

04. EADV TATTOO CAMPAIGN 2016

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Aim:

1. To raise public awareness about the risks of tattooing.
2. To motivate decision makers to develop a European strategy to reduce health risks.

Method:

1. The European Academy of Dermatology and Venerology (EADV) PR and Media Committee organised a press conference at the EADV meeting in Copenhagen (2015) and again in Vienna (2016). One of the topics concerned the increasing popularity of tattoos and piercing and the most important risks related to these forms of body art such as infections, allergy and toxic effects of the chemicals in tattoo inks. More in particular the fact that about 20% of tattooed people regret their tattoos and ask for medical advice about tattoo removal was discussed. EADV decided to launch a public awareness campaign on the EADV website and target the young population at risk with a video cartoon. The video cartoon was also distributed on social media and can be used by everyone interested in the subject.

2. EADV insisted on the importance of developing a strategy on the European level to reduce the negative impact of body art on public health and strongly supports the development of hygienic measures (CEN435). Concerned about the toxicity of some components in tattoo inks EADV and other interested parties are now awaiting the conclusion of ECHA whether chemicals used in tattoo inks will come under REACH.

Conclusions: EADV is concerned about skin related side effects of body art and public health. Initiatives to inform the public and the authorities are presented.

Welcome

Programme

Industry

Information

Oral abstracts

Poster abstracts

Author index