



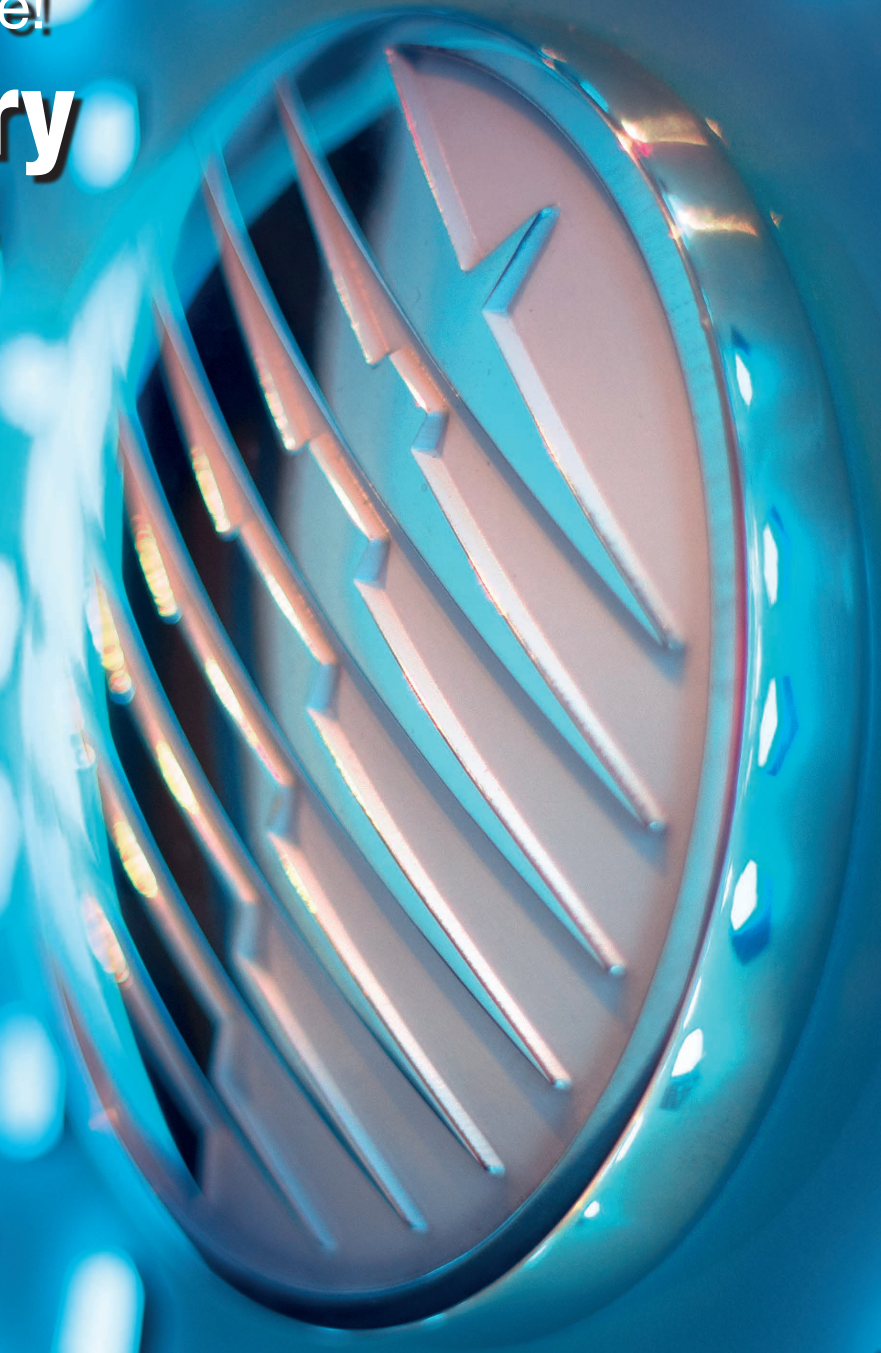
megaSun[®]

Style

2-2018

Touch the future!

Legendary 7000 α - series



megaSun[®] worldWide

**ULTRA TAN
SWEDEN**



“Design is not just what it looks like and feels like. Design is how it works.”

Steve Jobs



Innovation for the future!

In the last editorial, I promised that we at megaSun® will intensively continue with our efforts for the future. I am confident that I did not promise too much.

Product wise, we launched the megaSun® 7000 alpha at FIBO. As Steve Jobs already said in 2003, when he introduced the iPod: “Design is not just what it looks like and feels like. Design is how it works”. The 7000 alpha is certainly very innovative, but it is harder to define whether the clue lies in the inner functions, the outer appearance or the interaction of both. But also the new typology of the solariums is innovative, making it even easier for you as an operator to find your customers’ preferred solarium.

Company wise we have a big surprise for the future of KBL. The handover to new ownership and new management, which we would like to introduce to you – on private level in this edition. Please read more on page 20.

I hope you enjoy reading this issue.

Yours

sincerely

Klaus Lahr

Co



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Imprint

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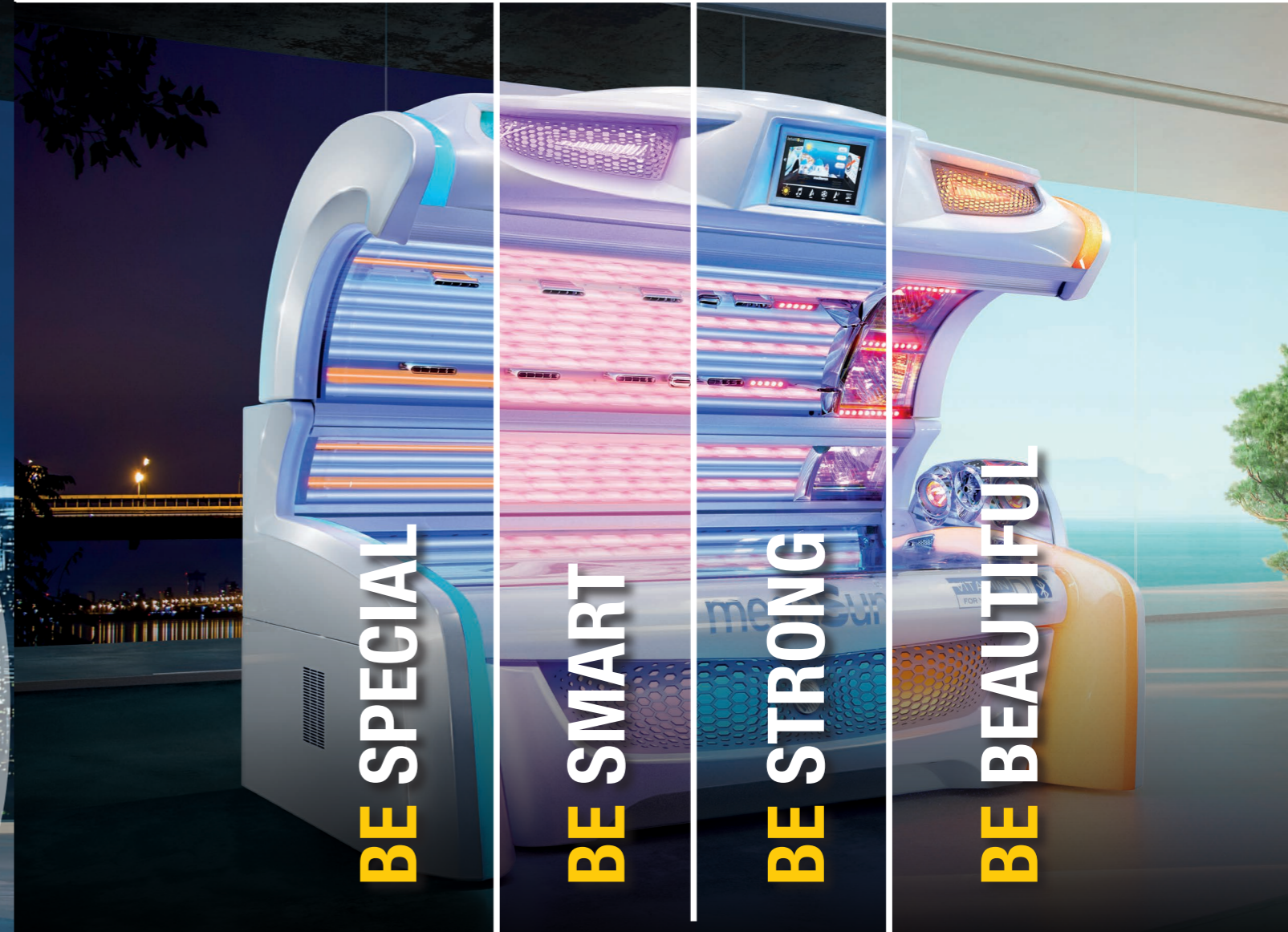
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MEGA
SUN
7000
SERIES

megaSun® 7000er-series

Legendary 7000α



Diversity in design and features.

Optional you can choose the Intelligent Control System. With the ICS you can make various settings that a technician previously had to take care of. Your customers can select and enjoy the personal comfort settings before their tanning session. Of course, all comfort features such as aquaCool, air-Con, aroma, Bluetooth, etc. are also available.

Be strong!

The power pack



Equipped with pureSunlight and smart-Sunlight tubes for optimal tanning and skin care and a particularly beautiful complexion.



7000 α hybridSun

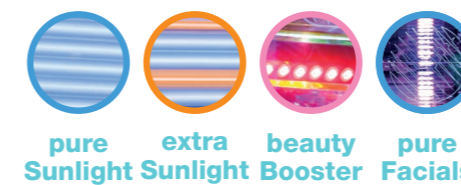
Fully equipped with colorMotion plus and ICS

7000 α hybridSun

	1	2	3	4	5	6	7	8	9	10
Instant tanning results	●	●	●	●	●	●	●	●	●	●
Pigment development	●	●	●	●	●	●	●	●	●	○
Skin care factor	●	●	●	●	●	●	●	○	○	○
Vitamin D production	●	●	●	●	●	●	●	●	●	○

Be special!

The all-rounder



The new extraSun ensures an extravagant tanning experience. The combination of pureSunlight and extraSunlight tubes for intensive sunlight with extra high UVB content increases pigment build-up and supports vitamin D formation.



7000 α extraSun

Basic version

7000 α extraSun

	1	2	3	4	5	6	7	8	9	10
Instant tanning results	●	●	●	●	●	●	●	●	●	○
Pigment development	●	●	●	●	●	●	●	●	●	●
Skin care factor	●	●	●	●	●	●	○	○	○	○
Vitamin D production	●	●	●	●	●	●	●	●	●	●

Be smart!

Die Extravagante!



For an intelligent balance of intensive sunlight and skin-caring beauty light. The patented smart-Sunlight tube combines the power of four spectral ranges. For an attractive intensive tan, promotion of vitamin D formation, stimulation of collagen production and a fresh, healthy complexion.



Fully equipped with colorMotion plus and ICS

7000α smartSun

	1	2	3	4	5	6	7	8	9	10
Instant tanning results	●	●	●	●	●	●	●	●	●	○
Pigment development	●	●	●	●	●	●	●	●	●	○
Skin care factor	●	●	●	●	●	●	●	●	●	○
Vitamin D production	●	●	●	●	●	●	●	●	○	○

Be beautiful!

The charming solarium!



A real highlight for the face and shoulder area. Further information on page 12.



Fully equipped with colorMotion plus and ICS

7000α beautySun

	1	2	3	4	5	6	7	8	9	10
Instant tanning results	●	●	●	●	●	●	●	●	●	○
Pigment development	●	●	●	●	●	●	○	○	○	○
Skin care factor	●	●	●	●	●	●	●	●	●	●
Vitamin D production	●	●	●	●	●	●	○	○	○	○



7000 α beautySun

megaSun® 7000 alpha



Smart light!

For face & décolleté

The Smart Light Technology (SLT) for the face and décolleté combines sunlight and skin-caring beauty light in an innovative high-pressure system. For a particularly pleasant, gentle sunbath, a beautiful skin texture and a fresh complexion. The system of a hybrid radiator, specially coated filter glass and homogeneous reflector ensures an attractive and long-lasting tan. The red spectrum particles lend the beauty light its caring properties already during the sunbath.

For the shoulders

The new Smart Light Technology (SLT) is also suitable for the shoulder region: The combination of intensive sunlight and nurturing beauty light in one radiator ensures a pleasant skin sensation. The shoulder parts are tanned very gently.

KBL – FIT for the FUTURE



By selling KBL to DIH Healthcare GmbH & Co KG, the two founders and shareholders, Managing Directors Klaus and Bernd Lahr, have placed KBL in new hands and made it fit for the future.

In the following interview, Klaus Lahr explains what the motives were for this and how he sees the future of the company.

What exactly were your reasons for offering your successful company for sale?

KL: It may be interesting to first learn that 40-50 % of all company successions are unsuccessful. But we wanted to do it right and take into account that a successful company handover requires time for planning

and execution. This can take up to 5 years. My brother and I agreed that we owe it to both our employees and our customers to find a suitable investor who is willing to understand the industry and who can ensure that he will continue to invest in research and development in the future, as everyone has been used to up to now.

But you still could have done this in 5 years' time, at 65?

Yes, that is right. But in the first place, my brother is somewhat older than me. Secondly, as already mentioned, a company succession can take up to 5 years. And thirdly, the handover period was extremely important to us. In our case, we have the great opportunity, that both my brother and I can continue to be available for the company.

Nevertheless, you have already appointed a new management team?

Yes, the best we could imagine for the company. With Hans-Jürgen Kreitz and Jens-Uwe Reimers, we were able to recruit two managers with industry experience who are a great asset to KBL. Both of them immediately realised KBL's potentials, which we now want to exploit together, with joined forces. So, you can look forward to what else KBL will come up with.

Thank you very much, Mr Lahr.





A short Q&A to get to know our new management.

Jens-Uwe Reimers and Hans-Jürgen Kreitz privately

What did you want to be as a child?

Jens-Uwe Reimers: A pilot.

Hans-Jürgen Kreitz: An astronaut.

Here you have the opportunity to praise a colleague / trade partner.

Jens-Uwe Reimers: Hans-Jürgen Kreitz, with whom the team always is one step ahead.

Hans-Jürgen Kreitz: Jens-Uwe Reimers, for sticking together through thick and thin for 22 years.

What is your life motto / your life philosophy?

Jens-Uwe Reimers: "Everyone has got an ace up his sleeve" "

Hans-Jürgen Kreitz: Remains secret.

Will you tell us your greatest weakness?

Hans-Jürgen Kreitz: Smoking.

Jens-Uwe Reimers: I can't lose!

What do you consider your greatest strength?

Jens-Uwe Reimers: Better ask my mother ...

Hans-Jürgen Kreitz: This question is best answered by other people.

Your preferred drink and favourite meal?

Hans-Jürgen Kreitz: Non-alcoholic: Red Bull Zero; alcoholic: Gin Tonic; Filet steak with salad.

Jens-Uwe Reimers: German white wine from the Nahe wine area, fresh, self-collected chanterelles with bread and butter.

Which historical personality has impressed you most and why?

Hans-Jürgen Kreitz: JFK: To the moon in 10 years.

Jens-Uwe Reimers: Nelson Mandela – he has forgiven everyone.

You win a million euros – what would you buy from it?

Jens-Uwe Reimers: KBL sun studio.

Hans-Jürgen Kreitz: I'm sure my children will come up with many things.

Who would you like to swap with for a whole day and why?

Hans-Jürgen Kreitz: As a long-standing Apple fan with Tim Cook.

Jens-Uwe Reimers: Florian Henckel von Donnersmarck. I still believe in great movies.

Which qualities do you appreciate most in a person?

Jens-Uwe Reimers: Consistency and reliability.

Hans-Jürgen Kreitz: Sincerity, reliability, calmness.

What do you absolutely dislike?

Hans-Jürgen Kreitz: Sneakiness, excitement, smart alecks.

Jens-Uwe Reimers: Erratic behaviour and pessimism.

The famous fairy fulfils three of your wishes:

Hans-Jürgen Kreitz: Health for the whole family.

Jens-Uwe Reimers: Health, the rest I take care of myself.

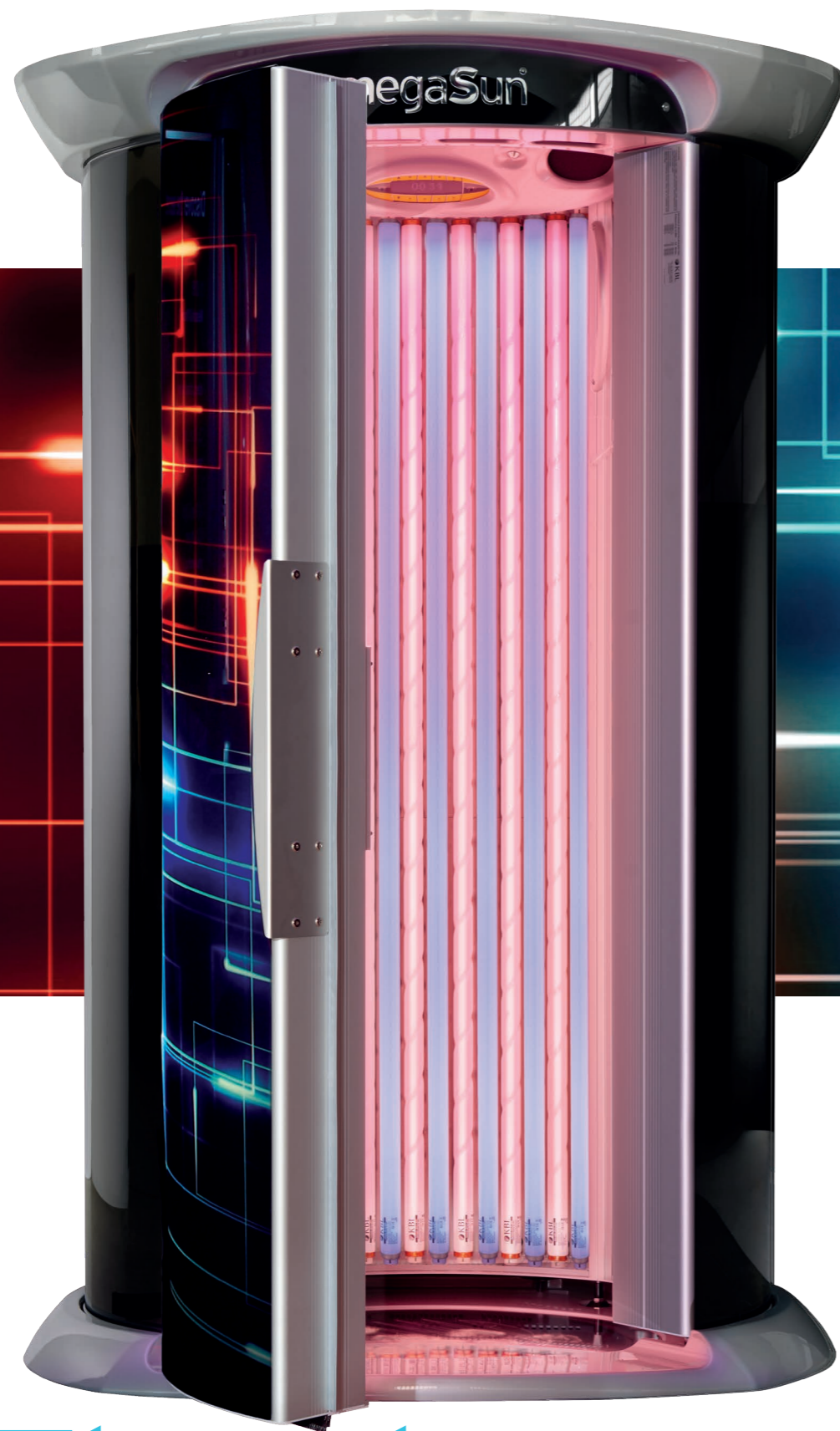
Your favourite book / your favourite film?

Hans-Jürgen Kreitz: Stephen Hawking: A Brief History of Time; In the Shadow of the Moon.

Jens-Uwe Reimers: Frank McCourt: Angela's Ashes, Pulp Fiction.

In the next magazine we will interview Hans-Jürgen Kreitz and Jens-Uwe Reimers on the reasons for the transfer, goals and strategies at KBL.

The combination of an attractive tan, bio-positive effects, anti-ageing and flawless skin.



Thunder Hybrid

The success and enthusiasm that studio operators and customers are already enjoying in lay-down solariums is now also available in the new Thunder Hybrid tower. The first tower to unite hybrid technology.

The new Thunder Hybrid Tower was first presented at this year's Cosmoprof exhibition in Bologna. Cosmoprof in Bologna is the leading trade fair of the beauty industry and our tower already attracted remarkable attention.

The combination makes the difference:

smartSunlight tubes are combined with pureSunlight tubes, to create the best that low-pressure technology has to offer. Intensive sunlight of 26 pureSunlight tubes ensures optimum tanning results. These tubes are supported by 26 smartSunlight tubes for

improved skin care. The different spectral ranges stimulate vitamin D build-up and the skin's own collagen production.

The result is a natural, long-lasting tan with a fresh complexion and velvety soft skin.

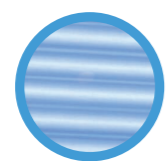
Sporty option

The Thunder Hybrid is optionally available with a vibraNano plate. The side-alternating function stimulates the movement sequence when walking for a workout of muscles in the abdominal, leg and buttocks area. The movements in combination with the heat inside the tower, the correct posture with slightly bent knees and the vibration of the plate specifically strengthen important muscle groups.

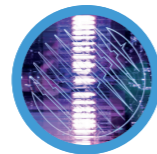
LAMPS

The megaSun® worlds of light

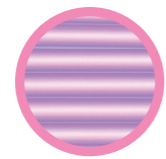
megaSun® stands for innovative light and tanning technology. This is what we attribute to our company philosophy: Lateral thinking, improvising and trying something crazy from time to time. Our technicians and developers are constantly on the lookout for something extraordinary. The word “standard” is only acceptable for the highest quality. With drive and ambition, existing situations are often questioned to develop the suitable solution for the customer. This is how ideas are realized for them with passion and the latest technologies.



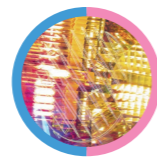
pureSunlight
Intensive sunlight for optimal tanning results.



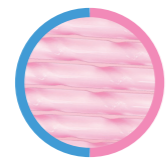
pureFacials
Intensive sunlight for the face and décolleté.



beautyLight
Soothing beauty light for an especially beautiful skin.



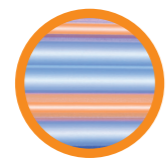
smartFacials
Intensive sunlight plus soothing beauty light for the face and décolleté area.



smartSunlight
Intensive sunlight combined with soothing beauty light.



beautyBooster
Extra intensive beauty light for a beautiful skin.



extraSunlight
Sunlight with a high percentage of UVB for increased pigment development and vitamin D production.

Original megaSun® lamps

Only when it is marked megaSun® on the outside, it is megaSun® in the inside – in terms of know-how, quality and performance. Of course, this also applies to our lamps. This is why we do not equip our solariums with conventional “standard lamps”, but with lamps specially developed for megaSun®. Together with our partners, we have successfully developed megaSun® lamps, that have been specially designed for our megaSun® solariums and Collariums®. Under great technological effort and high-quality standards, lamps are created that always guarantee optimum performance in all megaSun® devices. An effort that is worthwhile and pays off! For you and your customers!

Convince yourself of the unbeatable advantages of megaSun® lamps:

- **specially designed for megaSun® solariums and Collariums®**
- **always optimal performance** due to perfect interaction of lamp and device
- **lower consumption and longer service life**
- **high, regular quality control**
- **constant advancement**





megaSun® worldWide

Ultra Tan, Sweden



Ultra Tan AB - Scandinavia's leading supplier of tanning equipment - has been active in the tanning market for more than 30 years. The head office is located in Vimmerby in the south of Sweden. The location is optimal from a logistic point of view. Vimmerby is situated in the midst of the three largest cities of Sweden – 300 kms south of Stockholm, 300 kms west of Gothenburg and 300 kms north of Malmö.

Vimmerby, with only 15 000 inhabitants, is known for being the home town of Astrid Lindgren, the world renown children's book writer with characters like Pippi Longstocking (Pippi Langstrumpf), Emil of Lönneberga (Michel

aus Lönneberga) and many others. A large Children's Amusement Park, based on the Astrid Lindgren characters, has been built up in Vimmerby, and it has close to half a million visitors every year from many different nations.

Ultra Tan is a complete company when it comes to artificial tanning and the company always has a comprehensive stock of tanning beds, accessories and spare parts in stock. Also, Ultra Tan has **a very experienced and competent service team**, which is a prerequisite for being successful on the market place. It goes without saying, that **Ultra Tan's largest asset is competent and knowledgeable personnel.** Ultra Tan belongs to the Intercedo Group, which is active in the health and beauty market. Co-operation with Intercedo Kapital AB, which is a sister company of Ultra Tan, is an important factor for continued success of Ultra Tan on the Swedish market. Intercedo Kapital offers financing to customers of Ultra Tan, which are rejected from obtaining financing from banks and other financial institutions.

Sweden is cold and dark during the major part of the year. In the northern part of Sweden, it is dark for 24 hours a day during the winter season. The lack of light, during a major part of the year, has turned the Swedish people into "UV-tanning enthusiasts" and Sweden is consequently a strong market for UV-tanning equipment. Sweden is characterized by having a large number of unmanned tanning facilities and the professional tanning studios are more or less all unmanned. As a consequence, the Swedish tanning studios are provided with sophisticated equipment for passage, camera supervision, remote control etc. Furthermore, in Sweden the UV-type 3 rules are applied, which limits both the UVA- and the UVB-radiation to 0.15 W/m2. As a consequence, the Swedish tanning studio owners require tanning beds that are efficient and optimized enabling them to give a good tanning result while fulfilling the UV-type 3 legislation. Another trend is that the demand for large and sophisticated tanning beds is increasing – not least when it comes to tanning beds with good design.



Leif Bring with his Ultra Tan team

The megaSun® tanning beds, providing very good tanning results, are therefore a perfect choice for the Swedish market. **The high quality and the exclusive design of megaSun® contributes to the success of megaSun® on the Swedish market. Ultra Tan is proud of being the exclusive sales partner of megaSun® for the Swedish market.**



megaSun® has rapidly been increasing its market share in Sweden. It was only two months ago a new large studio was opened in Lomma – an exclusive region outside Malmö situated at the Baltic sea – where all tanning beds were large megaSun® beds including a megaSun® stand up unit. The increasing demand for ever larger and more sophisticated tanning beds is likely to result in a bright future for UV-tanning equipment in Sweden and Ultra Tan foresees the future with great hope and good expectations.



5 helpful tips!

#1 GOOD BALANCE!

As with the sun, social media depends on the right dose. Too little and you disappear from the customer feeds or too much and the customers get annoyed. It's worth finding out what works best. They need to be vibrant and above all – authentic!



#2 NO ONE-WAY STREET

If a customer responds to a post or sends you an e-mail message, you should reply. A little like, posting a friendly thank you or comment is no effort and contributes a great deal to customer satisfaction. Be sure to respond to your customers' messages. The faster you reply, the more the customer will put their trust in you.



#3 STYLISH

Find your own style. Keeping an eye on the competition's post is fine, but don't try to imitate them all the time. Design a plan with actions and posts and create your own identity. Often it also helps to talk with your employees about social media, because they are in regular contact with the customer and come up with good ideas.



#4 INVOLVE YOUR CUSTOMERS

Encourage the customers to post the visit to your studio, so that friends can see it. For example, you have a promotion. If customers post info about 4 visits to your studio, they will receive the 5th tanning session free of charge. Club Studios have the option of an upgrade or a small gift. This will increase the awareness of your studio and contribute to your customers' satisfaction.



#5 HASH TAG CAMPAIGN

Try creating your own hash tag or using an existing hash tag to make it easier to find you.





Sun and solarium: Similarities and Differences in UV radiation



megaSun® sun and solarium

The sun is our elixir of life. It makes us happy, bestows us with a beautiful complexion, dispels the winter blues and helps protecting us from many diseases.

For example, it ensures that our body produces sufficient vitamin D through the skin. Not only is this extremely important for bone health, but also prevents depression, diabetes, hypertension, heart attack and even various types of cancer.

All this is not only achieved by real sun, but as research shows – also in a good solarium.

Similarities:

Natural (sun) as well as artificial (solarium) light spectra produce all 3 kinds of UV rays: UVA, UVB and UVC.

UVC rays do not penetrate the earth atmosphere, we do not come into contact with it. In a solarium this is prevented by technical filters.

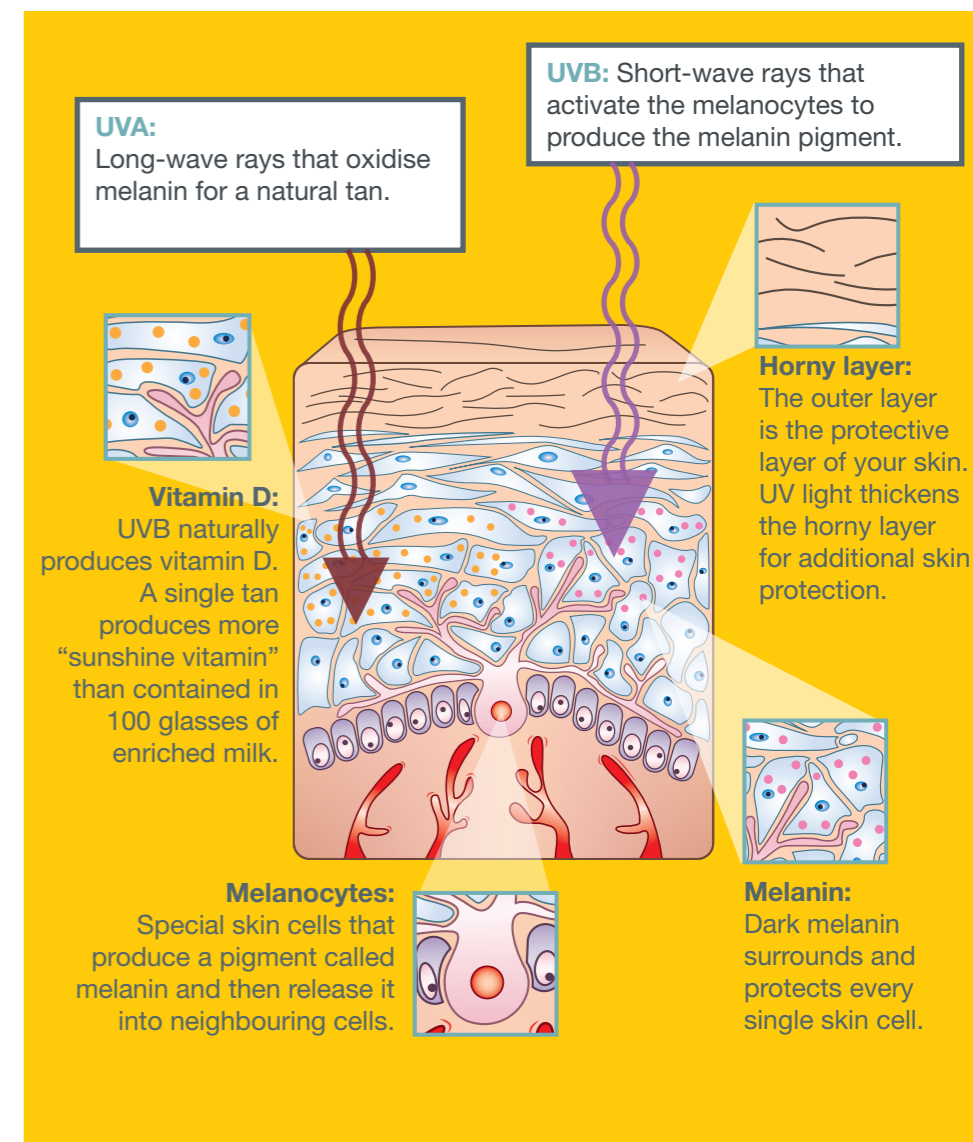
UVB radiation has been weakened by the ozone layer once it reaches the surface of the earth. UVB rays are responsible for the development of our skin pigmentation and vitamin D production. If handled carelessly or is overdosed, excess UVB can lead to sunburn.

UVA radiation reaches the earth's surface almost unhindered. It ensures that skin pigments darken and become visible as a direct skin tan.

Differences:

The conditions of natural solar radiation cannot be controlled. The intensity and the exact composition of solar radiation depends on various factors, e.g. the time of the year or day, the latitude, clouds, possible air pollution and ground reflection. The UV index of a region only takes local conditions into account.

In tanning studios, on the other hand, controlled conditions prevail. There is no influence of weather, time of day or smog. Solariums generate constant and balanced UV radiation. In many countries, including Germany, UV protection regulations guarantee a maximum legal radiation limit of 0.3 W/m².



Competence centre tanning studio

Good tanning studios offer solariums with different UV spectra (different ratios of UVA to UVB rays). Thus, the customer can set priorities, like e.g. a fast-short-term tan, a longer lasting tan or a skin caring effect.



The solariums are equipped with special lamps in the facial and upper body area. The high-pressure lamps radiate slightly more in the UVA range than the low-pressure lamp for the rest of the body. This makes the face tan faster (short-term tan).

For vitamin D build-up solariums that can achieve an increased UVB spectrum are particularly suitable.

Solariums or also collariums not only provide a skin tan, but also have a

caring and anti-ageing effect, through so-called collagen booster or tubes with a red-light spectrum. One the on hand, this ensures better moisture penetration of the skin and also stimulates collagen formation, which firms the skin and bolsters it up from the inside out.

Premium solariums of the latest generation can vary the spectra to enable tanning, vitamin D synthesis and beauty effects.

How can customers recognise a well-run tanning salon?

Worldwide:

Official entities advise customers to ensure that the entire studio is neat with clean equipment, in a visually impeccable condition and well-maintained. And whether they are really attended by trained staff. Customers can recognise this from the following aspects:

1. Persons under the age of 18 years are prohibited from using a solarium.
2. The studio staff should enquire whether the customer is taking medication.
3. It is pointed out that one should only tan without make-up or perfume.
4. Staff members enquire about the last visit to a solarium, about previous sunburns and possible skin diseases.
5. They determine your skin type and draw up a plan with you for healthy tanning during ten visits.
6. Customers can ask questions about the topics at any time.
7. Staff members hand out a protective goggle without being asked.
8. Staff members explain how to use the solarium/collarium.
9. After tanning, they ask if everything was satisfactory.

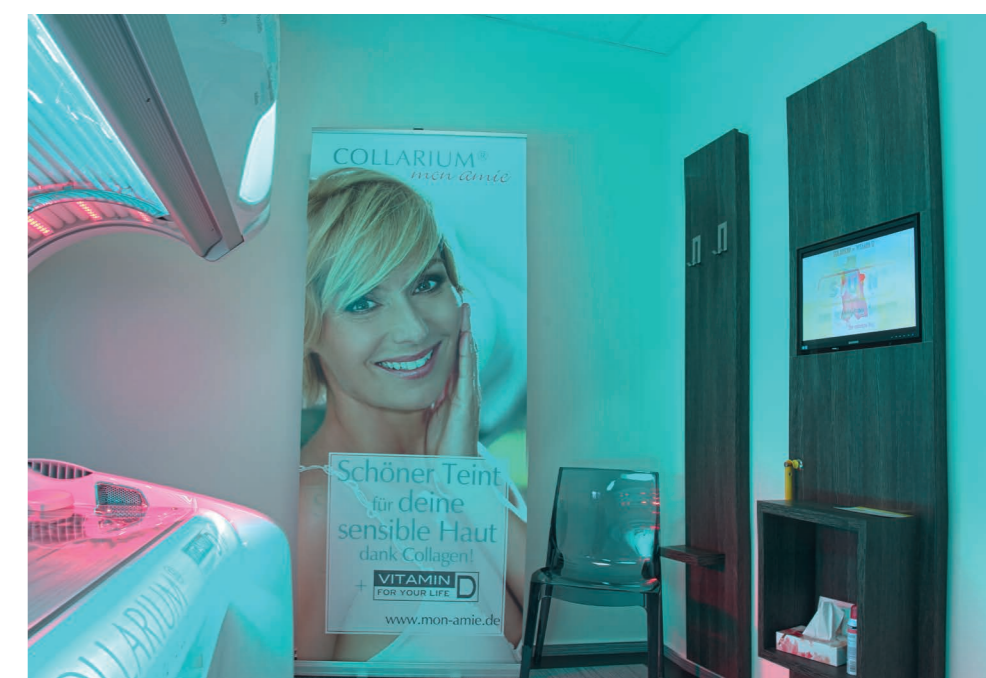
Example Germany:

In principle, only tanning studios with an UV protection regulation certificate, are permitted throughout Germany.

Essential points for UV protection regulation are the limitation of the radiation strength of UV lamps and the presence of particularly trained and examined specialist staff.

Each customer must be offered a consultation talk, to inform him/her about all rules of the technology, about dangers and risks of UV radiation and the appropriate counter measures.

With the quality seal, suntan studios create confidence and facilitates the customer's decision substantially.



BY CURT HOLLOWAY

INVEST IN THE BEST

This article was provided by the US magazine smarttan



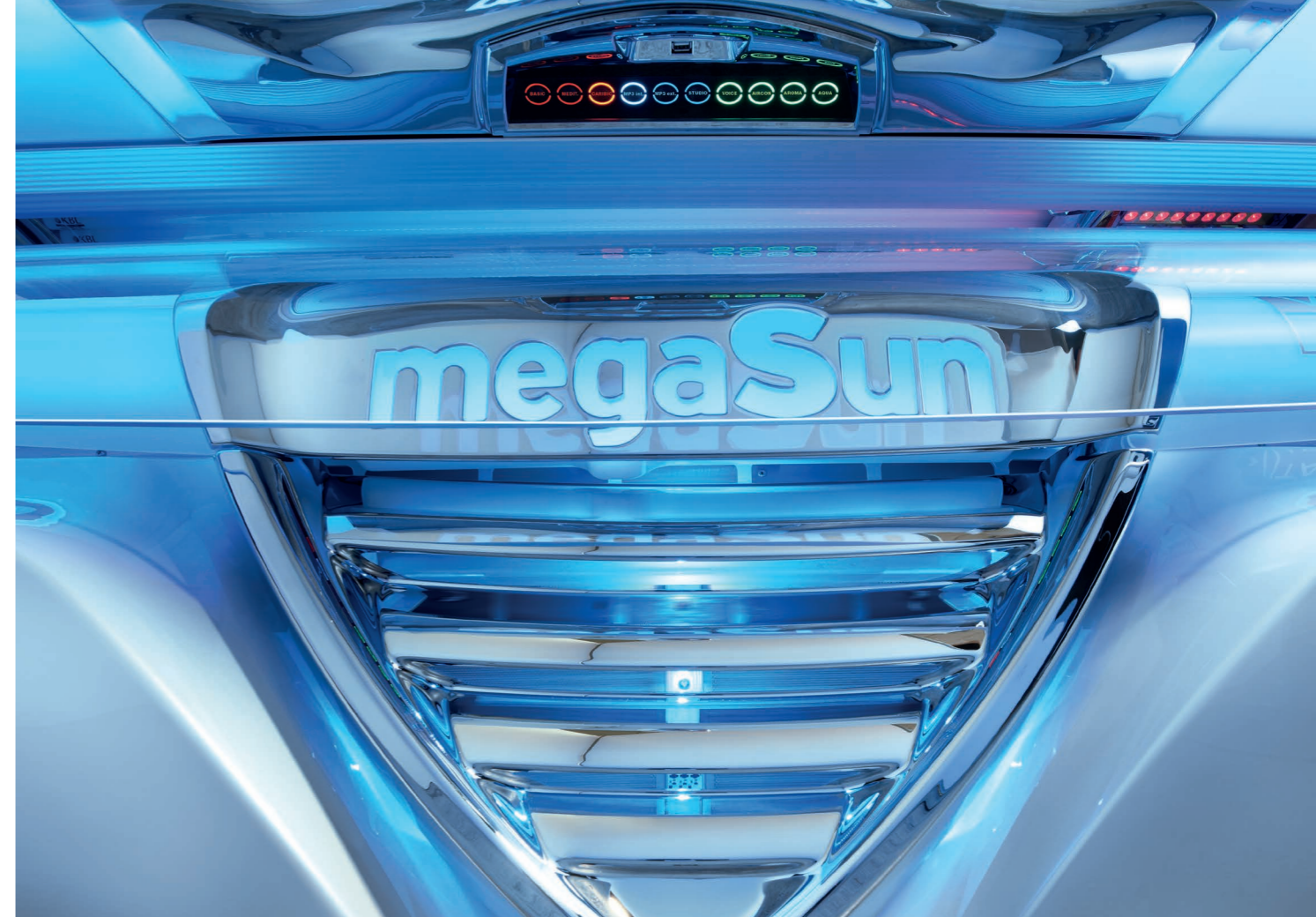
Adding a flagship sunbed is a proven game changer for independent salons.

When Troy Hootman introduced a brand new KBL 6800 alpha to his tanning business, he knew it was a dazzling unit that would generate excitement and impact customer counts and revenue.

Despite the fact that he was expending a significant amount of money, Troy was confident in the value of his purchase, and he had a plan to capitalize fully.

“I’ve only had it since the middle of April, but I’ve had a 20 percent increase over two months. I raised some pricing and my traffic flow was heavier. Once they’ve been in that bed, they will only go in that bed,” he says. “By getting the 6800, I was able to move pieces I had in a higher level down to the next level, and then by doing that, I felt like I could raise it across the board, and I saw no pushback.”

Troy’s transformation is a staggering example of the impact bringing in new, flagship sunbeds can make in tanning businesses. But, it doesn’t mean it requires a total makeover for your investment to pay off handsomely. Right now, the industry is full of stories of small, independent tanning



businesses that have invested in gamechanging equipment and are utilizing it and benefitting from it in a multitude of ways.

“A lot of our conversations with salon owners come down to a person buying a part or acrylic for an old bed, and we’re saying, ‘Hey, have you ever thought about this?’ ‘It’s easy when you can say, ‘Listen, I have this customer just like you, and they put this equipment in and it’s really paying dividends. If you want to talk to them, I’ll give you their name or number.’ I’m just sharing with you what they’ve shared with us,” says PC Tan Vice President of Sales Eric Haynes.

“We’ve seen customers that didn’t feel they had the money to invest, thought business was just down, and now they have a line out the door, or it’s the busiest unit in their salon. It increases traffic, revenue, creates an attraction and draw and reinvigorates the owners. It helps on a lot of different levels.”

“I’ve only had it since the middle of April, but I’ve had a 20 percent increase over two months. I raised some pricing and my traffic flow was heavier. Once they’ve been in that bed, they will only go in that bed.”

TROY HOOTMAN
Owner, Suntan Studio

MONEY TALKS

While a total pricing overhaul might not be necessary or practical, tanning business owners that introduce new top-tier equipment seem to be having no problems implementing adjustments that demonstrate the value of their investment nearly immediately. Carol Karamichalis purchased a KBL 7900 alpha deluxe for one of her and her husband Tim’s two Harbor▶

“I think a lot of the appeal is just the looks. The lights...it’s just jaw dropping. We have it in the front of our window with a curtain, and it just draws people in.”

CAROL KARAMICHALIS
Owner, Harbor Lights Tanning

Lights Tanning Studios in Baltimore earlier this year. With the addition, she implemented a \$79 EFT level that allows use of all equipment, including the 7900. She says the unit has been in use “constantly” and people are regularly paying \$44 for single sessions. The salon has even been able to convert the majority of their Level 1 members, at \$27.50, to the \$79 membership.

“I think we’re at 500 hours on the bed already. It’s only been three months,” Carol says. “That bed has more sessions on it than some of the beds I’ve had for three years,” Carol’s son, Pete, who manages the salon’s other location, adds.

As noted initially, Troy Hootman not only instituted a new membership level for his KBL 7900 alpha deluxe, but it also allowed him to raise all of his prices with no objection from his current clients. They saw that he was investing in their tanning experiences and adding value to each level and embraced the value being provided. He now offers the highest level EFT for \$75 and single sessions in the 6800 for \$25.

“I probably could have even done more increase,” Troy says, “I’ve had a friend say, ‘If people aren’t complaining about your prices, they’re too low,’ and nobody complained. I haven’t had anybody even raise an eyebrow at increased pricing.”

WHAT’S THE BIG DEAL?

These success stories probably beg the question, why are these units making such a tremendous impact in independent tanning businesses? First things first: Initial impressions are always important, and the high-end KBL units make memorable ones.

Their large footprint creates a commanding presence, essentially demanding your clients’ attention. This space-age look makes it clear that this is far from your average tanning bed. Perhaps most importantly, the colorMotion exterior LED light display is impossible to miss, illuminating the room, or even the salon or a front window with a customizable light show.

A BEACON OF CHANGE

As the tanning industry continues to evolve, it also seems that consistently adding new, premium units is becoming not only a luxury, but also a necessity. As noted in relation to a number of aspects, the U.S. tanning market tends to follow trends from the European market that developed a decade or more sooner. As far back as the early 2000s, European tanning businesses had few, if any 26 and 32 lamp tanning beds, while U.S. salons were still heavily reliant on what we’d mostly call Level 1 units today. Now, most U.S. salons are seeing consumers leaning toward, and also pushing them toward, the higher-level units that produce better, faster results, offer more amenities, and drive more revenue for the business. “Salons and equipment manufacturers have done a good job of enticing and encouraging customers to used more

advanced equipment that produces a better result in a shorter time. If they can get better results in a shorter time, that’s a good thing,” Eric says. The necessity for bigger and better equipment in professional tanning businesses has also been driven by economic factors and shifts in the competitive marketplace. With low-cost tanning options available and the cost of doing business ever rising, offering low rates for base-level equipment simply isn’t going to generate the most profit, or possibly even pay the bills. And, as more professional salons, and even gyms and other low-cost operators, continue to follow the trend of better, more expensive equipment, it becomes necessary to “keep up with the Joneses,” and also insulate yourself from new businesses moving into your market with better equipment than you.

“It doesn’t mean everybody has to put the fanciest piece of equipment in, but the fact is salons are reinvesting and upping their game because they need to, and it is benefiting their businesses. Therefore, if you’re one of the salons that’s not doing it, unfortunately it could create issues for you in staying relevant,” Eric says.

However, external factors certainly aren’t the only reason to invest in game-changing new equipment. When only considering your business’s own position and financials, investing in top-of-the-line equipment is still the most sensible choice for a number of reasons. Of course, you will always have customers that prefer the low-level equipment, but those pieces stay relevant for much longer. “Putting new Level 1 or 2 units in isn’t going to give you the best return on investment. If you have a four or five level salon,



“They’re like, ‘It’s a space ship. This thing is amazing. I got results in six minutes.’”

DION BORKOWICZ
Owner, Lectric Beach Wellness and Sun Club

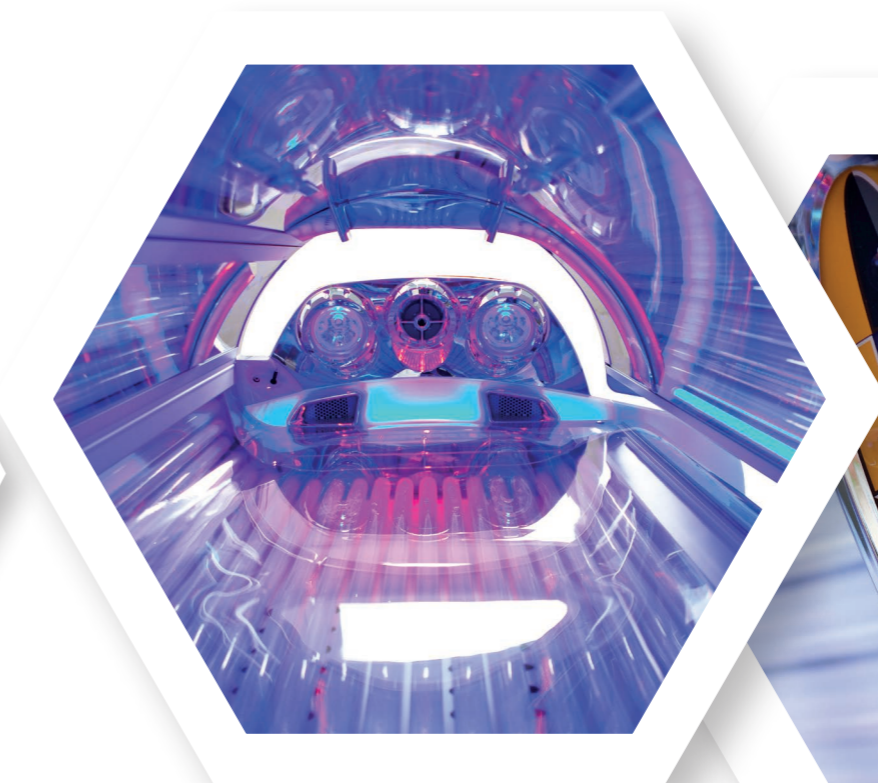
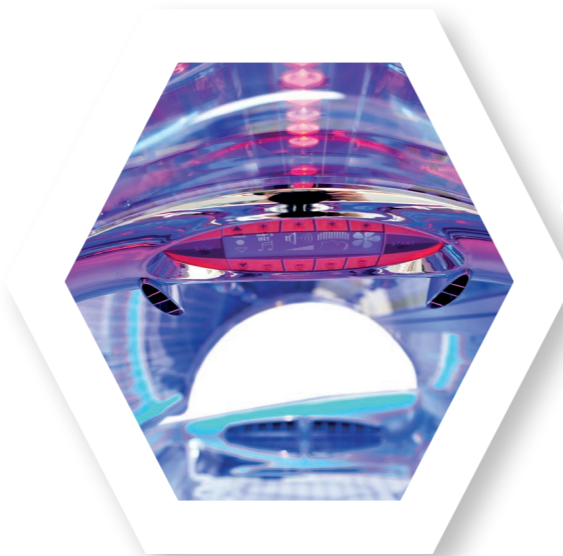
investing in level four or five, in this day and age, tends to be the best bang for your buck,” Eric says. “It gives the salon owner the most ‘wow factor.’ It’s a calling card. It’s a draw. It shows the customer that you are continuing to invest in your business for their best interest and their pleasure.

Dion has shifted the entire paradigm of his business by adding the 6800s, other units, more spa services and improved spray tan equipment. He noticed salons struggling and lowering rates to compete with gyms and other competitors. Prices were dropping, yet clients were also diminishing and costs were rising. As he observed the mistakes being made, he started adding new, better equipment and adjusted his pricing model. The result, as noted previously, has been a 15 to 20 percent increase in Per Person Average.

BUILD IT AND THEY WILL COME

One of the other prime benefits of units with extreme curb appeal, superior results and unmatched features is they essentially sell themselves. All of these owners have achieved stunning results with little to no marketing push. They’ve largely relied on the “wow factor” they make to current customers and the word of mouth that develops from that.

“We do no major marketing... just Facebook. It’s all word of mouth. I’ve tried marketing, but instead of



spending that money, I’d rather just put it into new equipment and let it speak for itself. It’s that ‘build it and they will come’ mentality,” Carol says.

When you introduce a new piece of equipment that stands out as much as a KBL 6800 or 7900, perhaps the most important thing you can do is just make sure everybody sees it. Harbor Lights placed its 7900 in a front room with a window and curtain, so it can be seen from outside the store when not in use.

While these units can draw a crowd without much additional investment in marketing, there are numerous different ways you can show your new offering to a wider audience.

Presenting them on social media platforms and your website and via are no-brainers, and costs little to nothing. Better yet, have your customers do it for you. For example, Dion offers a deal for firsttime users and encourages them to spread the word.

“The first time, you can go in just six minutes, because the facials are strong,” he says. “If they like it, and of course they like it, if they take a

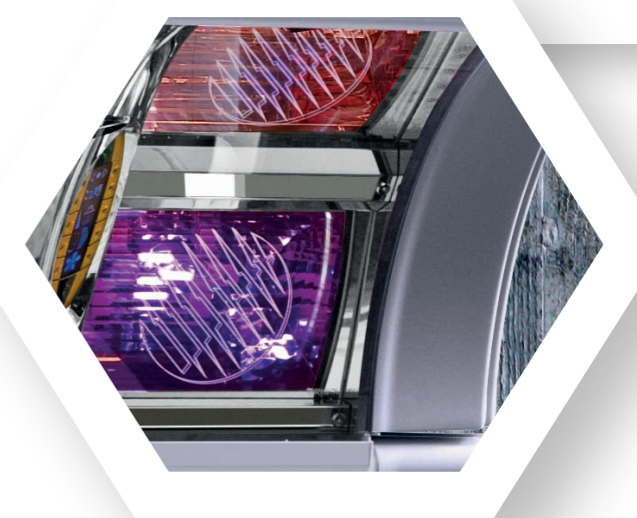
picture of it when they get out and post it on social media, the next time they want to use that bed, the upgrade is on the house.

MAINTAINING MOMENTUM

Despite all the numbers and anecdotes, perhaps the most notable testimony to the impact these units are having in salons is the owners’ plans to double down on their investments.

“I’m always thinking about upgrading,” Dion says. “My goal is to have each store have a 6800 by the end of year. It’s doing so well, before the end of next season I want to get another one per store or something close to it. I just want to invest in higher end, because I see what it does for us.”

Troy is also considering adding another 6800 to take the pressure off the newer one and another older model 6800 he still has. Carol and Pete would like to add a 7900 at their other location, so their clients won’t have to travel farther to get to it.



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