

**Question for written answer E-003017/2025/rev.1
to the Commission
Rule 144
Eleonora Meleti (PPE)**

Subject: Risks from artificial sun tanning and beauty standards on social media

Each year, more than 150 000 new cases of melanoma are recorded in Europe, with young women disproportionately affected. The use of artificial sun tanning devices before the age of 35 increases the risk of melanoma by 59 %. In addition, more than 97 % of women diagnosed with melanoma before the age of 30 had a history of sunbed use.

However, the practice remains popular – especially among teenage girls – due to societal beauty standards and the influence of social media, which present tanned skin as the ideal. In some countries, restrictions on artificial sun tanning have yielded proven benefits.

In the light of the above, can the Commission answer the following:

1. Will it consider adopting measures to protect young people and vulnerable groups? What evidence-based alternative measures will be promoted to reduce exposure to ultraviolet radiation?
2. Given that bans on the use of artificial sun tanning devices for minors encourage safer behaviour, does it intend to promote digital strategies, such as guidance for influencers, regulation of harmful content via algorithms and targeted information campaigns for vulnerable groups?

Submitted: 21.7.2025