



Press Release

SUNbiz @ FIBO 2014

SUNbiz is an exciting, new indoor tanning event brought to you under the umbrella of the European Sunlight Association a.s.b.l. (ESA). From Thursday 3rd to Sunday 4th April 2014, you can expect to discover the latest offerings from the world's leading companies in tanning equipment, lotions and accessories. Plus, take in your choice of presentations from an excellent line-up of speakers, bringing yourself right up to date on a variety of topics and issues relating to tanning and UV.

Why are we @ FIBO?

Vitamin D deficiency is prevalent amongst members and users of health and fitness facilities. UVB light from a sun bed helps to generate Vitamin D. Having sufficient Vitamin D levels results in a significant reduction in muscle pain, sports injuries and stress fractures. It also improves muscle tone and strength, balance, reaction time and physical endurance. Combined with the many bio-positive effects of sufficient Vitamin D status, the synergy between sun bed provision in a health and fitness environment is clear to see.

This information is brought to you by the European Sunlight Association.

The aims of the ESA are:

- *ESA acts as “spokesperson” of the European indoor tanning industry so to communicate with “one voice” to all stakeholders concerning the **effects of UV exposure**.*
- *ESA assists in the further improvement of harmonized **quality standards** with regard to tanning devices in Europe.*
- *ESA cooperates with all stakeholders towards **optimal safety** of tanning devices.*
- *ESA takes concrete measures in order to allow consumers **the responsible use of professional tanning devices**.*

More information can be found on our websites:

www.sunbiz-info.com and www.europeansunlight.eu

Media Contact:

Frank Harbusch, ESA Secretary General

European Sunlight Association a.s.b.l. (ESA)

Phone: +32 (0)2 3005932

info@europeansunlight.eu / www.europeansunlight.eu