



Promoting Responsible Sun Care and Sun Burn Prevention.

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ITA Member Alert - Response to 20/20 Report

Last Friday night, the television show 20/20 aired a report that made some misleading and alarmist claims about the indoor tanning industry. In the coming days, tanning salon operators may encounter questions and concerns from customers who have either seen or heard about the 20/20 report. This statement is intended to help tanning salon operators address these concerns and reinforce the industry's positive commitment to safety and customer satisfaction.

Concern: The 20/20 report claimed that the tanning industry is hiding dangers from its customers.

BUT, this is untrue. The Indoor Tanning Association openly acknowledges that overexposure to UV light, whether from the sun or from a tanning bed, is potentially dangerous. That's exactly why tanning beds are carefully calibrated and FDA regulated - preventing sunburns and overexposure keeps customers happy.

Concern: The 20/20 report claimed that indoor tanning causes the deadly form of skin cancer called melanoma.

BUT, the research featured in the report is controversial, does not represent a scientific consensus, and only shows a very small increase in risk for certain sensitive skin types. More recent research featured in the New York Times suggests that there has been no increase in melanoma rates, and the apparent increase is due to changes in diagnostic criteria.

It is important to remember that overexposure to any source of UV light is potentially dangerous. Excessive indoor tanning, just like excessive tanning at the beach, does increase your risk of the relatively benign skin lesions that 20% of Americans develop.

Please Note: All human activity presents risk, especially if not done in moderation. Please tan responsibly.