for me to unplug." All Super Sunnies are made in Lucas' Toledo, OH facility.

So, yes, you CAN tan and text, and still protect your vision. The key is to ensure that your tanners wear eye protection! The dozens of different FDA compliant eye protection offerings allow your tanners to text, avoid claustrophobic feelings or take a nap. Make sure you're finding out what they like to do during their sessions!

Next month ... How to Host an Eyewear Awareness Event. What a great time to show your clients different eye protection options! 



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.