



## **What To Tell Your Community About the “Sunscreen Lawsuit”**

March 31, 2006 – A California law firm has filed suit against seven major sunscreen manufacturers – claiming sunscreen companies have over-stated sunscreen’s ability to block UV rays and, therefore, have misled people into thinking that sunscreen usage prevents skin cancer.

Here is what we suggest you tell your clients:

- This lawsuit does not involve the indoor tanning industry or any of its vendors.
- The sunscreen industry is getting in trouble because they have overstated what their product does and because they have profited from over-hyping their product.
- The plaintiffs in this case are missing the point too: They allege falsely that people are at risk if they get *any* UV exposure. The science does not support that.
- This case comes at a time when sunscreen manufacturers are also under fire from the other direction from Vitamin D scientists, who insist that humans are designed to live in the sun and are claiming that *over-use* of sunscreens is creating Vitamin D deficiency.
- **Here’s the bottom line:** The indoor tanning industry has been right all along: Sunburn prevention is the key to minimizing the risk of skin cancer. Smart Tanning means sunburn prevention while tanning indoors, and the appropriate usage – not the over-use – of sunscreen outdoors.

For more information on Smart Tanning, visit the International Smart Tan Network’s consumer web site, [www.TanningTruth.com](http://www.TanningTruth.com).