

ideas

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JOHN ANDROS



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Voltarc

PWR Series™ Lamps

▶▶ VOLTARC INTRODUCES inspired technology this month with its PWR Series™ lamps. John Andros, vice president and business leader of the specialty lamp division of Voltarc Technologies, Inc., says the patent pending PWR Series' offers salons a revolutionary change in the way they look at low pressure tanning lamps. "We feel very, very good that we're on the verge of a paradigm shift in how salons tan their customers."

Revolutionary change in what way? "The real gist of what we've done is we've taken the normal tanning spectrum that you would see out of today's tanning lamps and we've shifted it in such a way that you get more of what you want and less of what you don't want," Andros explains. Today's typical tanning lamp mimics the sun quite well. The sun's spectral output in regard to tanning has about 4.5 percent UVB, 19 percent UVA2, with the balance (76.5 percent)

of the energy that would be used for tanning in the UVA1 range. "If you look at the lamps we manufacturers produce in the industry, we emulate that light transmission spectral quite nicely," Andros says. "One would think logically that makes sense, and I guess it does and it did for a lot of years, but the reality is that what the sun provides is not really the best in terms of what we could do in a tanning lamp product."

How is the PWR Series™ different? It is designed to:

- ▶ Minimize the amount of UVB needed to stimulate/excite ample melanin and Vitamin D production;
- ▶ Minimize the UVA1 (320 – 340nm) photo-aging wavelength, and;
- ▶ Maximize UVA1 (340 – 435nm) for the deepest, darkest tan available in a low-pressure lamp.

The patent-pending PWR Series™ outputs a UVB content of .9 percent, a UVA2 content of .9 percent and the remaining balance (98.2 percent) in the UVA1 range. The result is a deeper, darker, longer-lasting tan. And, says Andros, "We've got a lamp whose photo-aging characteristics are the best of anything in the tanning industry."

What should salon owners know? The PWR Series™ lamps will be available (11/15/04) through Voltarc distributors and the lamps will offer compatibility within FDA guidelines. Voltarc is offering salon owners a tutorial about the technology. "The lamp generates as much UVA1 as a 600 watt high pressure lamp, so in essence what you'll be able to do with these lamps is increase your session-pricing structure so that you're offering your customers a high pressure tan at low pressure prices and without having to buy expensive high pressure beds or booths."

▶▶ **To learn more** about the PWR Series™, visit voltarc.com, email customer.service@voltarc.com or call 203-578-3784.