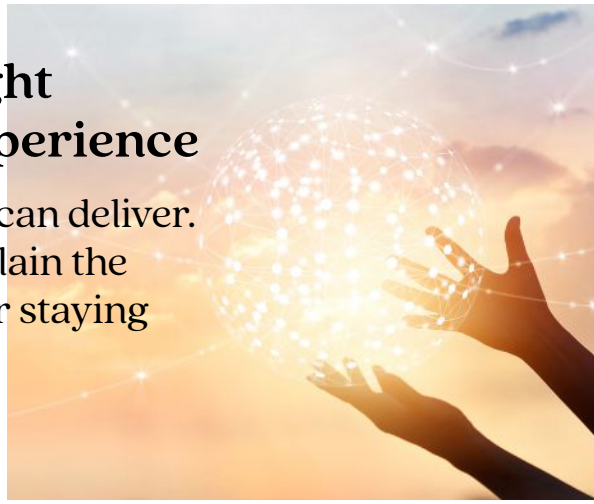
# Survey Says

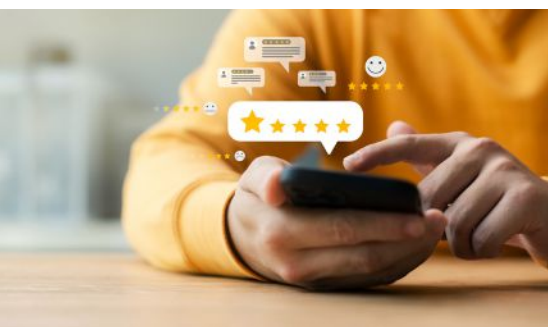
## CHECK OUT THE RESULTS

Visit smarttan.com for our most recent polls.



## Statistics on Sunbed Technology, Light Science and the Modern Tanning Experience

New equipment raises the bar on what a session can deliver. But clients may still only upgrade if staff can explain the difference. The numbers below make the case for staying educated on the technology.



**CLIENTS ARE COMING IN ALREADY RESEARCHING**

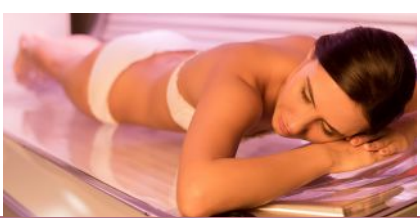
**81% of consumers research online before visiting a store to make a purchase.** Clients are arriving with questions about equipment, features and results—and staff need answers. *(Source: inBeat Agency)*

**Online reviews impact buying decisions for 93% of consumers.** What clients read about your equipment—and how your staff talks about it—shapes whether they stay, upgrade or leave. *(Source: Capital One Shopping)*

**KNOWING THE TECHNOLOGY DRIVES THE SALE**

**79% of salon and spa clients will buy a product or service that a provider recommends at least some of the time.** Staff who understand the difference between lamp types, wavelengths and comfort features are in a position to guide clients toward the right bed—and the right membership tier *(Source: Zenoti)*

**97% of salon and spa regulars say personalization during in-person visits is important.** Equipment education gives staff the vocabulary to personalize—matching a client's skin goals to the specific features of a higher-level bed rather than defaulting to a generic level pitch. *(Source: Zenoti)*



**86% of consumers are willing to pay more for a great customer experience.** A staff member who can explain red light wavelengths or why a hybrid bed delivers a different result than a standard UV unit is delivering exactly that. *(Source: Firework.com)*

**OWNERS ARE INVESTING IN TECHNOLOGY—AND THEIR COMPETITORS ARE TOO**

**80% of small businesses increased their technology implementation plans after learning what their competitors were doing.** *(Source: IPWatchdog)*

**55% of small businesses plan to accelerate technology spending in 2026,** with customer expectations cited as the leading driver. *(Source: businesswire)*

## IN THIS MONTH'S **FEATURE STORY**

Today's sunbeds offer more than ever before. **OUR COVER FEATURE ON PAGE 33** explores why educating clients on what the technology can do is one of the best ways to improve the experience, drive upgrades and build lasting loyalty.