



“Wear Eyewear!” says Planet Sun!

Part 2 of 2 By Brenda Fishbaugh

This is Part 2 of what Planet Sun Manager Jen Palumbo shared with me regarding how she and her team handle resistance and objections to wearing eyewear from customers at the chain’s eight New Jersey salons.

Tanner: I don’t want to spend the money.

Employee response: Yes, we understand that not everyone wants to spend \$1 on disposable eyewear each time they tan; but did you know that we have other options for as low as \$3? That’s a small, one-time investment to save your vision.

Tanner: I just place a towel over my face during my session.

“The goal of our “Save Your Vision” event was to get 100 percent of our tanners using eye protection 100 percent of the time.”

Jen Palumbo, Manager Planet Sun

Employee response: Sure, a towel may block some of the UV Rays, but not nearly enough to protect your eyes. The FDA requires that eyewear block 99 percent of UVA and 99.9 percent of UVB, and we can guarantee that the towels in our salons do not meet

this requirement. Also, a towel makes it difficult to breathe in the bed and can feel suffocating. Why don’t you try a complimentary pair of disposable eyewear today?

Tanner: I don’t want tan lines around from the goggle strings.

Employee response: We have various options available to help you avoid developing any tan lines. May I ask when the last time you tried eye protection was? All of the latest styles have been designed to prevent any unwanted lines. We offer many different styles, so we can help you find the right one for you. (Employee shows all options, including the style with tan-through strings, a

online training session about eye protection so they were prepared to discuss the damaging effects of UV exposure to unprotected eyes. “The goal was to educate and encourage our customers to protect their eyes, and hopefully get 100 percent of them using eye protection 100 percent of the time,” said Jen Palumbo. “This was a huge success for us and we plan to now make it an annual Planet Sun event.” ■

Columnist’s note: The team created signs and gave a 50 percent discount on eyewear all week. If you’d like a copy of Planet Sun’s sign for your salon, email Brenda@EyePro.net , as Planet Sun has offered to share it with you free of charge. Thanks, Planet Sun Team!

high nose bridge and two-piece design.) I can offer you complimentary disposable eyewear today and I guarantee you’ll have a positive experience!

Planet Sun recently held a week-long “Save Your Vision” event at all eight of their facilities. The team took a free,



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.



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