

# 10 Tips To Abolish Raccoon Eyes

By Brenda Fishbaugh

Research shows that only HALF of indoor tanners wear protective eyewear during a session. These tanners understand that they may be damaging their vision, but they still don't wear eye protection. When asked why they don't wear it, they say, "I don't want to get raccoon eyes!"

Tanners are concerned about developing unsightly tan lines around their

*Salon operators – feel free to share this article with your tanners.*

eyes – what can you tell them?

• "Wash your face!" Yes, the No. 1 cause of the dreaded "raccoon eye" tan lines is SPF, not goggles! Most women's facial moisturizers have SPF – by the time you've applied moisturizer, eye cream, dark circle cover-up, foundation and eye shadow, you've potentially applied six layers of SPF! This also applies to the guys, as most men's facial care products also contain SPF. To develop a much more even tan, wash your face before your session.

• "Carefully apply your bronzing lotions." A lot of tanning lotions contain bronzers; if you don't apply that product

around your eyes carefully, you're painting giant raccoon eyes on yourself!

• "Adjust your eye protection." If you adjust the position of your eyewear a bit during your tanning session, you'll minimize tan lines.

• "Switch eye protection." Many tanners like to alternate between a couple of different eyewear types. This is just like changing swimsuits to minimize strap marks.

• "Find the style that works for you." Everyone's eyes are a different size and shape, so find a product that fits you best. Lots of new eye protection products have come to market in the last couple of years – check out all the options.

• "Try adjustable eye protection." Disposable eye protection allows custom fitting; you simply shape the cone to fit your eye. Adjustable eye protection is perfect for people with long lashes or those wanting to minimize tan lines, as there is no nose bridge or elastic strings.

• "Have you been wearing sunglasses?" If you've been wearing sunglasses outside (which we HIGHLY recommend), you've created your own large raccoon eyes. The skin tone around your eyes is going to be lighter – your

sunglasses were also blocking your tan.

• "Eyelids don't tan well, even unprotected." The eyelid skin is one of those areas that don't contain much melanin, just like the palms of our hands, the tops of our feet and the inner forearm ... eyelids often don't tan well.

• "There are a number of touch-up products available." If you do have a bit of a raccoon eye, or a white crease on your throat, shoulder blade pressure points that won't tan or the dreaded "smiley lines" at the bottom of your bottom, there are many sunless tanning products designed to touch up these areas and blend everything nicely. We like the touch-up pens ... so easy to use.

• "All FDA-compliant eye protection is a complete UV block, so you may have some tan lines." If you wear eye protection when you tan, the raccoon eyes will improve with time ... but if you don't wear it, your vision won't! ■



**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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