

## Is This the Dumbest Social Media Trend Ever?

Allure.com



Now that Flash Tats have run their course, a new type of body "art" is trending: #sunburnart. And yes, it's exactly as dumb as it sounds. Sun-worshippers and tanning bed users alike are strategically putting sunscreen on certain parts of their skin, then letting their unprotected skin burn to a crisp so they can admire the "art" that the sunburn creates. Then, as if that's not stupid enough, they're posting the photos online. Yes, there's a heinous hashtag trending on Instagram called #sunburnart:

A photo posted by Breanna Thomas (@healthyskinbreanna) on Jul 3, 2015 at 3:36pm PDT

In fact, the trend is so alarming that the Skin Cancer Foundation released a statement warning against it. Not only is a sunburn incredibly painful, a person's risk for melanoma—the most serious form of skin cancer—doubles after five or more sunburns.

And just because you only burned some of your skin doesn't make it any better. "Any kind of sunburn is really bad," **says Rebecca Baxt, a New York board certified dermatologist.** "Purposefully covering one area of skin to intentionally burn and then tan the other area is a bad idea. The skin that was covered is not damaged, but the rest of the skin is damaged."

Second, would you really call this art? **Baxt** doesn't think so. "It's just a sunburn in a pattern chosen by the person on purpose." And finally, if you really want to create art, Jason Emer, a dermatologist in Beverly Hills, suggests a much more "artistic" way. "Spray tans are much safer and you can design any skin tone color without the burn," he says.

Come on guys, you can do better. Please stop making bad decisions (like purposefully burning your skin) and start making good ones (like using self-tanner).

PHOTO: INSTAGRAM: @ELNUEVODIA