

Change of standard for newly sold sunbeds as of 23rd July 2007



Will compliance with the EU declaration of the LVD ADCO group and the irradiation limit of 0.3 W/m² be compulsory for all lamp and sunbed manufacturers as of the above date or not?

Yes it will be. Manufacturers who sell anywhere in Europe will have to make a risk assessment based on current European laws and standards. Since the Euronorm on sunbeds is currently not active, the only possibility is to base such a risk assessment on the Low Voltage Directive, the Directive on General Product Safety and consequently on the SCCP Report. In the LVD ADCO declaration, the European Commission is making the SCCP Report the “state of the art” for the safety of sunbeds in Europe, so even if not itself a directive it is still binding if you want to sell sunbeds in Europe.

How are the “old” sunbeds already in the market affected?

The transition time for sunbeds already in the market has been left to the individual national market surveillance authorities, but it is only logical that in the near future existing sunbeds will also have to fulfil the same requirements as new sunbeds sold after 23rd July 2007.

Is commercial tanning still possible at this lower irradiation limit?

Yes, of course. The new maximum limit corresponds to very hot sunshine: the natural sun at midday at the equator. There is no doubt that a healthy and sufficient tan is obtainable within a reasonable exposure time.

Will the customer accept the change?

Experience in France and Spain, countries which have already been operating under the same maximum limit for some time, shows that after a short insecurity in the market the business has recovered and

is now almost as good as ever. It all comes down to how our industry communicates the change to the end customers. In the past our industry has been blamed for not focussing enough on the health risks to salon customers. Today we can refer to the SCCP Report and other official documents which see clearly reduced risks and even benefits when using a sunbed manufactured under the new regulations. We strongly believe that the end customers will appreciate the improved transparency and security if made aware of it in the right way.

What are our conclusions?

We see the new regulations – including the updating of the Euronorm which is currently under revision with regard to the SCCP Report – rather as a chance to “legalize” our business than as a threat. It opens up all kind of opportunities to win new customer groups that stayed away from sunbeds previously, due to insufficient information and sometimes also to an impression of insufficient safety approval. We, as an industry, can now refer to a harmonized European safety assessment of the risks and benefits. **EB**

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