



May 12, 2014

The Honorable Mark W. Hollo
North Carolina House of Representatives
300 N. Salisbury St., Room 639
Raleigh, NC 27603-5925

Dear Rep. Hallo:

The American Suntanning Association would like to discuss cooperatively supporting your effort to foster legislation to address the sun-care issue (HB 18) as we have in more than a dozen states in 2014: In a way that cuts through rhetorical overstatements that hurt everyone.

ASA formed in 2012 to call for a higher-level discussion of the risks and benefits of any UV exposure and for heightened responsibility both in the tanning market and in those who oppose UV exposure. In the past we have opposed legislation on this topic because its proponents have often overstated facts, claiming:

- That UV exposure from a sunbed is as risky as plutonium, arsenic or tobacco – a misrepresentation designed to blur higher-level discussion about a balanced message on UV exposure.
- That any UV exposure is damage to the skin. Again, this oversimplification is not helping advance real-world concerns about sun care.
- That UV exposure from a sunbed does not produce vitamin D in the skin. It does. Peer-reviewed published studies have established this.

The scientific community has both proponents of regular non-burning UV exposure and opponents. It is time for all parties to work together to deliver clear messages to the public. We've helped pass legislation on this topic in 7 states in 2014. We'd like to work with you cooperatively to end the logjam in North Carolina.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Levy". The signature is fluid and cursive, with the first name "Joe" being more prominent than the last name "Levy".

Joseph Levy, scientific advisor
American Suntanning Association