

# THE HOTTER THE BETTER?

BY CHERI MULLENIX

**Brandi Raney from JK Light's ETS Lamp Division recently asked me if I could call one of her salon owners to explain why "hotter" is NOT better.**

**The salon pro with this question owns a facility located in a non-regulated state** and his competitors advertise "hot bulbs". Though the tanning industry is regulated by the FDA, some states monitor compliance with FDA regulations, which require salons to equip their tanning systems with either the lamp that originally came with the unit or an FDA compatible replace-

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ment lamp. Unfortunately, his state has no such monitoring and enforcement in place and his customers are demanding to be red when they get out of the tanning bed.

**It's a fact – most people associate reddening with tanning.** When I was growing up, my mom would rub baby oil on us kids and then send us outside to cook like little lobsters (or maybe I should say crawfish, since I grew up in Louisiana). We'd get a sunburn then peel, and afterwards, have a beautiful tan. So, I also grew up thinking I had to burn in order to develop a tan.


Many of your customers may make the same association.

**However, as professional salon owners,** it's your job to educate your customers and be sure they know that reddening is a burn – not a tan. For your tanners who insist on being "beet red" when their session is over, sell them a lotion with a high tingle factor. Some salon operators even turn off the fans in the bed or in the tanning room, so their customers will be red from a heat flush. I don't recommend this, as heat will negatively affect lamp performance. There is no reason that one's skin must redden in order to develop a tan!

**Remember, different phosphor blends produce different results** and different UV wavelengths. UVB light is that in the 280-320 nanometer range,

UVA2 is from 320-340nm and UVA1 is from 340-400nm. UVB stimulates melanin and vitamin D production, and can burn the skin if overexposed; UVA2 acts a lot like UVB, with melanin production and some pigment darkening; it is also closely associated with elastosis (photoaging, wrinkles). UVA1 penetrates deeper past the surface of the skin and is primarily responsible for pigment darkening. Newer style lamps (such as the Bronzing Sun HPK90 or the ETS Elite JK90) focus on providing enough UVB to stimulate the melanin and aid in production of vitamin D, plenty of UVA1 and less of UVA2.

**There are many sunlamp options on the market** – they all need just enough UVB to stimulate the melanin, and copious UVA to oxidize it and turn it brown. Typically, the higher the amounts of UVB, the shorter the exposure schedule and the more reddening that occurs, unless sessions are severely shortened. If you equip your tanning systems with the lamp originally recommended or an FDA-compatible replacement, then little reddening should occur if you follow the manufacturer's recommended exposure schedule. It's when you replace the original lamp with a higher-UVB lamp or non-compatible lamp that erythema may occur.

**If you have questions about this article or lamps in general,** feel free to call us at 800.959.6533 or email [sales@wolffsys.com](mailto:sales@wolffsys.com). You may also visit us on Facebook. 



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Cheri Mullenix has been with Wolff System since 1998. Her duties include training salon professionals on sunlamp products. She specializes in breaking down technical info into layman terms, so her lamp training is both informative and FUN! Email questions or comments to [sales@wolffsys.com](mailto:sales@wolffsys.com) or call 800.959.6533, X112.