

Why A Settlement with the Indoor Tanning Association is Not Enough

By: Amy Waldrop

The Indoor Tanning Association continues to blatantly mislead the public into believing that tanning beds are healthy.

The Indoor Tanning Association has not made a good-faith effort to provide the public with accurate information on the risks and dangers of indoor tanning, including the significant risk of melanoma, a potentially deadly form of skin cancer.

What makes the FTC think that the
ITA is going to stop misleading the
public now?

Fact:

Even today, the ITA continues to tell
the public...

“to date, no well designed studies
support the connection between
melanoma and UV exposure from
tanning beds.”

(Source: ITA website, 2/26/2010)

They are citing an outdated 1998 report. They continue to mislead the public.

The FTC needs to put a STOP to these practices.

Here's why...

Consumers are being MISLEAD and the result is that parents are allowing their teens to visit tanning beds because they've been lied to.

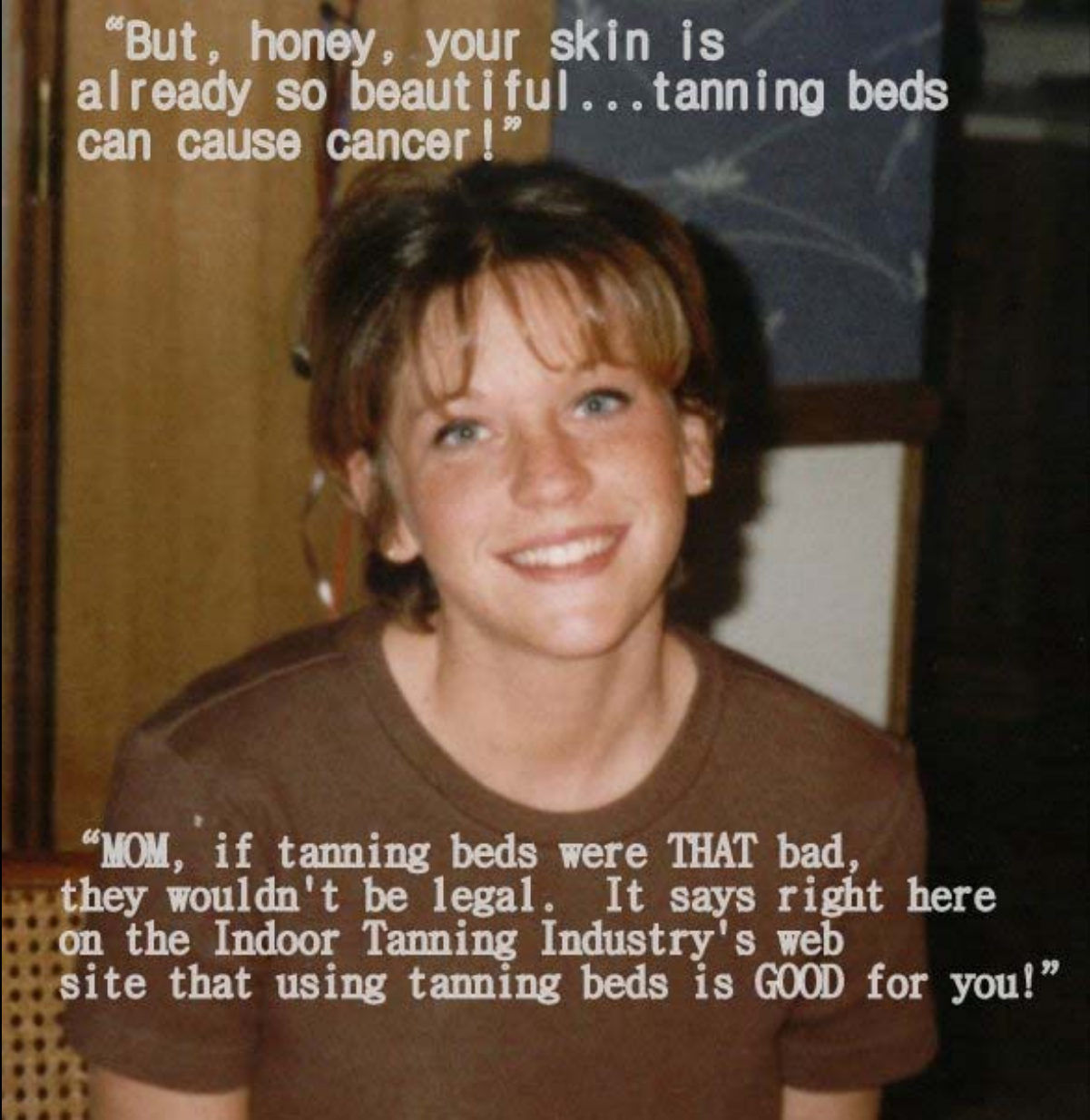
They are unknowingly putting their children at risk of developing deadly melanoma.

Here's Jaime's story...there are
so many more.

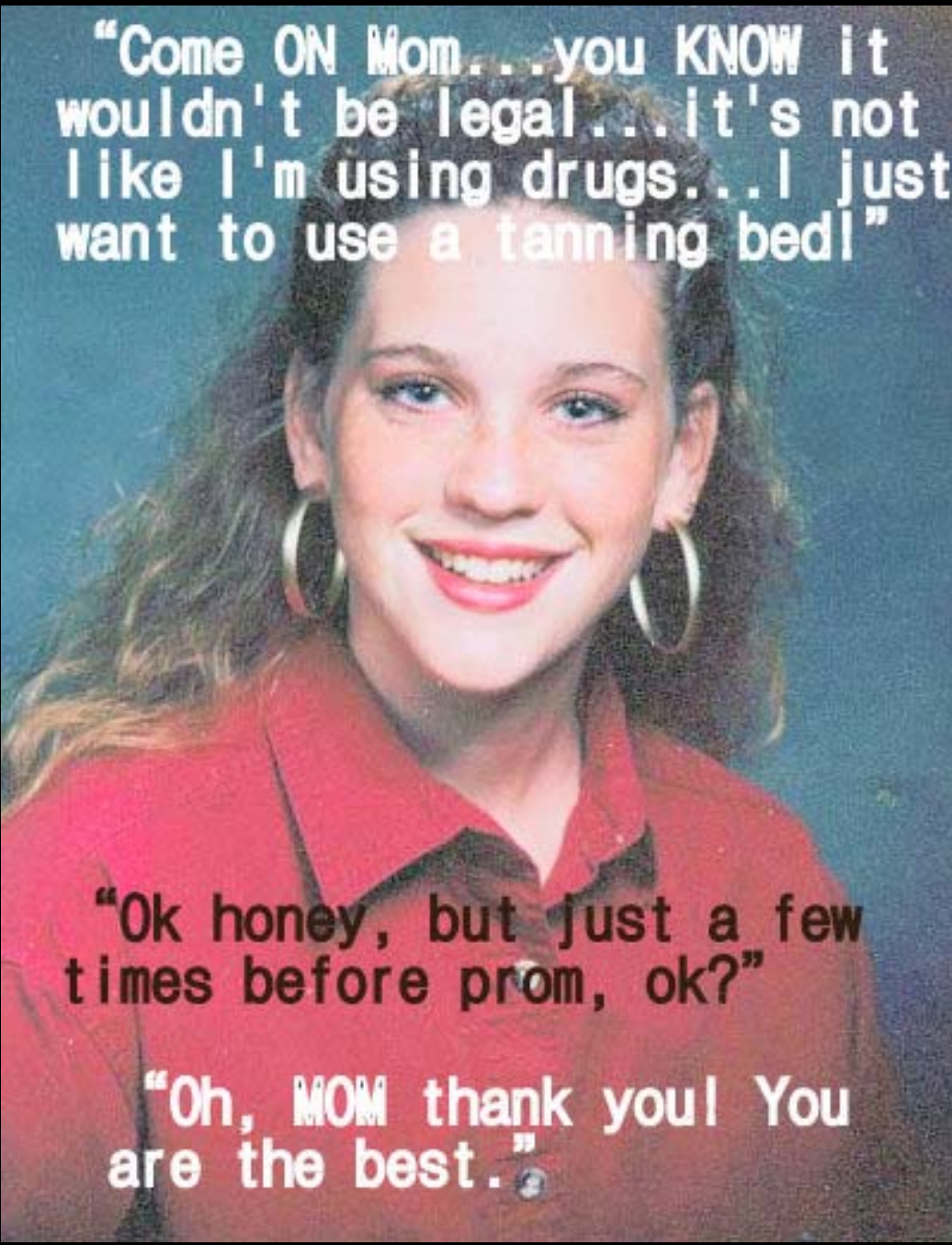
“Mom, when I grow up
I want to use a tanning
bed!”



"But, honey, your skin is
already so beautiful...tanning beds
can cause cancer!"



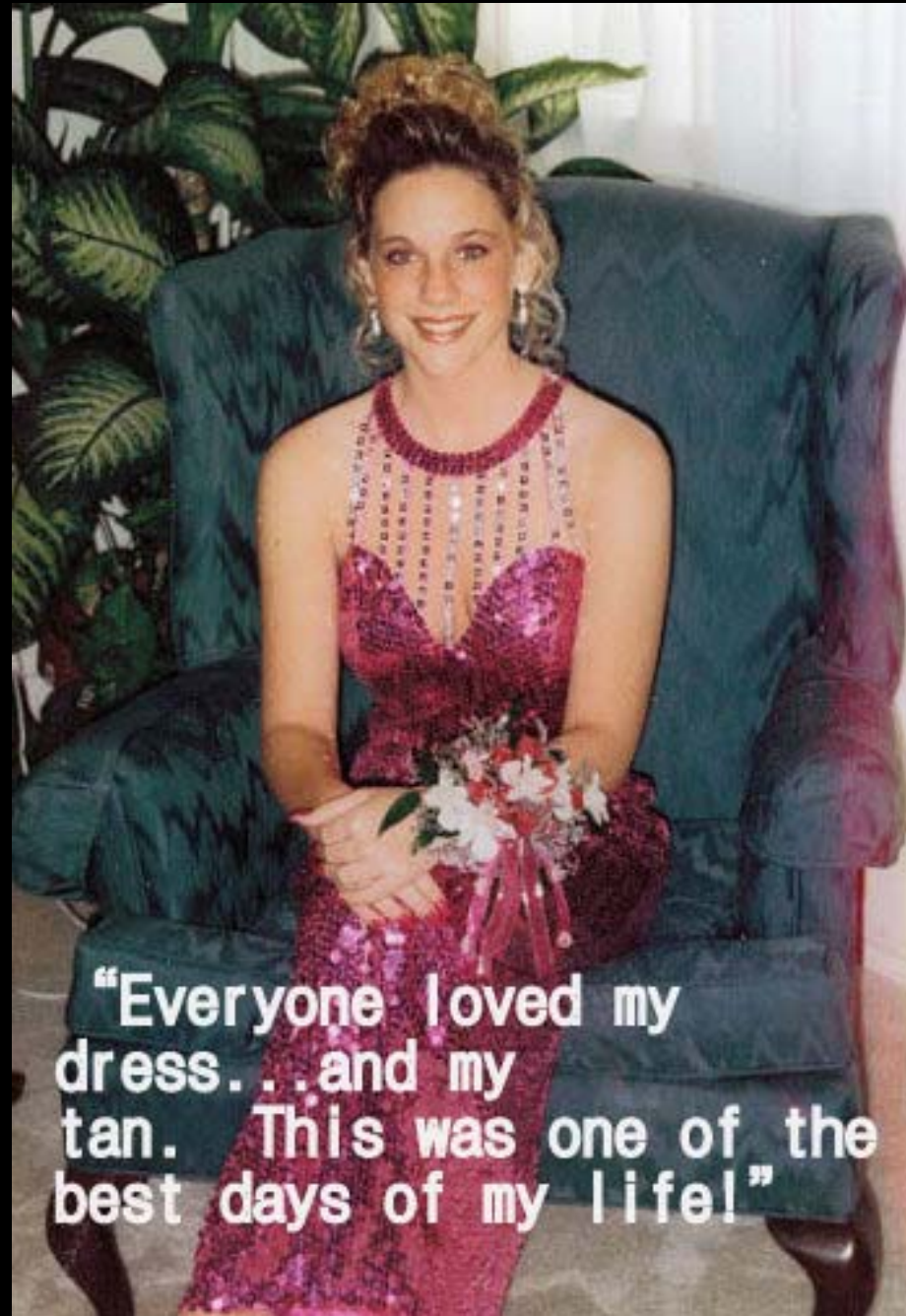
"MOM, if tanning beds were THAT bad,
they wouldn't be legal. It says right here
on the Indoor Tanning Industry's web
site that using tanning beds is GOOD for you!"



“Come ON Mom...you KNOW it wouldn't be legal...it's not like I'm using drugs...I just want to use a tanning bed!”

“Ok honey, but just a few times before prom, ok?”

“Oh, MOM thank you! You are the best.”



“Everyone loved my dress...and my tan. This was one of the best days of my life!”



Jaime Regen lost her battle to melanoma at the age of 27.

“Melanoma is the leading cause of cancer death in women between the ages of 25-30.”

The FTC and the FDA need to call for a federal legislative BAN on the sale of indoor tanning to minors and STOP allowing this industry to mislead the public and profit by selling cancer exposure to our children.

What do you think Jamie would say?



A special thank you to the
Regen family for sharing Jaime's story and continuing
their fight against melanoma.