



Layla Moran MP
Chair, Health and Social Care Committee
House of Commons
London
SW1A 0AA

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21 January 2026
By email

Dear Ms Moran,

Ref: Advertising Standards Authority's upheld rulings on tanning beds

I'm writing on behalf of the Advertising Standards Authority (ASA) to share an update on our work to protect consumers from misleading and irresponsible claims for sunbeds and tanning-related products.

As you know, the ASA the UK's independent regulator of advertising by legitimate businesses across all media. Protecting people from misleading or irresponsible ads is at the heart of our work and we take action where ads break the rules by putting people at risk.

The ASA has observed ongoing public health concerns about the risks of UV exposure and the continued popularity of tanning, particularly among Gen Z. In 2025, we opened a proactive project into online ads for sunbeds and related tanning products which make claims that suggest there may be a safe, or safer, way to obtain a tan.

Today, we published five upheld rulings against advertisers ([The Sun Company](#), [SunShine Co](#), [Tanbox Towcester](#), [JD Tanning UK](#) and [Byrokko](#)) who were found to be promoting 'safe tanning'. These ads were identified following a proactive sweep using our Active Ad Monitoring System (AAMs). We found that by downplaying this risk or presenting tanning as beneficial to health, these ads were irresponsible and likely to mislead people. Some ads also crossed a further line by implying that sunbeds could be used to help manage

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ASA Council Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

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medical conditions, which risked discouraging people from seeking appropriate medical advice or treatment.

Given the serious dangers of UV exposure, it is vital that ads for sunbeds do not suggest that they're safe or offer health benefits. These rulings demonstrate that information about health in ads must be clear, accurate and responsible.

I hope these rulings are of interest to you. Please do not hesitate to contact us if you have any questions about our proactive project into online ads for sunbeds and related tanning projects.

Kind Regards,
Grace Curley, Public Affairs Adviser