

# “May I see your eyewear, please?”

By Brenda Fishbaugh

**These six words** can ultimately affect both the profitability of your business and the long-term health of your tanners. I always recommend you ask each salon guest about their eyewear with this specific wording, as it is very polite, and because the only way your guest can respond is by showing you her eyewear. If she starts to panic because she doesn't have it, jump in quickly and ask, "Forgot it today? We have a sale on this very inexpensive goggle, or we have disposable, one-time-use eye protection for just fifty cents."

While asking the question, "May I see your eyewear, please?" doesn't guarantee the tanner will use it, just asking is a start toward increased awareness of the importance of using FDA compliant eyewear while tanning, as well as contributing to increased retail sales.

Please *don't* ask, "Do you have your eyewear?" as we all know what the answer to that question is! The tanner replies, "Yes." And does the tanner have her eyewear? NO! If you follow up

with, "May I see your eyewear?" she is now caught in a lie and has to fake-dig in her purse, or go out to her car and fake-hunt for it. I'm not a fan of putting salon guests on the spot. When staff asks, "May I see your eyewear, please?" the tanner shows her eyewear or buys something new, and you've done your part to protect her vision!

I was recently testing eyewear in a

Would you like the counter-mat mentioned in this article? Email [Brenda@EyePro.net](mailto:Brenda@EyePro.net) to receive a FREE educational eye damage counter-mat for your salon.

salon in my hometown of Fort Wayne, IN when I overheard an exchange about eyewear that distressed me. When tanners didn't have eyewear or said they didn't wear it, the staff responded, "You know why you need eyewear, don't you?" I don't care for this response. The tanner got defensive and didn't hear the employee's well-intentioned message. If I believe a tanner doesn't wear eye

protection or tells me they don't use it, I ask, "Have I shared with you this counter-mat with photos of eye damage caused by UV light? This photo is what convinced me to wear eye protection during every session. I just love (fill in your favorite eye protection here)," while you show the guest your very informative, laminated counter-mat. ■



**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.



## Proudly made in the USA!

Call your distributor to order

World leader in clean eyewear

