

# BizSnaps

A Snapshot look at local businesses

**Name:** John and Debra Schumacher, Beth McGovern (daughter)/Manager  
**Title:** Owners  
**Business Name:** Paradise Island Tanning Salon  
**Address:** 3000 Milton Ave Ste.112  
Janesville, WI. 53545  
**Phone:** 608-757-3666  
Located in the Northgate Plaza (next to Applebee's)



## PARADISE ISLAND TANNING SALON

**When was the business started?** This business was started by the previous owners in 1997. We took proprietorship of this business in April of 2008

**Describe your products / services:** We offer a wide variety of high end tanning beds from Regular Super beds, and Standup tanning to our High pressure plus bed. We recently add 3 new Ergoline Advantage 400 beds. Having several other Ergoline beds, we are impressed with this manufacturer, which is a leader in the tanning industry. As well as bringing in new UV equipment, we wanted to appeal to those who choose not to tan conventionally, so we purchased a new UV- Free Mystic Spray Tan booth. We also have a nice variety of quality indoor tanning lotions and accessories to meet all your tanning needs. We pride ourselves on having a very clean, professional and friendly salon.

**What product, service or philosophy differentiates you from your competitors?** We know how frustrating it can be for people to find out they have to sign contracts and pay hidden fees. At Paradise Island there are no sign up fees or sign up contracts. We have many different tanning options, including monthly memberships, single session purchases to economy packages and purchase by the minute. We have a tanning option for every lifestyle.

**How did you get interested and/or started in this business?** We saw this as a great opportunity to be in business for ourselves and have a type of business that gets us in touch with people.

**What kind of training or background do you have?** Both Debra and Beth have Salon Service backgrounds. This just naturally seemed like a perfect fit. We are also Master certified through a well known leader in the tanning industry, Smart Tan. This company does a lot of research and advocates the correct way to tan, as well as educating about the benefits of tanning. Our employees are friendly, educated tanning consultants who want to help you meet your tanning goals.

**What have you learned from this business?** There is a lot more to the tanning industry than meets the eye. We have learned so much this past year and plan on continuing our education in this field to stay informed and up to date.

**What are your future plans for your business?** Our goal is to bring State of the Art tanning equipment to Janesville. We will continue to bring the most innovative and up to date technology to our salon. Immediate future plans include purchasing a new Ergoline stand up booth. That features darker tanning results in shorter tanning times. We will continue to listen to our customers and meet their tanning needs.

**What or who has had the most influence in the way you do business?** Our customers, it's back to the old adage of the customer is right. They are the ones who matter and we aim to please, helping them look good and feel good.

**Do you have a favorite saying that applies to your business?** Yes, we have a few...."Escape reality and Relax in Paradise!" and "Free Vitamin D with every tan!"

**What have been some of the challenges you've faced and how did you work them out?** The biggest challenge was getting the word out that we are new owners and we have been doing our best to accommodate all previous customers. There are many misconceptions and false information about the effects of tanning, we do our best to educate our customers on the truth about tanning.

**What do you find most rewarding about this type of work?** As stated previously, we enjoy the people who walk through our door. They are important and we want to make them feel that way.

**What type of customers uses your products / services?** Both men and women come to our facility. We offer more than conventional tanning beds. We have UV free spray tanning. Mystic MyMyst is a state of the art, private spray booth. It delivers an even and uniform tan in less than 1 minute. With natural looking results lasting about a week!

Tanning in a non-burning fashion helps with a variety of issues that have been proven medically. It can really work wonders for some people. To learn more please visit [www.tanningtruth.com](http://www.tanningtruth.com).

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