

Hit the bottle, ladies!

By ACSH Staff — December 21, 2011

Women who get their tan from a bottle are less likely to expose themselves to harmful UV rays, according to a [study](#) [1] just published in the *Archives of Dermatology*. This, of course, is [good news](#) [2] since sunbathing or using a tanning bed increases the risk of skin cancer.

A survey of 400 women, led by a researcher at Emory University, found that a growing number of women are using spray-on tanning products and, as a result, are reducing the amount of time they spend exposed to cancer-causing UV light both from the sun and from tanning beds. While most of the women surveyed said they found tanned skin more attractive than pale skin, the well-documented dangers of UV exposure may be having an impact on their tanning decisions. Notably, in 2012, California will become the first state to ban those younger than 18 from using tanning beds.

Of course sunless tanning is something that we encourage for those who want a tan, says ACSH's Dr. Gilbert Ross. These products are safe and entirely preferable to exposing oneself to carcinogenic UV rays.

In addition to emphasizing the importance of increasing awareness of sunless tanning products as the safe alternative to UV rays, the study authors note the potential for progress elsewhere, too. Improvements in the appearance of tans [from sprays and lotions], they conclude, may allow wider acceptance by the public.

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[1] <http://archderm.ama->

[assn.org/cgi/content/abstract/archdermatol.2011.2072v1?maxtoshow=&hits=10&RESULTFORMAT=&fu](http://archderm.ama-assn.org/cgi/content/abstract/archdermatol.2011.2072v1?maxtoshow=&hits=10&RESULTFORMAT=&fu)

[2] <http://yourlife.usatoday.com/health/story/2011-12-20/Tanning-bed-use-declines-with-more-sunless-tanning-products/52099124/1>