

BUSTING THE MYTHS ABOUT SUNBED USE Sunbed Awareness Week 14 – 20 May 2018

Monday 14 May, 2018

Sunbed Awareness Week has been launched by The Sunbed Association (TSA), focussed on busting the myths that surround sunbed use. On each day of the week running 14th – 20th May 2018, a different sunbed myth will be busted across TSA's social media platforms.

TSA's Chairman, Gary Lipman, said "It's time to highlight misleading and unhelpful sunbed fiction and shine light on sunbed facts. We have identified 7 common sunbed myths that need to be busted. Our busts will likely be uncomfortable reading for those with entrenched views but we can back everything up with empirical scientific evidence.

"A recently published scientific review expertly and meticulously challenging the methods used to deliver the frequently used but incorrect statistics about sunbed use has neither received any media attention nor comment from the anti-tanning lobby, we have to ask why not?

"Using a sunbed in a Sunbed Association member facility is a route to controlled and responsible tanning by those who want and are able to tan." Continued Lipman "Our members employ our strict protocols including the screening of customers for any contra-indications to tanning and ensure no over-exposure or burning occurs which absolutely must be avoided. This surely has to be a better option to tanning than the uncontrolled exposure and burnt bodies we see on beaches every day on holiday and at home as soon as we have a spot of good weather."

For more information and to find your nearest TSA member facility visit www.sunbedassociation.org.uk

Ends

Notes:

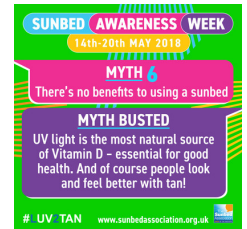
- The Sunbed Awareness Week activity will be posted across The Sunbed Association's social media platforms:
- The Sunbed Association (TSA) is a not-for-profit organisation set up in 1995 to promote best practice in sunbed use. Members represent operators of commercial sunbeds in professional facilities throughout the UK and Ireland and operators to TSA's strict Code of Practice.
- Consumers can identify TSA member salons using the salon locator on TSA's website: <http://www.sunbedassociation.org.uk/directory/salon-locator.aspx>

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