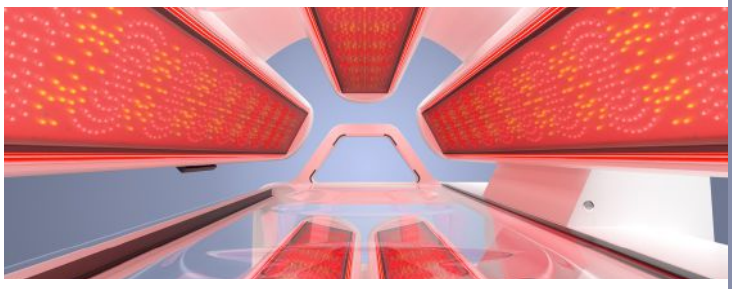
Marketing Red Light the Right Way

Why Professionalism, Precision, and Proof Matter More than Hype

AS RED LIGHT therapy moves from niche technology into mainstream wellness, tanning professionals face a familiar challenge: how to introduce a powerful new service without damaging long-term credibility.

The opportunity is real. High-output LED red and near-infrared systems are no longer emerging technology—they're established, proven, and actively being adopted. In just seven months since Tanning Supplies Unlimited [TSU] began delivering the KBL R11 Air in the U.S., more than 100 of the ultra-premium units have been installed in professional salons, ranging from large national chains to independent operators.



But growth brings responsibility.

As emphasized in a recent presentation led by **TSU VP of Sales & Marketing Bill Pipp**, light therapy must be marketed with discipline and factual grounding. Overstatement, medical overreach, or careless terminology doesn't just affect one business—it affects how the entire professional tanning industry is perceived.

For salon operators, a clear understanding of the technology, its benefits, and the applicable regulations is essential, both for making sound investment decisions and for communicating responsibly with clients.

ALL RED LIGHT IS NOT EQUAL

Early red light systems, particularly low-pressure fluorescent devices, introduced the concept to salons. But they also created confusion. Many operators and consumers began equating "red light" with cosmetic-only results without understanding that wavelength alone does not determine effectiveness.

Modern LED systems change that conversation.

High-output LEDs deliver significantly greater efficiency—up to 80% more effective energy delivery than traditional fluorescent lamps—while allowing precise control over session time, distance, irradiance, and dosage. That precision is what separates these systems from lower-output devices in the market.

Only the right wavelengths will produce the desired results, but that's the easy part for manufacturers to achieve. The more nuanced, critical factors are the irradiance level (mW/cm2) and dosage level (J/cm2) the LED is capable of delivering during a specific session time, at a specific distance from the body. Knowing the answer to these two formulas for a specific piece of equipment will allow you to easily compare equipment results your customer can expect.

Put simply, these two measurements matter most:

- **Irradiance (mW/cm²)**—how much energy reaches the body
- **Dose per session (J/cm²)**—is delivered during the session

As Pipp conveyed in his presentation: "Ask your equipment supplier these questions when selecting your Redlight/Infrared light equipment: What is the session time? What is the LED Irradiance (mW/cm2) and Dosage (J/cm2) level per session time? Last but not least, ask what FDA-cleared claims can be made for the specific equipment being purchased."

UNDER-PROMISE & OVER-DELIVER

Knowing the answers to these questions protects operators and the industry.

With a documented list of FDA-cleared medical claims, the R11 is supported by regulatory review and established performance standards. That documentation confirms the device is capable of delivering the outcomes outlined within its cleared parameters. For salons, this level of approval enhances credibility and provides a solid foundation for client education. It also offers clear, compliant talking points that can be used in marketing materials and in-store conversations.

At the same time, discussing medical claims comes with responsibility. The value isn't in stretching the claims but in communicating them accurately. Staying within cleared language protects your business, strengthens consumer trust, and reinforces the professional standards that allow this category to continue growing.

Red light therapy attracts new audiences because it feels clinical, intentional, and science-based. That advantage disappears the moment messaging becomes sensational.

As Pipp puts it, "under-promise and over-deliver." When expectations are realistic and results exceed them, credibility grows.