

New Salon Group Targets Tanning ‘Myths’

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As the DNA and other medical professionals and societies continue to advocate for indoor tanning bans, alternate views from the tanning and salon industries can be expected more and more, as this article shows.

A new association representing owners of suntanning salons says it wants to dispel myths and misinformation about moderate exposure to ultraviolet (UV) light, much of which it says is perpetuated by healthcare providers.

The American Suntanning Association (ASA), which announced its formation on Dec. 18, has 1,400 members representing owners of 14,000 sunbed salons in the U.S. The membership’s primary concern centers on what the group says is flawed research that has misled the public about the benefits of moderate UV exposure.

Widely cited studies have included home-based tanning beds and cosmetic and medical use of UV treatment, “which often involves intentional sunburn — sometimes even blistering sunburn,” according to a statement from the ASA. After removing those patients from analyses, “the risk connected to professional salons virtually disappears.”

“One of the primary roles of the ASA is to address and factually dispel these myths and educate the public about intelligent, practical sun care for tanners and nontanners,” ASA board member Diane Lucas, president of a national tanning salon chain based in Dallas, said in the statement. As it corrects misinformation about sunlight and sunbeds, the ASA intends to raise standards for tanning salons. [Read the full MedPage Today article.](#)