



May 3, 2011

TO: News Editors, Publishers and Producers

FROM: Julie George, Owner of Club Sun Tanning Salons

RE: Response to the AAD's " New Survey Finds Teen Girls and Young Women Need a Lesson on Dangers of Indoor Tanning"

Dear Editors, Publishers and Producers:

On May 2, 2011 the American Academy of Dermatology (AAD) released a press release entitled "New Survey Finds Teen Girls and Young Women Need a Lesson on Dangers of Indoor Tanning". The AAD is a master at twisting the truth and lying with statistics.

What I find very interesting in their article is that they admit that only 32% of teens had used an indoor tanning unit and that only 25% of them had used a bed twice weekly on average. Do you know what these numbers mean? It means that 68% of the teens that responded DID NOT use a Tanning Bed and that only 8% (25% of the 32%) tanned regularly – of the 100% that responded to the survey.

Oh yes, this was a survey conducted on the internet – there were NO RESEARCH GROUPS involved. Simply a questionnaire asking 'Respondents' to answer questions regarding sun exposure.

The Indoor Tanning Association (ITA) explains that often times, groups calling for restrictions on indoor tanning have partnered for financial reasons with the chemical sunscreen industry. For the sunscreen industry, it's more about dollars than science, and that's

truly unfortunate.

The reason I am so frustrated is that the public recognizes this campaign for what it is: a veiled attempt to sell sun block. If they stuck to the truth and sound science, they might warrant the public's attention.

It is a fact that there is no consensus among researchers regarding the relationship between melanoma skin cancer and UV exposure either from the sun or a sunbed, despite what the dermatology association in conjunction with the chemical sunscreen industry would have you believe.

Regarding melanoma, the AAD ignores the substantial body of research regarding the protective effect that vitamin D synthesized through the skin has in preventing melanoma. For example, outdoor workers are less likely to develop melanomas than indoor workers and the fact that melanomas rarely occur on parts of the body regularly exposed to ultraviolet light such as the face, back of the neck, and back of the hand.

From the National Cancer Society and the National Cancer Institute:

FACT: Men are more than twice as likely to die from melanoma. Yet an estimated 95 percent of public health campaigns about melanoma are directed at younger women.

FACT: Melanoma mortality rates are increasing in men over age 50. But they are declining in women under age 50. Despite this disparity, almost no public education campaigns are directed at the people getting the most melanomas: men over age 50.

So why is the AAD against indoor tanning? To create more fear – bring more dermatology business – and create more insurance claims! Why are the beauty magazines against indoor tanning? They sell BILLIONS of dollars in advertisements to the cosmetic industry. Why is the cosmetic industry against indoor tanning? So they can sell BILLIONS of dollars in SPF products and sunless products.

Indoor tanning is the best surrogate for outdoor sun when it comes to vitamin D production. In fact, a single session makes more vitamin D than 100 glasses of milk! Get your 'Sunshine' Vitamin from UV LIGHT!

For more information on the healing power of vitamin D, visit:

www.sunlightinstitute.org
www.vitaminDcouncil.org
www.vitaminDsociety.org

Club Sun Tanning Salons has 24 locations across the Southeast to serve your tanning needs and offers a positive and professional environment for those who wish to look their best and feel healthier while also acquiring much needed UV light.

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