
Wisconsin Legislative Council

ACT MEMO



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April 2, 2024

2023 Wisconsin Act 190
[2023 Senate Bill 261]

Regulation of Tanning Facilities

2023 WISCONSIN ACT 190

Prior law prohibited tanning facilities from allowing customers under age 16, but contained no restrictions for 16- or 17-year-olds. Act 190 prohibits customers who are 16 or 17 years old from using a tanning facility unless they provide a written authorization from a parent or guardian.

Tanning facilities must display a warning sign in each area where a tanning device is used. Act 190 requires the signs to be at least 11 inches by 17 inches in size, and to state that a customer may contact the Department of Safety and Professional Services to report an alleged injury at the tanning facility and must provide an agency phone number.

Finally, Act 190 prohibits tanning facilities from advertising or distributing promotional materials claiming that tanning is safe, free from risk, or has medical or health benefits. Under the act, a tanning facility may only claim or distribute promotional materials claiming that a tanning device is for cosmetic use only.

Effective date: March 24, 2024

For a full history of the bill, visit the Legislature's [bill history page](#).

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