

\*Note – This copy was designed for mobile device messages. It can also be applied to digital signage. If used for digital signage, graphics would be essential to the success of the ad.

1) **Headline:** New Proof of Tanning Dangers.

**Subhead:** Discover the truth indoor salons won't tell you.

**Call-to-action:** Visit [www.\\_\\_\\_\\_\\_](#) to Discover the Truth About Indoor Tanning

2) **Headline:** Your Tanning Salon Is Lying To You

**Subhead:** You Deserve to Know the Truth

**Call-to-action:** Read other victim's stories. Visit [www.\\_\\_\\_\\_\\_](#)

3) **Headline:** Want to Prevent Wrinkles and Age Spots?

**Subhead:** Stop Tanning.... Even Indoor Tanning Speeds Aging

**Call-to-action:** To learn about safe alternatives, visit [www.\\_\\_\\_\\_\\_](#)