

## P4. “SAFER TATTOO” - SUPPORTING INFORMED DECISION-MAKING

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Consumer information is one of the pillars of consumer protection.

Expert groups encourage public information campaigns about the risks of tattooing (e.g. Resolution on requirements and criteria for the safety of tattoos and permanent make-up of the Council of Europe<sup>1</sup> and findings of the Consumer Safety Network Subgroup Tattoos and Permanent Make-up at the Joint Research Center<sup>2</sup>).

The consumer information campaign “Safer Tattoo” aims at supporting well-informed decision-making. We raise awareness of the risks of tattooing and give information on how they can be minimized. The campaign centers around the webpage “safer-tattoo.de”. The main target group is the young population.

1. Council of Europe, Resolution (2008)<sup>1</sup> on requirements and criteria for the safety of tattoos and permanent make-up, 2008
2. Paola Piccinini, Sazan Pakalin, Laura Contor, Ivana Bianchi, Chiara Senaldi; Safety of tattoos and permanent make-up. Final report; EUR 27947 EN; doi: 10.2788/011817