



## Why the New 'Tanning Tax' Might Not Stop Sun Bunnies

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On July 1 a federal indoor tanning tax of 10 percent went into effect across the country. Team Edward cheered. Nebraska's governor protested.

The extra dough is expected to help raise billions for health-care reform and deter at least some indoor tanning, which has already been linked to a 75 percent-increased risk of skin cancer. But according to **Dr. Paul M. Friedman**, a Houston-based dermatologist specializing in Mohs micrographic surgery, it might take more than money or the chance of developing deadly melanoma to scare off some tanning-bed devotees.



KRT

"U.V. light has been shown to increase the release of opiate-like endorphins, our innate 'feel-good' hormones," says Friedman. "And tanners continuously report that the tanning makes them feel relaxed." So it seems, besides not wanting to look pasty, U.V. worshippers might find seeking the light harder to kick than a coke habit.