

How Real Salons Made the Switch ... to Only SELLING Eye Protection

By Brenda Fishbaugh

In the 13 years I've written "Eye to Eye," the most popular topic has been "Making the Big Switch" – basically, my tips for switching from sharing goggles to only SELLING eye protection – and keeping your guests HAPPY.

It may be easy to write about phasing out shared eyewear; but does it actually work? Here's what some salon operators who did it successfully have to say:

Sabrina Tan owns Healthy Glow Tanning in Chelan, WA, and used several ideas from my "Making the Big Switch" article. She put a notice on her salon's front counter informing tanners that due to insurance and sanitation reasons, there would be no more shared goggles. She sold the community goggles for \$1, and offered new pairs at a discount for a month. Sabrina explained to her tanners that she didn't want them getting an infection if her team hadn't cleaned the goggles perfectly. Tanners were offered free,

posted in every room and at the front counter, and offered a free pair with a package or a lotion purchase. Almost everyone got free goggles, and my sales were great!"

Daniel Geroux, of Sun Room Tanning in Onalaska, WI, places a laminated mat on his front counter that shows graphic photos of eye infections. "I say, 'I don't want this to happen to you,'" he explains. "Please take care of your own eyewear and keep it clean." He adds, "The Switch created a big increase in eye protection sales."

"I had no trouble," says Jeana Smith, of JEMS Tanning and Travel in Ogallala, NE. "I offer many eyewear choices, and from their first visit, I make sure our guests know our rule: No Eyewear, No Tanning! Her team takes the free eye protection training offered on Eye Pro's website, "so that everyone preaches the same message about protecting the eyes – indoors and outside."

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snack-sized, re-sealable bags and rubber bands with each goggle purchase, so they could keep them clean in the bags and attach them to their lotion bottles.

"It turned out most of my guests had been required to show their own eye protection at other salons, so it wasn't a hassle to them at all," Sabrina reports. "If they forget their goggles, we give them a free pair of disposables."

Hope Sams of The Beach Tan in Cornelius, NC, reports that her salon offers a variety of goggles at different price points. "When guests asked why we changed the policy, we replied, 'We want to make sure your experience is as sanitary as possible.' When we put it that way, they didn't complain, and actually thanked us!"

Tracy Hortman, of the Tannery Sun Tan Center in Pekin, IL, started preparing for The Switch two months prior. "I

A few states require salons to provide free eye protection: TX, NJ, NY, OH, PA. You can still sell in these states, but you must offer it free. A few states DO NOT allow shared eyewear, due to the health hazard: IA, KY, NH. All others allow you to choose, as long as each tanner is required to wear it.

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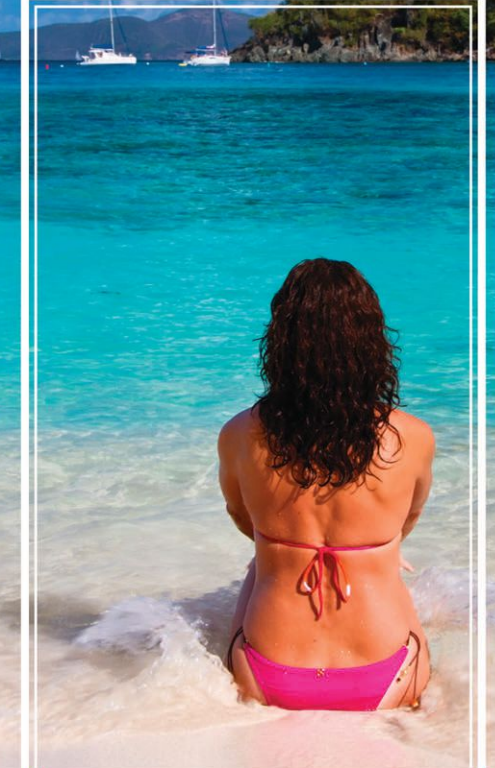
About the Author:

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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