

ADVERTORIAL

by John J. Andros

Editor's Note: John J. Andros is vice president and business leader of the Specialty Lamp Division (which includes the sunlamps manufactured for the indoor tanning industry) of Voltarc Technologies, Inc. This article is the second of a series intended to educate and inform tanning salon professionals about sunlamps so that they, in turn, can educate and inform their clients about the most important component of a sunbed.



The Search For The Ideal Sunlamp:

Part 2 Photon Density

Sunlamps like the new Voltarc PWR Series™ (patent pending) that are a major revolutionary improvement, not just a minor evolutionary improvement, in sunlamp performance make it necessary for indoor tanning industry professionals to (1) adopt new measurement parameters to compare the performance of one sunlamp (or sunbed) to the performance of another sunlamp (or sunbed) and (2) add new words to our vocabulary that make it easier to explain these important new parameters to our clients, the segment of the public who, of their own free will, choose to tan.

We must go beyond the confusing, misleading and imprecise frequency-related parameters (like UVB percentage and mW/cm^2) to explain the performance of sunlamps (and sunbeds) to our clients and embrace photon-related parameters like photon density per unit area, especially the “photon density” in the area that defines (1) the “tanning power” of a sunlamp and (2) the “photo-aging power” of a sunlamp. You will be able to better explain the performance of sunlamps and sunbeds to your clients once you start using photon-density terminology.

Tanning Photon Density

Quantitating the number of photons (packets of light energy) falling between 340 nanometers and 430 nm provides information about how two different sunlamps (or sunbeds) compare regarding their power to induce photo-protective, immuno-protective and thermo-protective facultative pigmentation (better known as a “tan” by the public).

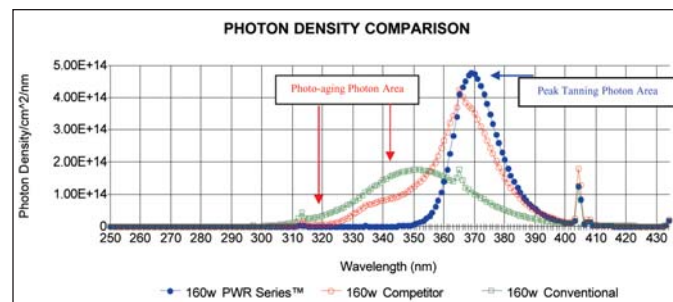
Photoaging Photon Density

Quantitating the number of photons falling between 320 nm and 340 nm provides information about how two sunlamps

(or sunbeds) compare regarding their power to induce photo-aging of the skin.

One Picture Is Worth A Thousand Words

The graph below compares the “photon density per unit area” of (1) a 160-watt (reflector) Voltarc PWR Series™ (patent pending) sunlamp; (2) a conventional 160-watt (reflector) sunlamp; and (3) a competitive 160-watt (reflector) sunlamp. As you can see, the Voltarc PWR Series™ (patent pending) sunlamp has (1) significantly more tanning photons which results in a deeper, darker and longer lasting tan; and (2) significantly less photo-aging photons (which helps reduce the risk of skin damage) than either the conventional or the competitive sunlamp. In summary, the PWR Series™ sunlamp gives you more of what you want and less of what you don't want.



Will installing the Voltarc PWR Series™ (patent pending) sunlamps improve the performance of your sunbeds?

There's only one way to find out! For more information, call (800) VOLTARC or log onto www.voltarc.com.