

TANNING CAUSES MELANOMA

HYPE

Recent research indicates that the benefits of moderate exposure to sunlight outweigh the hypothetical risks. Surprisingly, there is no compelling scientific evidence that tanning causes melanoma. Scientists have proven, however, that exposure to all forms of ultraviolet light—both indoors and out—stimulates the natural production of vitamin D. And research has proven that vitamin D protects against heart disease and many types of cancer, in addition to other important health benefits.

It's time to rethink sun bathing.

Find out more at
www.SunlightScam.com

Exhibit A

A message brought to you by the Indoor Tanning Association



Life on our planet needs sunlight to survive. And humans are no exception. Unlike plants and animals that daily struggle to stay in the light, we actively work to *avoid* the sun.

There are a lot of misconceptions about sunlight. After hearing relentless campaigns telling us to lather on the sunscreen, many Americans have been led to believe that ultra violet (UV) light—whether it comes from the sun or from a tanning salon—is something to be feared, rather than cherished. Until now, hope for a balanced message in the public debate on this issue seemed to be lost.

The reality is that UV light provides us with countless health benefits—both physiological and psychological. And the rewards of “soaking up the sun” even outweigh the risks of overexposure. Though there are various methods of getting the recommend amount, such as mowing the lawn or lying by the pool, safe, moderate tanning is the best way to maximize these benefits while minimizing any risks.

TrustTanning.com is devoted to answering the most frequently asked questions about tanning and debunking some of the most pervasive myths.

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Melanoma Misinformation

"These data, together with those for internal cancers and the beneficial effects of an optimal vitamin D status, indicate that increased sun exposure may lead to improved cancer prognosis and, possibly, give more positive than adverse health effects."

—*Proceedings from the National Academies of Science*
2008

Getting a regular amount of sunlight is healthy, whether it's outdoors or in a sun bed. Moderate exposure to UV light benefits people with vitamin D deficiency and makes people feel good. However, a great deal of misinformation has been spread about the link between Melanoma and *any* amount UV exposure.

The truth may surprise you:

- Sunburns, not sun tans are linked to melanoma
- Melanoma is most common among those who work indoors, not outside
- Melanoma appears most commonly on body parts not regularly exposed to sun

Safe, moderate exposure does not increase risk of melanoma skin cancer. And tanning indoors is even safer, because unlike exposure to the sun, the environment is controlled. In fact, the anti-cancer benefits of UV exposure highlighted by recent studies far outweigh the risks associated with over-exposure.

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Exhibit B, p. 2



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Get the Facts about Tanning

The Sunscam Industry has spent millions of dollars scaring Americans out of the sun in an effort to sell more sunscreen. But before you believe the sunscreen companies, get the facts about UV light and tanning.

- **Getting a tan is dangerous**
- [Tanning has caused an epidemic of skin cancer](#)
- [Every ray of UV light from a tanning bed increases your risk of contracting melanoma skin cancer](#)
- Tanning beds are 15 times stronger than the sun
- [There is no such thing as a responsible tan](#)
- [You can get enough Vitamin D through supplements or drinking milk](#)
- [Tanning doesn't protect you from getting a burn on vacation](#)
- [Indoor tanning is more dangerous than tanning in the sun](#)

SCAM:

Getting a tan is dangerous

TRUTH:

There is nothing dangerous about getting a tan. In fact, your body needs ultraviolet light to live. And now, new research is unlocking the secrets of vitamin D, which is naturally produced by skin when it is exposed to sunlight or indoor tanning lights. Earlier this year the London *Telegraph* reported:

Last week, a report in the prestigious US journal Proceedings of the National Academy of Sciences revealed that people with higher levels [of vitamin D] were more likely to survive colon, breast and lung cancer. This follows last year's University of San Diego review of 40 years of research, which revealed that a daily dose could halve the risk of breast and bowel cancer.

Other claims are that it reduces the risk of heart disease (a study of 10,000 women in California found that those who took supplements had a 31 per cent lower risk of dying

from it), diabetes (in a Finnish study of 12,000 children, it cut their chance of developing Type A diabetes by 80 per cent), even colds and flu (New Yorkers who took vitamin D had flu 70 per cent less often).

The Proceedings of the National Academy of Sciences study determined that the risks associated with not getting enough sun far outweighed any hypothetical damage that might occur.

While a healthy tan poses no significant risks of damaging your skin, burning your skin can be dangerous. For that reason, indoor tanning—where the amount of UV light you receive is monitored—is considered by many to be a safer alternative to tanning outdoors.

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SCAM:

Every ray of UV light from a tanning bed increases your risk of contracting melanoma skin cancer

TRUTH:

So careful sunbathing, with measured exposure to the sun, may actually reduce rather than increase the risk of melanoma, reduce the overall risk of death from skin cancer, and improve survival for those who develop melanoma.

- [Dr. Oliver Gillie in the British Journal of Dermatology](#)

The "C" word is scary. Nobody knows that more than the billion-dollar sunscreen industry, which has systematically attempted to link sun exposure to cancer in an effort to deceptively scare people into buying their products. But despite their best efforts to link tanning to melanoma, no clear link exists. In fact, more than 18 separate peer-reviewed scientific studies indicate that there is no link between tanning indoors and melanoma.

That should put the debate about tanning and cancer to rest, but the sunscreen industry knows that the fear of cancer is the driving force selling their product. As a result, they have taken to quietly funding front groups with deceptive names like the Skin Cancer Foundation and the Sun Safety Alliance to keep the myth of tanning and cancer planted in the minds of the media and, ultimately, their consumers.

Ironically, [emerging research](#) (may require login) indicates that sunscreen does nothing to protect against contracting melanoma. The industry is effectively selling a problem in search of a solution that

Exhibit C, p. 3

they don't even have.

In the meantime, the law of unintended consequences reveals that the sunscreen industry's message of UV abstinence may have backfired when it comes to preventing cancer.

A recent study in the prestigious Proceedings of the National Academy of Sciences determined that the risks of not getting enough UV light far outweighed the hypothetically minute risk of skin cancer. That's because getting a healthy tan naturally produces vitamin D, which has been linked to significantly decreasing your risk of contracting internal cancers like lung, kidney, or liver cancer.

While getting too much sun has been linked to some forms of cancer, indoor tanning is a government-approved, controlled environment designed to give you a tan without ever burning—which is the likely culprit in contracting cancer from sun exposure.

The bottom line is clear: the risks of not getting enough vitamin D outweighs the hypothetical risks of UV light exposure.

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SCAM:

Indoor tanning is more dangerous than tanning in the sun

TRUTH:

Just the opposite is true. Unlike tanning outdoors, indoor tanning is designed to match your skin type and desired tan in a well-regulated, controlled environment. Consequently, the vast bulk of scientific research indicates that indoor tanning is a safer alternative to tanning outdoors.

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The fear of getting a tan has gone too far. Dermatologists with the sunscreen and cosmetic industries are trying to scare us away from the sun. But tanning produces vitamin D, and research shows vitamin D may fight heart disease, breast cancer, stroke, and osteoporosis. So go get a tan, your body will thank you.

[on screen: Vitamin D Fights Heart Disease Breast Cancer Stroke Osteoporosis]

Bought to you by The Indoor Tanning Association.

–Exhibit D1, Transcript, television and website advertisement

[on screen: www.SunLightScam.com]

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–Exhibit D2, Transcript, television and website advertisement



Exhibit E

COMMUNICATIONS

the basics

of an effective communications STRATEGY

AN EFFECTIVE COMMUNICATIONS STRATEGY IS ESSENTIAL FOR ANY BUSINESS OR NON-PROFIT ADVOCACY GROUP. In a world where there is an infinite amount of information competing for the limited attention of consumers, it is increasingly important to employ a messaging campaign that can cut through the clutter and reach your intended target.

It is frequently assumed that to do this you need a multi-million dollar advertising budget. However, with solid research, new or underreported facts, a creative or controversial advertising campaign, and a coordinated media strategy, there are inexpensive ways to ensure that the public hears and is influenced by your message.

By practicing what you find in this book, you will be able to more effectively communicate your message, build your image, and motivate desired behavior.

WORKING

ARGUMENT 1-

VITAMIN D IS GOOD (VITAMIN D IS THE "SUNSHINE VITAMIN"):

- According to a Harvard University study published in the *New England Journal of Medicine*, 60% of Americans are vitamin D deficient.
- Vitamin D deficiency is associated with an increased risk of colon, prostate, and breast cancer and is shown to ward off heart disease, MS, and other chronic health problems.
- Recent research shows that the benefits associated with vitamin D outweigh any potential risks associated with exposure to UV light.
- Doctors estimate that there are over one billion people worldwide at risk of vitamin D deficiency, with 30-50% of children and adults in the United States at high risk for this dangerous condition.
- Vitamin D is also linked to many common wintertime complaints such as fatigue, depression, and aches and pains.
- It is impossible to get the requisite amount of vitamin D in cities north of 37 degrees for as many as 6 months out of the year. That includes cities like Richmond, VA, St. Louis, MO, Sacramento, CA, and those further north.
- Vitamin D isn't like other vitamins that you can easily ingest as part of your diet. It is best absorbed through the skin from exposure to UV light. New research indicates that supplement-based vitamin D, as opposed to vitamin D naturally produced through exposure to UV light, may actually harm the body's ability to fight disease.
- African Americans are particularly susceptible to vitamin D deficiency because increased levels of skin pigment inhibit the body's natural ability to produce vitamin D.

WORKING

ARGUMENT 3- TANNING IN MODERATION IS BENEFICIAL:

- Tanning in moderation makes people look and feel better.
- Moderate exposure to UV light benefits people concerned about vitamin D deficiency and has proven to boost immunity to certain diseases.
- Indoor tanning in moderation is safer than exposure to the sun, because the environment is controlled.
- Unlike the sun, tanning indoors is well regulated and approved by the government. When used moderately and responsibly, tanning sessions are designed to prevent burning.

Enjoy the sun on doctor's orders

Solar rays can help protect against some cancers and heart disease, say scientists

—The Guardian, January 8, 2008

As Vitamins Go, D, You Are My Sunshine

Just 20 minutes of sun exposure without sunscreen enables the skin to produce 20,000 IU of vitamin D.

—The Washington Post, September 18, 2007

Sunshine prevents more deaths than it causes; Sunshine has a protective effect overall because it helps to create vitamin D

—New Scientist, January 12, 2008

The so-called sunshine vitamin is poised to become the nutrient of the decade...

—The New York Times, February 19, 2008

Studies shed light on 'sunshine vitamin'

Americans typically get more than 90 percent of their vitamin D from the source that nature intended—the sun...

—The Oakland Tribune, January 22, 2008

Time to rethink sun tanning?

For more information visit www.TrustTanning.com

Dermatologists and the sunscreen industry have spent millions on a deceptive campaign to scare Americans away from the sun. Now the tide of research is turning the other direction. The positive effects of getting vitamin D from sunlight are clear. So soak up a little sunlight—indoors or out—a couple of times each week, and get your recommended dose of the “sunshine vitamin.”

Exhibit G