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# Five Things Your Salon Needs To Do In 2018

As the indoor tanning community continues to evolve and grow professionally, the market's most successful operations continue to focus on key competencies.

Joe Levy, International Smart Tan Network's senior vice president and lead author developer of Smart Tan's salon certification programs since 1992, also serves as Director of Scientific Affairs for the American Suntanning Association. Levy discussed what he sees as five keys for successful salons moving forward in 2018 at ASA's World Summit in Nashville in October.

## 1. RECOMMIT YOUR BUSINESS TO SUNBURN PREVENTION

The science of sun care is coming back to center, as it needs to. As more and more research mounts to support balance, teaching sunburn prevention as a life-long approach to sun care makes more sense than teaching over-use of sunscreen and all-out sun avoidance, which, ironically, often leaves people more susceptible to sunburn when they inevitably do go outdoors.

Obviously, there's an entire "sun scare" industry that has benefited from having people believe that any and all UV exposure is harmful. But with many researchers now implicating over-zealous sun avoidance as a major public health mistake, as the dust continues to settle on the scientific discussion of this topic the professional sunbed salons who will succeed long-term will be the ones who truly practice sunburn prevention and the principles of Smart Tanning.

That means recommitting your stores to teaching sunburn prevention in the salon as well as teaching your clients how to prevent sunburn outdoors.

"There is no future for tanning facilities who are not at the cutting edge of teaching sunburn prevention,"

Smart Tan's UV Tanning Certification Training model for salons teaches your salons how to integrate the most advanced approach to sunburn prevention in the market today – with a special emphasis

on how to tan Skin Type II clients – the fairest-skinned customers who can tan, but who typically sunburn outdoors when they attempt to do so.

Creating success stories in your salon (and your community) with Skin Type II clients can help cement your brand as a professional salon committed to quality and sunburn prevention. Shelly DeJaynes Laplant is such an example.

LaPlant had never tanned in her life. Saddled with fair Type II skin growing up in sunny Colorado, she couldn't go outside in the summer without breaking out in a rash or sunburning.

Her transformation story is a testament to what Smart Tan salons can do when they understand Delayed Pigment Darkening (DPD) in fair-skinned Type II tanners – a cornerstone of Smart Tan's interactive, on-line UV Certification Program.

"Being able to tan for the first time has changed my life for the better," LaPlant said. "I never would have thought gradual acclimation to sunlight would have been the key for me. This would not have been possible for me without going to a Smart Tan salon."

What she learned at a Smart Tan salon is that her fair Type II skin actually could develop a subtle tan, but wouldn't until her skin's melanocytes were stimulated into slowly making melanin, and just how long that can take for someone with fair skin. What her Smart



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