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SunTimes

AUGUST 2006 • VOL. 10 • ISSUE 7 • \$4.95

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"THE LUXURY OF *Light*"

Lumière Light-Therapy Thérapie System
by Raymond Anthony International



by John P. Ribner

Who doesn't want healthy, youthful-looking skin? The Lumière Light Thérapie system by Raymond Anthony International (RAI) can be an easy, risk-free treatment for the symptoms of problematic skin, which means it's certainly an attractive service for salon pros looking to boost their revenue.

Being in a "vanity" business, tanning salon pros hear a lot of claims from companies offering beauty treatment products. The Lumière system asserts that a specific wavelength of light can be used, in conjunction with a topical treatment regimen, to help rejuvenate the skin. "Our system utilizes a 633 nanometer wavelength, known as 'red light,' to help stimulate fibroblast cells, which produce collagen and elastin in the skin," said Tony Case, RAI President. "When combined with a regimen of topical solutions, this can help treat the symptoms of various problematic skin conditions, such as age spots, fine lines and wrinkles, and issues associated with acne. This treatment system has been reviewed by the Food and Drug Administration and given the OK to be delivered outside of a medical setting because it is 100 percent safe."

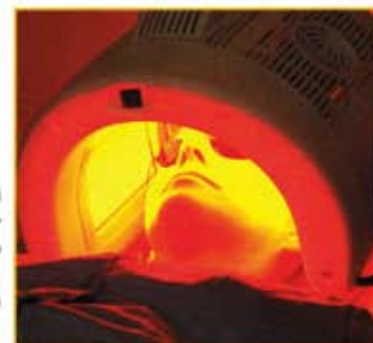
RAI's founders – Raymond Mead and Tony Case – discovered Lumière's technology while researching services to complement their Tanology indoor tanning lotion line. "We learned that doctors in the UK who were using red light to treat non-melanomic skin cancers discovered that it also helped to improve the healthy tissue surrounding it," Tony Case explained. "We contacted this company and traveled to the UK to discuss the possibility of them producing a similar, non-medical device for use in the tanning industry, and Lumiere was born." The system debuted at the Indoor Tanning Association World Expo 2004 in Orlando, and since then, is being offered in more than 200 tanning salons and spas across the country.

Salon pros interested in Lumière should know up front that it is a bit costly – it sells for \$29,700. The system includes the light therapy device, table, marketing and educational materials, and topical skincare products. Representatives from RAI also travel to a salon client's location to install the unit and train the salon's staff in

its use, as well as provide coaching in marketing and retailing practices. The company also allows its salon clients access to its public relations agency for additional promotional help. Raymond Anthony recommends selling sessions in packages – \$299 for six, and \$499 for 12 sessions, and also incorporating Lumière into EFT membership programs.

"Lumière quickly pays for itself," Tony Case commented. "It offers tanning salons enormous revenue potential because of the unit's ability to draw a wide variety of clientele – everyone from current tanners who are interested in skincare to baby boomers who might have quit tanning because they're concerned about its effects on their skin, and anyone in between will be interested in this product. Best of all, it provides excellent skincare benefits. With no pain and no risk, this is becoming a popular service aimed at any client currently using topical skincare products but not willing to pursue more aggressive skin rejuvenation procedures." ■

Salon pros interested in offering the Lumière Light Thérapie system, or for more info, call 866.724.8267, or visit www.lumiere-light.com.



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