



Lotions and Skin Care Course

Introduction	page 2
1. Visual Displays	page 3
2. Inventory & Pricing	page 6
3. Moisturization	page 9
4. SPFs	page 11
5. Sunless Tanners	page 14
6. Understanding Label Claims	page 17
7. Building Customer Loyalty	page 19

Introduction

For years, lotions have proven to be the fastest-growing segment of the indoor tanning industry. With proper marketing and a full understanding of their benefits, salons can capture year-round profits with lotions and skincare offerings if they implement smart marketing methods. And since time is a precious commodity, consumers are looking for a one-stop shop for all their skincare needs.

This chapter highlights the importance of quality skincare and clears up misconceptions about the most common ingredients found in indoor tanning lotions. You also will find tips on merchandising and display, as well as a section on salon necessities needed to keep your facility ahead of its competition.

Remember, one of your best resources for specific product training is from the distributor or manufacturer of the products your tanning salon carries.

1 Visual Displays

Consumers absorb information in three ways--visually, auditory and kinesthetically. Visual consumers are intrigued by what they see, auditory consumers by what they hear, and kinesthetic consumers by what they feel. Because consumers make purchases based on whichever methods dominate their behavior, it is vital to design visual displays that appeal to all three methods.

An effective visual display will appeal to the visual person because of its artistic design. It will appeal to an auditory person because when they see a message or read a sign, they 'hear' a message in their mind. The display will appeal to the kinesthetic person because its colors, pictures or theme will stimulate an emotion, mood or memory.

If you know how the human eye naturally scans, you can design some of the most effective displays that will appeal to all of these methods. Research has shown that the eye passes through any display from the high left to the lower right. Because we read from the top left corner of a page, the eye has been trained instinctively to look in a high-left to low-right manner. If there's weight on the bottom, the eye then moves back up to the top. Since it takes seven-tenths of a second for a client to make a subliminal buying decision, and 78 percent of what people buy is based on what they see, if they keep the eye on a display for a split second, retail sales will increase dramatically.

Two Types Of Effective Visual Displays

While a disorganized display instantly will discourage any customer, there are two types of displays that, if done correctly, will grab, hold and lead the customer's eye. They are mass-merchandising displays and feature displays.

The objective of the mass-merchandising display is to bring the buyer into a specific area of the salon. This technique utilizes several shelves for a large number of products. To catch the customer's interest, products should be organized by type--moisturizers with moisturizers, intensifiers with intensifiers, etc. (note, different manufacturers have different names for these products.) This creates horizontal lines the eye will follow easily.

Use product size to establish vertical lines that further lead the eye. On each shelf, position the largest sizes at the far right, because most people reach from right to left, following the same impulse as they do when they shake hands. Place large items, such as gallon-size containers and other oversized products on the bottom shelves. This creates optical weight, which breaks the visual pattern. Place the best-selling items at eye-level and the slowest movers on the shelf just below, to generate carry-over interest to the next shelf.

Once you decide where everything should go, stack items at least four deep and place a mirror behind them for extra impact. Remember, empty shelves send a negative message about your commitment to a product.

Feature displays, on the other hand, differ from mass merchandising displays in that they create intriguing visual variety, therefore, they offer more design flexibility. They are easy to arrange, can be large or small, and are a powerful sales tool. Try arranging items at an angle to follow the normal sweep of the eye with the largest or tallest items on the left and the smaller ones on the right or in front. If all the items are

small and close to the same size, create a zigzag pattern by placing items on top of props of varying heights, using fabric-covered bricks or cardboard boxes as pedestals.

The best feature displays are centered around a product category, such as moisturizers, or around a theme such as holiday gifts. The important thing to remember is that the product always should be the focal point of the display. Lighting, props, colors and signage should complement, not overpower the product.

Color is one of the most effective tools used in displays. Research has shown that blue is the most popular color on a worldwide basis. It induces thoughts of the sky, water and purity, and is preferred especially by mature customers. Red makes the heart beat faster, demands attention and attracts all ages and both sexes. White creates feelings of cleanliness and purity, and attracts young people. Black stimulates elegant, sophisticated and subcultural feelings, and appeals to individualistic and youthful people. Green promotes thoughts of health and the environment. Yellow, one of the most widely used colors in the indoor tanning industry, is the color humans see first, which is why it has a strong shelf impact

Placing The Displays

The best location for visual merchandising displays is within the first 10 feet of the salon, or the first 10 percent of the salon if space is limited. Customers are more likely to purchase a product from this area than any other. Both mass merchandising and feature displays are very effective here.

The second best place is at an eye-level display near the reception desk, as customers will pass this area three to four times per visit. Mass-merchandising displays work best here, because they allow clients to handle the products.

The third best place for visual displays is on the reception desk or counter. A feature display works best here, however, the reception desk must be spacious enough to accommodate the display. The next best place for displays is in a front window if your salon is on a high-traffic street, and this should be an attractive, theme-oriented feature display.

Behind the reception desk is the fifth most effective location, which is another ideal place for feature displays. Displays in this location, however, give off a "do not touch" signal, so it is best to place exclusive, high-priced items here. Make sure that the person working behind the desk is knowledgeable and educated enough to answer questions and provide recommendations about these products.

Educational Tools

One of the latest and most effective merchandising supplements in indoor tanning salons are visual educational tools. Posters, brochures, pamphlets and other types of literature can be found on countertops and walls in salons across the country. They consist of facts and photos explaining the tanning process and different types of tanning products. Their purpose is twofold: to educate clients and to pitch sales.

One way to get the word out is to hang posters in the tanning rooms to reinforce skincare suggestions made at the reception desk. Even customers who want to take your word for it are impressed by a professionally designed poster that says the same thing.

Manufacturers are more than happy to supply this kind of back-up information to salon owners. For little or no money, you can see your sales increase substantially.

2 Inventory & Pricing

Deciding how much inventory to stock, and then how much money to ask for your products, are two key factors for successfully retailing lotions in your salon. Deciding how much is enough is an individual task that requires serious consideration if you are to run a profitable business and retain satisfied customers.

Don't Be Caught Short-Handed

The amount of inventory a salon should carry will depend on a number of factors, including the size of the salon, how many pieces of tanning or spa-related equipment it offers, the type of clientele it caters to as well as how much business it does per season. Obviously, a salon should stock up on its inventory at the beginning of its high season and then order more products as necessary as the season begins to taper off. However, the general consensus among industry experts is that the worst thing a salon owner can do is be caught short-handed, at any time of the year.

To be caught short-handed is the worst thing you can do, especially on your hot products, says one industry veteran. There is no magic answer to inventory; however, salon owners should not be afraid to have enough because lotion sales mean money.

Some salon owners say, 'I don't want to get stuck with a case of something I can't sell.' However, properly marketed any salon owner can sell lotions. For example, if a salon owner has a slow-moving product, provide a couple of free tanning sessions with the purchase.

Knowing your customers and anticipating how much business will come through your door in a particular month will help you determine how much inventory to stock. A helpful strategy is to go back and look at the previous year's receipts to see what sold, how much of it sold, and if its sales increased or declined during a particular month or season. Whatever the case, if you are going to carry a product, never have a quantity of just one in your salon.

According to one Colorado salon owner, one item on a shelf will never sell because people think nobody wants that one bottle. He suggests having at least three each of one item because it will help sell the product faster.

A national distributor reiterates this point saying never have just one bottle of a product. For example, if you go into a grocery store and you see one can of baked beans left on a shelf, most people will not buy it. Nobody ever wants to buy the last can or bottle of anything, as they feel like it's been there too long or something is wrong with it. If you have a good amount of lotion, it looks like you're stocked up and you're wanting to sell it; however, if you have just one pitiful-looking bottle, I don't think people are going to want to buy it.

In addition, having only one or two bottles of a product in the salon means that if one customer buys a bottle, and then another customer also decides to buy a bottle, in one fell swoop you have no product left.

This is especially true with the top-selling items. Salon owners should always have a good stock of product on the shelves, and some for backup. The shelf life of most lotions is at least one year, if not two to three years. One national lotion manufacturing

company suggests always making a fresh supply of products available to customers, and displaying them in substantial quantities.

For instance, some salons tend to put out one or two bottles of each product, perhaps because they want to make their retail area look artistic, or maybe they just don't want to invest in a lot of inventory. However, it's definitely much more appealing to present a fully stocked retail center with rows and rows of products.

A salon owner in Detroit says her hot products move even faster when she creates a display with a quantity of 12 or more products because it reconfirms to clients that the product must be great because she has a lot of it compared to everything else. She tells clients that she is stocking up on the product because it's the hottest-selling item and she doesn't want to sell out.

Salon owners also should study the various manufacturers and order quality products. Once you have decided on which products to order, keep them stocked consistently in your salon so that regular clientele can depend on the product being there when they need it.

"If your customers constantly are seeing different products in your salon every time they come in, they will think, 'The first lotion I bought must not have been worth anything, because they're not getting it back in,'" says a salon operator in Atlanta. Finally, most lotion products can sustain variations in temperature without the quality being affected. Should a salon need to store its surplus inventory, keeping the products at room temperature is ideal as extreme heat or cold can produce slight changes in color and consistency.

Pricing Lotions to Move

Before deciding how to price your retail lotion products, try conducting a break-even and return-on-investment analysis of your business.

According to industry experts, in doing so, salon owners will determine how many tanning sessions they will need to sell each month and what profit they make if they sell X number of bottles of lotion. When they want to make a profit, they can look at their fixed overhead for the month, see that they need to tan X number of people or sell X number of bottles of lotion to achieve their break-even point, and after that they will start making money for themselves. It's always that perfect combination of the two, the tanning and the lotion sales that will bring you to your break-even point and start making you money. If you can't break even, you can't make a profit, so you've got to know where your break-even point is. You need to walk before you can run.

Most lotion manufacturers and distributors offer a suggested retail price that will allow salon owners to make up to a 50-percent profit on each bottle of lotion they sell. Most manufacturers offer a generous markup for salons, so they can make a profit with the suggested retail price. In addition, most suggested retail prices are very fair and if a salon wants to discount a product, they can still make a profit, and, if they want to charge more for a product, they can do that as well. It just depends on how salon owners want to run their business.

Some salon operators use the suggested retail prices to ensure uniformity of pricing in the industry. "That's what retail is there for--it's for everybody to be uniform," says one salon owner. "The suggested retail price gives us enough money to make a

profit, and I don't think anybody needs to ask more than that. We also use it so that when a customer buys a \$60 tanning package, we can give them \$3 or \$4 off a bottle of lotion if they buy it at the same time. If we ask suggested retail, we have that ability."

Offering three levels of prices on lotions, an entry-level, mid-range and high-end price, also will encourage sales by catering to a wide range of clientele.

Salon owners need to appeal to everybody, and there is always someone who wants to upgrade and try the next step up. Salon owners can refer to other industries such as airlines, which have coach, business and first-class; the auto industry has economy, mid-sized and full-size cars.

Besides its suggested retail pricing, some manufacturers have developed price curves for their lotions, such as: for excellent results, very good results and good results. One manufacturer suggests when selling lotions, salons start with the excellent products because they don't necessarily know if customers will object to the price. Salon owners always should start off with the higher-end products and work their way down. If the customer says the price is too much for them, then there always is something else to suggest.

Other ways salon owners can move their lotions while still making a profit are to offer a percentage off a tanning package with the purchase of a lotion, or vice versa, or to offer a free tan with the purchase of a bottle. Another sales method that is gaining popularity is to sell a sample packette of a lotion to a customer, who then can bring back the empty packette to use as a coupon for a certain amount off the price of a full-size bottle.

One salon owner offers an additional piece of pricing advice to salon owners. "If I sell someone a \$50 bottle of lotion, and they are coming to my salon to tan, I've got to look at that person for at least 10 or 12 more visits," she says. "If their \$50 bottle of lotion is not performing, I'm going to hear about it, and I don't ever want that to happen. We can always use a demo bottle, but if somebody pays for a lotion and in their first visit or two it's not working for them, then we get them into something that is. Otherwise they've lost the trust in what I've said about lotions, and I've lost them as a lotion client. If I get them into a lotion that suits their needs, they're a lotion client forever."

3 Moisturization: An Essential To Tanning

Your client's skin is gasping for moisture like a flower in the desert. All winter, the elements have taken their toll. For at least three months the dry winter wind has sucked moisture from the delicate skin surface, while the cold temperatures blocked the production of natural oils and emollients. Your client's skin is dry to the touch and tight in appearance. You must come to the rescue with a good moisturizer.

Moisture is critical to good skin health because it helps maintain a good skin barrier and creates a flexible, pliable skin that is soft to touch. Moist skin will tan better and more evenly than dry skin. Your skin knows that moisture is important and uses a variety of methods to retain moisture in its surface.

Moisturize With Oils

Your skin retains water within its natural oils to help them maintain an ordered structure around each skin cell. Each skin cell is surrounded by a variety of different natural oils. Together, the skin cells and the natural oils help form the acid mantle or barrier in the stratum corneum. Water helps increase the flexibility of the oils so the oils can surround the cells to maintain an adequate skin barrier.

During cold winter months, the skin's ability to make natural oils for the stratum corneum is greatly reduced. We have known for many years that cold weather causes skin to become dry and brittle. Recently, scientists discovered that one of the reasons is a decrease in the production of natural oils when skin is exposed to cold temperatures. If the skin is not producing enough natural oils, then we can help by adding oils.

A good moisturizer not only will add moisture to the skin, but also add some oils to the skin. A client with severe dry skin requires a moisturizer with more oils than a client with slightly dry skin. For your clients with severe dry skin, recommend a moisturizer with a greasy feel. Clients with slightly dry skin can expect improvement with a less greasy moisturizer.

However, be careful to remember that the best moisturizer is one that your clients will use. The moisturizer has to be enjoyed by your client; it has to be used regularly. If your client will not use a greasy moisturizer, then the moisturizer will sit in the bottle and you may lose future sales.

Moisturize with NMFs

Your skin retains water within its natural proteins to keep them flexible. Each stratum corneum cell is a flexible sack of proteins. Without water, the proteins lose their flexibility and become rigid. The skin becomes rough to the touch, even cracking in severe cases. Water helps increase the flexibility of the proteins so the cells can relax to a smooth surface that begs to be touched.

Normally, skin creates natural moisturizing factors (NMFs) to hold moisture in the stratum corneum and increase the water content of the skin. In dry winter conditions,

the skin cannot make NMFs because the water content of the skin is too low. Also, NMFs are stripped away by the use of hotter bathing water and strong detergents.

A good moisturizer will add moisturizing factors back to the skin where they can lock moisture into the skin. Sodium PCA, or sodium pyrrolidone carboxylic acid, is one of the most efficient NMFs because it binds lots of water.

Moisturizing lotions also may contain moisturizing factors that are not natural, but moisturize much the same way. Some examples are sodium isethionate, glycerin and panthenol.

Moisturize With Vitamins

The reduced barrier function of the skin caused by the dry cold winter allows a variety of environmental pollutants to enter the skin. These pollutants can deplete the antioxidant system of the skin, making the skin more susceptible to oxidative damage. Vitamins can reduce or eliminate this damage.

A good moisturizer will help replace the vitamins skin needs. Vitamin E, or tocopheryl acetate, is a potent antioxidant that should be found in a good moisturizer. Vitamin C, frequently included as ascorbyl palmitate, acts in concert with vitamin E in a healthy antioxidant system. Scientists have found several situations where these vitamins are more powerful together than alone.

Moisturize With AHAs

AHAs have been used for more than 3,000 years to improve the condition of skin. Scientists are not sure if the AHAs affect the structure of the natural oils or the proteins, or some other system yet to be discovered. They have shown that AHAs increase the flexibility of the skin much like water. Skin treated with AHAs becomes softer, more supple, and the color improves over continued use.

A good moisturizer for your tanning clients will contain a low level (less than 1 percent) of AHAs to generate good moisturization in the skin. A moisturizer with a high level (greater than 1 percent of AHAs) will decrease the melanogenesis process, causing your client to lose their tan.

Results

Dry, cold winter prevents skin from maintaining a moist healthy condition due to the loss of natural oils, natural moisturizing factors, and vitamins. A good moisturizer will contain these three items with a low level of AHAs. Your clients need to use a good moisturizer regularly and to apply it generously. Moisturizing skin helps replenish and retain the normal moisture content of the stratum corneum, keeping the skin soft and supple. Moist skin is healthy skin and healthy skin will tan better and more evenly than dry skin.

4 SPFs

KEEPING CUSTOMERS YEAR-ROUND

It's only the middle of March, the winds are still blowing cold, arctic air from the north and salons nationwide are filled to capacity with clients seeking solace from Old Man Winter. Yet, before long, those winds will be shifting to the south, and many of your loyal customers will be turning to Mother Nature for a dose of relaxation and nourishment.

While many salon owners believe that the summer doldrums brings a dramatic decrease in their tanning business, this is not true for marketing savvy operators. By marketing your facility as a one-stop shop for clients' skincare needs such as outdoor lotions and oils, you will keep your cash ringing throughout the summer months.

Damaging Summer Heat

The sun is responsible for our very existence here on earth. Its light is the fuel for photosynthesis, which is the process by which plants create their energy, and we, in turn, depend on the plants for food and oxygen. The sun's infrared rays keep us warm and its visible rays give us light to see by. The sun's ultraviolet radiation also is useful; however, at the same time, it is dangerous to us.

As you know, ultraviolet radiation is divided into three different bands--UVA, UVB and UVC. Virtually all of the UVC is filtered out by our atmosphere so that none actually reaches the earth's surface. However, both UVB and UVA reach the earth in significant amounts.

The summer months of June, July and August bring heat and discomfort as well as dry, thirsty skin in need of nourishment and care. By offering a complete array of moisturizers and SPFs, your clients will turn to your salon as their complete skincare source instead of spending money at the drug or department store down the street.

With the public becoming more aware of the dangers of overexposure to sunlight, SPFs are a natural fit into your retailing sector. Not only can you promote sunscreens for outdoor use to your faithful tanners, but word-of-mouth advertising from these clients may attract additional customers who don't tan indoors. Just because you are a tanning facility, doesn't mean that non-tanners can't turn to you for skincare education.

In addition, it is important to promote responsible tanning whether it occurs indoors or outdoors. By taking a proactive approach and acting as an ambassador to this industry, you as a salon owner and educator can squelch bad publicity about tanning as well as secure additional sales of sunscreens.

A Working Solution

Anyone who has had the experience of being burned by the sun knows the value of sunscreens and sunblocks. However, most people do not understand how they work to protect the skin.

Sunburn is caused by overexposure to ultraviolet rays, mostly UVB. In fact, sunburn almost is exclusively a UVB phenomenon; however, research continues on the different effects of UVB and UVA rays. This is important because the SPF system measures UVB protection and not UVA. During a sunburn the skin turns red, swells and, in some severe cases, blisters. A sunburn continues to develop for 12 to 24 hours after the exposure.

Sunscreens are chemicals that, when applied topically, keep ultraviolet rays from penetrating the skin. They work either by absorbing or reflecting solar energy. The absorbed energy excites the sunscreen temporarily; then, as the chemical relaxes back into its original state, it transforms that energy into something harmless (usually heat). This process is repeated countless times per second.

In addition, every sunscreen has a characteristic absorption spectrum that is capable of absorbing only certain wavelengths of ultraviolet light energy. High SPF sunscreen formulas contain blends of more than one sunscreen because no single-chemical is capable of absorbing all UVB radiation.

High SPF products contain Oxybenzone (or Benzophenone-3), a UVA absorber. In 1986 (the last year data was published) Padimate (or Octyl Dimethyl PABA) was found to be the most widely used UVA absorber in the United States. Contrary to consumer belief, this is not the same as PABA, which rarely is used anymore because a small percentage of people are known to be sensitive to it.

One of the newest ingredients to hit the SPF market is Parsol® 1789, a highly effective filter against the sun's UVA rays. Many of the leading SPF manufacturers have begun using Parsol 1789 because currently it is the only sunscreen that also contains skincare properties.

Another new property that has been incorporated in SPF formulas is zinc oxide. Most people associate zinc oxide with the white thick paste lifeguards used in the past. It was known to be the best sunblock available, but it was cosmetically unacceptable and therefore not used by the mainstream population. Fortunately, things have changed, and you now can get the physical sunscreens that are transparent. For example, zinc oxide is now manufactured so that the particles are so small that you can not see them. These space age physical sunscreens are referred to as microfine powders and Z-CODE (microfine zinc oxide) is an example that has been incorporated into one manufacturer's higher block SPF's in the past year.

Additionally, Ethylhexyl Methoxycinnamate (Octyl Methoxycinnamate) is becoming an increasingly popular UVB absorber, especially in PABA-free and sensitive skin sun products. Use of a broad-spectrum sunscreen product that blocks UVA and UVB is much safer than UVB blocks alone.

Make sure to inform clients to apply sunscreen approximately 20 minutes before being exposed to the sun. This allows the sunscreen time to "set up" on the skin so that it can do its job correctly. Remember, an SPF 2 blocks out approximately 50 percent of ultraviolet rays; an SPF 10 blocks out about 85 percent of ultraviolet rays; and, an SPF 15 blocks out approximately 95 percent of ultraviolet rays and is the reason that most health professionals suggest an SPF of 15 or above.

It is useful to have an assortment of products with varying SPF numbers. The suntan lotion that is desired in the early days of summer, may have too great an SPF for the last days of August.

Another point to consider is that different parts of the body require special care in the sun. Because of their prominence, noses, cheeks and lips often require a product with a stronger SPF than needed for arms and legs. Educate your customers that regular use of suntan products and common sense about how long to spend in the sun is extremely important.

5 Sunless Tanners

Shedding New Light on Profits

Imagine this dilemma: One of your customers is leaving on a cruise in less than one week, and she has been so busy that she has not had time to tan. What to do? Being the knowledgeable salon operator, have the perfect solution--suggest a sunless tanner. Afraid that offering a sunless tanner is counterproductive to selling indoor tanning? Think again. What better way to secure customer confidence than by showing them how to even out those unsightly pressure points and uneven tan lines? You already offer a complete line of skincare products to keep your customers' skin moisturized and provide darker, more beautiful tans. So round out that skincare promotion by offering sunless tanners and you will find it will shed new light on your profits.

Coming Around Again

Self-tanners have gained popularity in the past few years for a number of reasons. The medical community's condemnation of UV light has caused some sun worshippers to seek refuge indoors. And while indoor tanning offers a controlled environment and all the comforts one could want, the media's incisive industry bashing has caused some fear to getting in a tanning bed.

Another reason self-tanners are gaining favor is the ease of application and upkeep. In the past, a lot of people thought self-tanners were messy and difficult to apply. Today, self-tanner application has been refined and products have gained a respectable place in industry.

In addition, many salon owners are noticing a trend toward their clients covering their faces with towels to avoid premature wrinkling. Sunless tanners are the perfect remedies for those telltale towel lines on their faces and necks. In addition, it is a great product for those people who have problems tanning or for those difficult areas to tan such as the feet and hands. Sunless tanners also can be used to fill in pressure points and even out tan lines. And, for some fair skin people, sunless tanners can be used to augment the tanning process.

How It Works

In days past, sunless tanners didn't live up to their promise of deep, golden tans. Instead, they left the skin streaked and splotched with a distinctive orange cast. Today's sunless tanning products are far more sophisticated than those introduced nearly 30 years ago. In fact, in the last few years, these products have undergone a sort of metamorphosis--streaks, splotches and orange are out; smooth, bronze and beautiful are in.

The key ingredient to the products' evolution is Dihydroxyacetone, or DHA, which is an extract of sugar cane. DHA reacts with proteins in the skin to produce a bronze coloration on the top layer of skin--in essence, a cosmetic effect that does not saturate the skin.

Over the years, the formulation technology has been greatly improved to provide better application and coloration. Many of the earlier products were formulated using higher DHA concentrations; today, sunless tanners use lower concentrations because of the improved technology.

However, even though technology has improved sunless tanners, the key to successful marketing is education. For example, if a client puts a product on and immediately notices a color change, that product must contain a dye. Reputable products don't react like that because they oxidize the dead skin cells on the top layer of the skin to produce a bronzing effect.

The majority of self-tanners on the market are a medium grade of color. How dark they tan really depends on the individual's skin type and the condition of the skin. It is important to remind your clients that what works on one person may not necessarily look the same on another.

The first step to ensuring a great sunless tan is to exfoliate the skin. The skin needs to be clean and free from dead skin cells in order to alleviate uneven distribution. Clients also need to exfoliate well and then dry off completely before applying a sunless tanner. For example, if a client is young and has soft, supple skin, he or she probably doesn't need to exfoliate as much. If he or she has naturally dry skin or are in a place with a lot of humidity, exfoliation is the key to getting an even, all-over tan.

The second, and probably most important step, is application. Some experts suggest spot testing the product to see what shade of bronze will result. The key to obtaining an even tan is to apply a smooth, thin layer of the self-tanner. Avoid using too much self-tanner in one application; you can always go back and apply another layer if the color isn't dark enough.

When applying the self-tanner, special attention should be paid to the knee, elbow, ankle and eye areas. The reason? Color is proportional to the surface area of the skin, and these areas are likely to become darker because there is a higher concentration of self-tanner in the fine lines.

Additionally, it is important to wait for the product to dry completely before getting dressed, since DHA interacts with proteins and can cause some fabrics to stain. Also, avoiding the hairline is crucial since hair is protein and self-tanners will cause it to discolor.

Once the color has fully developed, another coat of self-tanner may be added to darken the tan. Mistakes and uneven patches can be fixed easily by exfoliating the area or by adding more self-tanner. Make sure to tell clients to allow self-tanners to dry before beginning any activity, as sweat during application can cause an uneven or streaked tan. Since self-tanners work on the top layer of skin, the average tan only will last for approximately three to four days, gradually fading as the top layer dries and flakes off. Salon operators need to remind customers that self-tanners don't contain any sunscreen and even though their skin is tan, they still can get sunburned.

In addition, because DHA often is associated with skin dryness, it is important to suggest a moisturizer to complement self-tanners. Not only will it alleviate the dryness, but it will ensure another sale for you during typically slow months.

Skincare Source

Still leery about promoting a self-tanner in your tanning facility? Just take a look at the big picture and then make up your mind. You sell moisturizers, accelerators, intensifiers, and sunscreens just to mention a few. So, why not sell self-tanners and show your clients that you are their No. 1 source for all tanning-related products and services? For years cosmetic companies have marketed self-tanning cremes, lotions and sprays and consumers have spent millions of dollars every year using these alternative tanning products. Why shouldn't your salon benefit from these sales?

Salon professionals pride themselves on being skincare experts. If this is true, then they should provide indoor, outdoor and sunless tanners. Why let someone go to other people to buy product when you can be the one-stop shop for all your clients' skincare needs.

6 Understanding Label Claims

Two types of claims can be made for product performance: drug claims and cosmetic claims. Drug claims are those claims which state that the product alters the physiology or function of any part of the human body. Cosmetic claims do not describe any physiological effect on the body.

For example, "reduces perspiration" is a drug claim for antiperspirant because it states that the product will alter the natural perspiration process. "Dries quickly" is a cosmetic claim because it describes the product but does not indicate any physiological effect on the human body.

A sunscreen might be marketed as a product that "prevents erythema caused by the sun (sunburn)." That is a drug claim. "Unfragranced," however, is a cosmetic claim. These examples show a clear division between drug claims and cosmetic claims. Actually, however, there is a gray area where drug claims and cosmetic claims may overlap. That is why the U.S. Food and Drug Administration monitors product claims to determine whether any given claim is a drug claim or a cosmetic claim.

In recent years, the overlap between drug claims and cosmetic claims has become more problematic. Basic research has discovered previously unknown physiological effects of accepted cosmetic ingredients, and cosmetic companies have become more aggressive in developing a cosmeceutical approach to marketing. Many cosmetic ingredients can in fact result in temporary changes in the structure and function of the skin. Claims for these changes might be considered drug claims by definition. However, because these changes result from application of accepted cosmetic ingredients used in an ordinary cosmetic situation, they should logically be considered cosmetic claims.

Drug Claims

A company can make a drug claim only after the FDA approves the claim. The FDA has the authority to force a company to remove its product from the store shelves if any drug claim is made about the product without prior agency approval. Or, when consumer safety is at risk, the FDA itself can seize the product.

There are two general categories for FDA drug claim approval. The first applies to all products within a given class of over-the-counter products. The FDA issues a monograph on the class, and OTC products can be marketed with drug claims that adhere to the restrictions set forth in the monograph. For example, any antifungal product containing an effective level of an active ingredient approved in the OTC antifungal monograph can make the claim "cures athlete's foot." This is an approved efficacy claim based on the proven effect of the active ingredient.

The second category for FDA drug claim approval is for claims which do not fall within an approved OTC monograph. These are approved (or not approved) only after an extensive review by the FDA. If a company wishes to make a drug claim for a product beyond the claims approved in the monograph for that product category, then it must submit an Investigative New Drug application. After an exhaustive clinical study, the FDA will review the claim and determine whether it is approved for marketing purposes.

Cosmetic Claims

Cosmetic claims are reviewed by the National Advertising Division of the Council of Better Business Bureaus. The NAD reviews questionable claims reported by consumers and by companies in competition with the company making the questionable claim. On occasion, the NAD may review unreported claims that the agency itself views as questionable. In 1993, it reviewed 12 cases; in 1994, it reviewed 19. NAD's task is to determine if advertising claims are substantiated by data submitted by the company to support those claims. NAD will make one of three determinations: either the claim is substantiated, or it must be modified based on available scientific information, or advertising based on the claim must be discontinued because the claim is unsubstantiated.

For example, in August 1994, NAD recommended that one company discontinue its claim, "beautiful skin in four days." The claim was unsubstantiated because the company could not supply data supporting the claim. When challenged, some companies will willingly discontinue questionable claims. If a company disagrees with an NAD decision, however, it can appeal to the National Advertising Review Board. Superiority claims are a source of difficulty. This difficulty arises when two or more cosmetic products each claim superiority in the same performance attribute. For example, one skin cleanser says it is milder than a second, while the second claims to be milder than the first. NAD may allow both claims, but only if the competing companies can each supply scientific data supporting their mildness claims.

Suppose the first company conducted a clinical study in which subjects were asked to evaluate mildness. As a group, the subjects responded that the first product was milder because they experienced less dryness. In a separate clinical study conducted by the second company, its product was found to induce less irritation than the first product. In this case, both the competing claims are correct, both are supportable and both would likely be allowed by NAD.

7 Building Customer Loyalty

After implementing some of the suggestions in this course you may think you have the customer tightly in your grasp. Think again. Unfortunately, customer satisfaction doesn't always lead to customer loyalty. These days, even if your customers are completely satisfied with your service and products, research shows that as many as 40 percent of them may purchase services and products from other facilities. And, this includes the purchase of diverted indoor tanning products.

What's the solution for customer loyalty in the shadow of diverted products? Quite simply, in order to retain your customers buying loyalty, you need to go beyond customer satisfaction and develop the rapport that will make customers think twice about buying products from a diverted source.

The good news is that developing exceptional customer rapport is easier than you think. The following are rapport-building tips to help you go beyond customer satisfaction:

Establish a Common Ground.

Customers relate to those people most like themselves. They want to feel a connection with the salon staff beyond that of just being a client. That is why it is important to establish a common ground with each client quickly.

Listen And Show Concern.

Your customers always will want to talk about their most favorite topics-- themselves. The more you talk about yourself or your business, the more you may turn your customers away. In general, people don't take an active interest in a stranger's life. Therefore, stand out by building a relationship through talking about the other person and offering compliments when appropriate.

Use Humor.

One of the quickest ways to build rapport is through humor. A good joke or funny story eases tension and breaks down mental barriers.

Keep A Positive Attitude.

When you're positive and upbeat, customers naturally will want to be around you and do business with you. Even when business challenges reek havoc on your nerves, how we choose to look at those situations determines not only our own mood, but also our customer's mood.

When you go beyond customer satisfaction and create true customer loyalty, you develop long-term relationships, which leads to increased sales even in the face of product diversion. This is a quality that most "tan-free" environments like outlets, drug stores, grocery stores, flea markets, or unauthorized Web sites don't offer when attempting to sell diverted indoor tanning products.

Warning The Public

What should we do about non-tanning stores selling indoor products? Some salon owners have decided to "sound the alarm" with consumer alerts warning tanners to stay clear of any source that offers tanning products outside the doors of a professional tanning facility.

Salon owners are first educating customers that diversion occurs when professional salon products like indoor tanning lotions show up in non-tanning environments. These "tan-free" environments can be an outlet, drug store, grocery store, flea market or an unauthorized Web site.

Salon owners are telling their customers that when they see an indoor tanning product for sale in a non-tanning facility, the customer should call the manufacturer and voice their concern. A personal call from a potential customer speaks volumes to the product's manufacturer.

They also should let the store manager know that they are carrying a specialty product that should be sold by a knowledgeable indoor tanning professional. The manager may not care at that moment, but if enough people mention it, they may be inclined to mention it to upper management. It may make a difference.

As for a flea market, consumers need to understand that they may not be getting the product they think they are. When purchasing indoor tanning products at a flea market, customers are running the risk of purchasing outdated, discontinued, damaged and sometimes even tampered-with products.

Also, many professional products, including indoor tanning lotions, should be professionally recommended by a knowledgeable professional to ensure proper use. As with tingle or hot-action products, indoor tanning products are sometimes designed for different levels of tanning and should be used only under certain conditions.

As for price, many times the products are available at the same price that the tanning salon is selling it for. Contrary to what many people think, diverted products often are sold at the same price as found in the tanning salon. Therefore, what drives the consumer to purchase many of these items at a retail outlet is the convenience of the facility.

