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## Testimony before the Assembly Committee on Consumer Protection

### Assembly Bill 241

May 18, 2023

Thank you, Chair Callahan, Vice-Chair Johnson, and members of the Assembly Committee on Consumer Protection for holding this hearing on Assembly Bill (AB) 241, relating to regulation of tanning facilities. As the Legislative Reference Bureau states, AB 241 restricts the usage of tanning beds to minors without parental permission, prohibits the distribution of promotional material claiming health or medical benefits, and requires signage describing the significant health risks associated with using a tanning bed.

Under current law, all minors under the age of 16 are prohibited from using a tanning bed. State statute places no restriction on usage by 16-17 year olds. This legislation would allow 16 and 17 year olds to continue using tanning beds, but only if their parent/guardian signs an approval form.

Next, AB 241 prohibits the distribution of promotional materials that claim using a tanning bed provides significant health or medical benefits. Promotional materials regarding tanning bed benefits are often misleading. Tanning beds and sun lamps emit higher levels of harmful ultraviolet radiation than the sun, roughly 4 times the amount of the noon-day sun according to a 2003 study in the Journal of the American Academy of Dermatology. This study also found that patrons routinely spent more time in tanning beds than what the US FDA recommends for exposure.

Finally, this Bill requires signage with directions and information as well as the current telephone number for the Department of Safety and Professional Services to report injury. This requirement will keep tanning facilities accountable for following state law and relevant administrative rules.

Thank you for your kind attention and support of AB 241. I am happy to answer any questions you may have.



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# RACHAEL A. CABRAL-GUEVARA

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STATE SENATOR • 19<sup>TH</sup> SENATE DISTRICT

*Testimony before the Assembly Committee on Consumer Protection*

*Senator Rachael Cabral-Guevara*

*May 18, 2023*

Hello, Chairman Callahan and members of the committee. Thank you for allowing me to submit testimony on Assembly Bill 241, an important piece of legislation that will help protect young people from making rushed and sometimes uneducated decisions about the dermatological impacts tanning beds may have on their skin.

Tanning beds have sometimes been perceived as “safer” than sun exposure—which is not the case. In fact, the lamps used in tanning beds can emit even higher levels of ultraviolet radiation than the sun. Frequent tanning bed use can have dire unintended consequences later in life, including: higher risks of skin cancer, accelerated aging, and overall poor skin health.

By requiring parental consent for 16 and 17 year olds, this bill will give parents the opportunity to educate their child on the potential risk factors involved. Additionally, requiring proper informational signage at tanning facilities will allow both parents and their children to properly educate themselves of the potential dangers.

To be clear: this bill is not targeting tanning facility operators. Many of these business owners operate in good faith and some have already taken initiative to properly educate their clients. This bill is about consumer protection and allowing parents and their kids to make educated and informed decisions about their dermatologic health.

I am hopeful you will be able to support this critical piece of legislation that will help improve education and protect the health of our children across the state. Thank you again for your time.



Testimony on *Assembly Bill 241* before the  
**ASSEMBLY COMMITTEE ON CONSUMER PROTECTION**  
May 18, 2023

*Wisconsin Dermatological Society*

Good morning, Chairman Callahan and members of the committee. The Wisconsin Dermatological Society (WDS) would like to thank you for the opportunity to testify today in favor of Assembly Bill 241, important preventive health legislative legislation to require parental or guardian approval for 16- and 17-year-olds in Wisconsin who use indoor tanning beds.

We would like to thank Chairman Callahan for holding a public hearing on this bill, as well as Rep. Rozar and Sen. Cabral-Guevara for introducing this legislation. The WDS certainly appreciates their efforts to help ensure parents and guardians are involved in the decisions made by adolescents across the state to use indoor tanning equipment, which exposes them to harmful UV radiation.

By way of background, the WDS is a professional medical society comprised of board-certified Dermatologists committed to furthering the advancement of Dermatology and promoting quality medical care for the citizens of Wisconsin. Dermatology is a medical specialty that involves the diagnosis and treatment of conditions that affect the skin, hair, and nails.

Under current Wisconsin law, no one under the age of 16 is permitted to use UV-emitting tanning equipment at a commercial tanning facility. However, the American Academy of Dermatology strongly recommends against minors, regardless of age from using indoor tanning equipment, as their use is directly linked to the development of skin cancer, including melanoma. In fact, using tanning beds before age 20 can increase an individual's chances of developing melanoma by 47%.

AB 241 takes a more measured approach and aims to simply help parents better protect their children from the long-term health risks associated with indoor tanning. This straightforward legislation requires 16- and 17-year-olds to obtain written parental or guardian consent before using tanning beds. The bill also includes the following changes to current law to enhance overall consumer protection: 1.) Tanning bed operators would not be allowed to advertise or promote indoor tanning as free from health risks; and 2.) Warning signage currently required to be posted by tanning bed operators would need to be more legible and include information on how to contact DSPS to report an alleged injury.

From skin cancer to immune system impairment and premature aging of the skin, the health hazards from UV radiation overexposure are undisputed. UV radiation is a proven human carcinogen, and the risk of future skin cancer increases significantly when teenagers intentionally expose themselves