LightSources

REJUVENESSENCE LAMPS

Fight Aging Naturally with Collagen Red Light Therapy

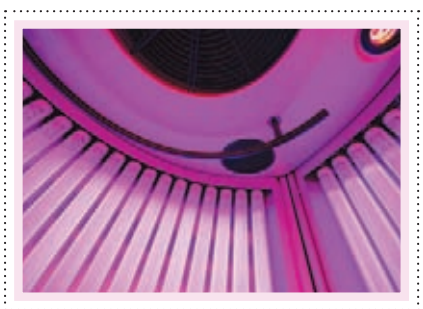
To be successful offering collagen red light therapy services requires the right products, knowledge and marketing techniques. Fortunately, Light Sources Inc. (LSI) has all three – and they're willing to share!

There are plenty of reasons for tanning salon owners to venture into the growing anti-aging service market, and the most important one is revenue generation. Because these types of services are not seasonal in nature and sales are fairly consistent throughout the year, they offer the potential for attracting a new, highly profitable clientele.

One anti-aging treatment that is rapidly gaining popularity utilizes collagen fluorescent tubes, such as LSI's Rejuvenessence Lamps. This non-UV technology allows salon pros to offer anti-aging treatments that promote the skin's natural collagen production, which helps smooth and reduce the appearance of fine lines and wrinkles, firms aged and tired skin and activates blood flow for increased circulation, among many other proven benefits.

The LSI team has identified pertinent details of red light therapy that salon owners should impart to their clients. The first is that the treatments work, and are much more comfortable than other alternatives. "Anti-aging procedures such as surgery, Botox injections or lasers have many adverse side effects including pain, swelling and bruising," explains Brigitte Platzer, head of marketing and communications at LSI. "It may take several days for someone to heal sufficiently so they can return to work and other day-to-day activities. On the other hand, treatments with visible red light in the 600-660nm range are considered non-invasive and pain free, and have no reported side effects. This therapy gently and harmlessly reduces the signs of aging."

A fact LSI wishes to emphasize is that the benefits of red fluorescent light therapies are not immediate, and salon operators should make this clear to potential clients to avoid misunderstandings. "Collagen anti-aging treatments do not offer the near-instant results that UV and sunless tanning do; to truly see noticeable effects on the skin, consistent use is required," Brigitte said. "The light stimulates collagen production, but if treatment stops after two or three sessions, the newly produced collagen fibers will weaken right away. A regimen of regular sessions is the ultimate key to successful results."



Red light therapy can be a perfect fit for a tanning salon, but the lamp maker stresses that it shouldn't be sold as tanning services are. "While red light therapy typically costs thousands of dollars less than laser skin resurfacing or other invasive techniques, it's still a high-end treatment option that produces the desired effect," Brigitte said. When formulating your marketing, sales and pricing strategy for these services, it's important to support the up-charge with an enhanced client experience. "Create a unique atmosphere around your collagen lamp equipment or incorporate brand-new light therapy units in your salon," suggests Brigitte. "This would help you to clearly distinguish your anti-aging from your tanning services – an activity where LSI currently very much supports its sunbed OEM partners."

Finally, Rejuvenessence Lamps provide a great way to attract a new niche market clientele – those seeking effective and affordable anti-aging treatments. Moreover, salon pros benefit from LSI's vast knowledge of red light therapy, and how best to offer these services. ■

To learn more or download supportive marketing material, visit collagen-lamps.com or become a fan of LSI on Facebook.