

# MANIFESTO



## FOREWORD

As a widely recognised umbrella association representing most indoor tanning operators, equipment manufacturers and distributors in Europe, we consider this Manifesto to be the means by which we can together with our members, speak with one voice on a number of critical matters and aim to reach our objectives consistently and effectively.

We intend to pool our resources and expertise to continue being the voice of the indoor tanning industry bringing tangible benefits to both our members and their customers across Europe. Therefore, we would hereby like to share our vision and goals for the near future that our industry as a whole intends to reach through ESA.

## OUR PURPOSE

We are committed to ensuring Europe-wide effective implementation of the relevant regulatory framework as we continue our active cooperation with national authorities and the European Commission to ensure high level of consumer safety while supporting our members to provide services and develop products of high quality. We are devoted to making sure our industry is represented and heard by the opinion formers, policy decision makers and all other stakeholders. Further, we offer consistent support and expert advice to our members on particular matters concerning the industry across different countries in Europe. As well, cooperation with the relevant organisations both within and outside the European Union is one of the complementary activities on our agenda.

Importantly, we promote benefits of responsible tanning through moderate and controlled sunbed use. We are dedicated to providing balanced information on both risks and benefits of UV light that are sometimes overlooked. Besides fostering Vitamin D production which is essential for good health, important benefits of responsible tanning include release of nitric oxide in the skin (that decreases hypertension and risk of cardiovascular diseases), production of serotonin, beta-endorphin and many more. Therefore, shedding light on these and other relevant data surrounding our industry and tanning in general, remains on the top of our agenda.

# Our Objectives and Commitments

We as the voice of the European indoor tanning industry, aim to:



Maintain constructive dialogue with the EU and Member State national authorities on policy, standards, and implementation.



Maintain industry's commitment to consumer safety and collaborate on safety standards across the value chain.



Oversee that ESA's European Code of Conduct is respected among members.



Systematically initiate exclusion from national and European professional associations if operator fails to abide by the applicable standards.



In cooperation with our member national associations, organise seminars and trainings for tanning studio staff.



Facilitate wide-scale implementation of the new European Standard on training & service provision (EN 16489).



Urge national governments and the EU to make the European Standard on training & service provision mandatory or at least reference it in relevant regulation concerning sunbeds.



Promote effective adoption and implementation of the 0.3 W/m<sup>2</sup> limit on UV radiation emitted from sunbeds which the EU adopted as mandatory standard (EN 60335-2-27).



Regularly reassess applicable European standards and their coherence with the objectives defined in the Low Voltage Directive (2014/35/EU).



Continue supporting and promoting research on the effects of UV radiation.

On the other hand, we would like to urge the European Union, their member states as well as other countries, their governments, bodies and agencies to:



Ensure effective, comprehensive and consistent market surveillance to monitor compliance with existing legislation and standards, to complement the measures already taken by the industry.



Acknowledge initiatives taken by the industry and support the implementation of the relevant European standards.



Take a balanced approach to sunbed use - looking both at the risks and benefits of UV radiation - especially due to a growing awareness and emerging data about the positive effects of moderate tanning and various health risks associated with Vitamin D deficiency.