

Supplemental Material – Framed Messages

Loss-Framed Message

No Tan is a Safe Tan

Indoor tanning causes skin cancer, including deadly forms of skin cancer. Every time you tan, you increase your risk of skin cancer, one of the most common forms of cancer among young women.

Indoor tanning exposes your skin to destructive UV radiation. This not only causes cancer, but can also cause injury to the eyes and skin aging.



No amount of indoor tanning is safe. Quit tanning now to avoid skin cancer and other harmful effects of indoor tanning.

Gain-Framed Message

No Tan is a Safe Tan

Avoiding indoor tanning will help keep your skin healthy. If you avoid indoor tanning, you can reduce your risk of skin cancer, one of the most common forms of cancer among young women.

By avoiding tanning, you are protecting your skin from harmful UV radiation. This will reduce your risk of skin cancer in the future. It also reduces your risk of injury to your eyes and skin aging caused by tanning.



No amount of indoor tanning is safe. Quit tanning now to keep your skin healthy.