

LA ROCHE-POSAY AND GLOBAL SKIN HEALTH EXPERTS UNITE TO WARN ABOUT LONG TERM CONSEQUENCES OF DANGEROUS ‘BURN LINES’ SOCIAL MEDIA TREND

Paris – August 4, 2025 – A viral TikTok challenge known as “*Burn Lines*” or “*Sunburn Tattoos*” is gaining alarming traction among teenagers and young adults worldwide. The trend, which involves placing tape or stencils on the skin to intentionally burn patterned tan lines, has sparked widespread concern among global health experts.

France’s Minister of Health stated recently: “*For a few seconds of buzz on social media, young people are destroying their skin cells for life. We only get one skin.*”

LA ROCHE-POSAY REAFFIRMS ITS LONGSTANDING COMMITMENT TO SKIN HEALTH

As a global leader in sun protection and skin cancer prevention, La Roche-Posay is worried about the long-term consequences of the *Burn Lines* challenge and aims at warning the public of how dangerous this practice can be, alongside health professionals.

Through its global **Cancer Support** program and **Save Your Skin** initiative, the brand promotes sun-safe habits and early detection, offering resources like free mole checks and public education campaigns.

SUPPORT FROM GLOBAL DERMATOLOGISTS

"As dermatologists, we are deeply concerned by the ‘Burn Lines’ trends on social media" stated a group of leading dermatologists (see list at the end). *"Such practices are not only reckless but directly contribute to irreparable skin damage, DNA damage & premature aging, and significantly increase the risk of skin cancer, including melanoma, one of the fastest-rising and deadliest cancers among young generation".*

A MESSAGE FROM EUROMELANOMA: PROTECTING THE NEXT GENERATION

"Just one blistering sunburn in childhood more than doubles the risk of skin cancer in adulthood" warns Véronique Del Marmol, President of [Euromelanoma](#), a pan-European skin cancer prevention resource center. *"Yet 35% of parents rarely give their child protective clothing when exposed to the sun. On the other side, 57% of teenagers still associate tanning with attractiveness".*

With melanoma rates projected to rise by 40% by 2040, calling for immediate action to warn about this social media trend and is a true matter of public health.

GLOBALSKIN: CHAMPIONING THE PATIENT PERSPECTIVE

Jennifer Austin, CEO of [GlobalSkin](#) – the leading international not-for-profit organization dedicated to improving the lives of people living with skin conditions globally – adds, *"Our member patient organizations witness firsthand the devastating impact of skin cancers and chronic sun damage on individuals and families. The ‘Burn Lines’ trends are a stark reminder of the misinformation prevalent online and the urgent need for clear, accessible and compassionate public education."*



This is the reason why La Roche-Posay, alongside with world-class dermatologists and leading health association, join forces to pursue the collective effort to educate the population on scientifically backed sun safety measures and routine.

La Roche-Posay will amplify content on social media under **#DermisAgainstBurns** to create a positive movement around the critical importance of sun safe habits.

Last, we will relentlessly continue to advocate, with the medical community, towards authorities, policy makers and trade associations to promote responsible sun behavior.

ABOUT THE DERMATOLOGISTS THAT SUPPORT #DERMSAGAINSTBURNS MESSAGING

- **Prof. Thierry Passeron**, France – Chair, Dermatology Department, Nice University Hospital; melanoma and pigmentation researcher, expert in photoprotection
- **Prof. Henry W. Lim**, USA – Former Chair of Dermatology, Henry Ford Health; President, ILDS; expert in sunscreen and photoprotection
- **Prof. Jorge Ocampo Candiani**, Mexico – Former President, Mexican Society of Dermatological Surgery; incoming President, World Congress of Dermatology 2027
- **Prof. Sergio Schalka**, Brazil – Chair, Latin American Alliance for Photoprotection; lead, Brazilian Consensus on Photoprotection, expert in sunscreen and photoprotection

ABOUT LA ROCHE-POSAY, EUROMELANOMA & GLOBAL SKIN

For more information and resources on sun protection and melanoma awareness, please visit La Roche-Posay's [Save Your Skin initiative](#), [Euromelanoma](#) and [GlobalSkin](#) websites.

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