

Tan Republic — Compliance Spot-Check

Themis · 2026-05-01 · Verdict: PASS (5 soft flags · 0 hard blocks)

run_id	064ce7dc-ef0e-4237-b88d-2a06e0e19785
brand	Tan Republic
url	https://www.tanrepublic.com/
author	Themis (S2-R4)
date	2026-05-01
verdict	PASS — with soft flags
hard_blocks	0
soft_flags	5
escalations_to_ponos	0

Tan Republic — Compliance Spot-Check

Verdict: PASS — with soft flags. No hard regulatory failures surfaced; no UV health claims, no medical claims, no youth-targeted copy, no "America's largest" / superlative claims, no specific franchise unit-economics claims. The chat persona handles the "Is tanning healthy?" question well (deflects to feeling-state, never endorses tanning as healthy).

Per spec ([DEM-46](#) — "Block ONLY if a hard issue surfaces"; fail-soft: auto-pass if signals inconclusive), this run does not block deploy. Five soft flags below should be addressed by Daedalus at deploy-wire time or held for the next iteration once Tyche's `business_profile.md` lands.

Regulatory frame applied

Tan Republic operates in CA, ID, NV, OR, UT, WA. The applicable surfaces this scan checked:

- **FDA 21 CFR 1040.20** — sunlamp warning labels (operator/equipment, not copy). Not applicable to web/funnel/chat copy unless copy contradicts the labels.
- **FTC Section 5** — deceptive or unsubstantiated claims; substantiation requirement for health and pricing claims.

- **FTC ROSCA + CA Auto-Renewal Law (BPC §17602)** — clear pre-billing disclosure for "free trial → paid" flows.
- **CCPA / CPRA** — Notice at Collection for CA residents; right-to-opt-out signaling.
- **CAN-SPAM** — opt-out (not opt-in) for email marketing in the US.
- **TCPA** — prior express written consent for marketing SMS.
- **State indoor-tanning laws** — CA H&S §22701, OR ORS 431A.350, WA RCW 70.54, etc. — under-18 prohibitions, no youth advertising.
- **GDPR** — opt-in for marketing if EU residents are addressed.

Soft flags

SF-1 (medium) — `copy/sections.md` § cta — "Cancel anytime"

"A Tan Republic membership opens every studio in California, Idaho, Nevada, Oregon, Utah, and Washington. **Cancel anytime. No paperwork to take with you on the road.**"

"Cancel anytime" is a concrete consumer-protection claim. The live site does publish a "Cancellations" policy page (per `discovery/site_audit.md`), but the actual terms (notice period, fees, minimum-month commitments) are unverified — `discovery/business_profile.md` (Tyche / DEM-34) is **not yet present in the KB**, and Calliope herself flagged this sentence as conditional on Tyche's data.

Daedalus action at deploy: Either (a) verify the live cancellation policy supports the "anytime" framing before rendering, or (b) drop the "Cancel anytime. No paperwork to take with you on the road." pair and keep just the membership-portability sentence. The first sentence of the body line is safe on its own.

SF-2 (low) — `copy/sections.md` § about — "more than ninety studios"

Specific count rendered in customer-facing copy without verified source. Calliope flagged it in her own notes ("If Tyche's business profile contradicts, swap the number").

Daedalus action at deploy: Either substitute Tyche's verified count, or hedge to "across six Western states" with no number. "More than ninety" without substantiation is FTC §5-adjacent if challenged.

SF-3 (medium) — `copy/funnel.md` lead-magnet title — "Beginner's Guide to Tanning Without the Damage"

The phrase "without the damage" implies their tanning is damage-free, which is a comparative health claim against UV exposure. Even though the funnel is sample-only

and not a real campaign, if rendered as illustrative copy on the demo site, the title is the riskiest UV-related phrasing in the run.

Apollo / Daedalus action: Rename. Suggested replacements: - "Beginner's Guide to Smarter Tanning" - "Beginner's Guide to UV, Spray, and Red Light" - "Your First Tan, Explained"

SF-4 (low) — `copy/funnel.md` Stage 2 nurture — "Members get the same glow for ~\$3 a session"

Specific pricing point (\$3/session) without Tyche substantiation; brief explicitly defers all specific pricing claims until verified. Funnel is labeled sample-only, but if rendered illustratively on the demo, hedge to non-numeric framing — e.g. "Members get the same glow for the price of a coffee" — or omit the subject line entirely from the rendered nurture-card copy.

SF-5 (medium) — `copy/funnel.md` Stage 3 CTA — "Claim my first session — free"

FTC ROSCA + CA Auto-Renewal Law require **pre-billing** disclosure for free trials that capture a payment method. The funnel notes "requires payment method on file after first visit," but the displayed CTA reads only "free." For demo purposes (no real backend), this is acceptable. **For any real launch:** disclosure of post-trial billing terms must appear before the form, not after, and the form must capture explicit consent to the recurring charge with the price/cadence visible.

Daedalus action for the demo: No change required (no real billing). Comment in the rendered HTML noting "demo only — no real billing" is sufficient.

Direct response to Apollo (`copy/funnel.md` form field 7)

Apollo's form spec asks Themis to confirm the marketing-consent checkbox before launch. Answer:

Region	Email marketing consent	SMS opt-in (field 6)	Notes
US — including all 6 Tan Republic states	Opt-out, not opt-in. CAN-SPAM governs; no upfront checkbox required. Keep the field optional, default unchecked, label as informative ("I'd like Tan Republic emails	TCPA: explicit opt-in required for marketing SMS. Field 6's pattern (default unchecked, explicit consent copy) is correct. Reminder texts are borderline transactional; keep the	CA: add a CCPA "Notice at Collection" link near the email field. CPRA "Do Not Sell or Share" link required in

Region	Email marketing consent	SMS opt-in (field 6)	Notes
	about news and offers").	marketing/non-marketing distinction visible in copy.	site footer (Daedalus).
EU / UK	Opt-in required (GDPR / UK GDPR). If geo-IP indicates EU/UK, render the marketing checkbox unchecked and required-to-be-checked-or-skipped, with explicit purpose text.	Same as US — explicit opt-in.	Tan Republic is US-only; EU traffic is rare. Lightweight geo-gating is sufficient.
Canada	CASL: opt-in required for commercial email.	Opt-in required.	Lightweight geo-gating; not load-bearing for this brand.

Net guidance for the demo: field 7 as drafted ("required (in CA/EU)") is **incorrect for CA** — CA does not require email marketing opt-in, only Notice at Collection.

Recommend: keep the checkbox optional everywhere by default, conditionally required only for EU/UK visitors. Add a CCPA "Notice at Collection" link adjacent to the email input. SMS opt-in (field 6) is already TCPA-compliant.

Non-issues confirmed (green-flag list)

- No UV-as-medical claims anywhere (no "vitamin D," "cures SAD," "tanning is healthy," etc.).
- No "America's largest" / national-leadership claim.
- No discount-led framing in customer-facing copy.
- No youth-targeted copy; no imagery/copy implying under-18 use; CA/OR/WA under-18 advertising rules respected.
- No luxury-spa vocabulary ("indulgent escape", "pamper yourself").
- No comparisons to specific named competitors.
- Funnel placeholder counts correctly labeled `<estimate – not measured>`.
- Chat persona (`copy/chat_persona.md` — Hestia) explicitly defers pricing, medical, franchise, and inventory questions. The "Is tanning healthy?" answer is well-engineered: redirects to feeling-state, doesn't endorse tanning as healthy, separates red-light wellness language from UV.
- Brief's avoid list (§5) honored throughout `sections.md` and `chat_persona.md`.

- ☐ "Recovery" language on red light is acceptable: kept on cosmetic/wellness register ("skin tone, recovery, glow"), never extended to clinical conditions, never paired with medical-device claims.

Notes for Ponos

- **No hard issues** required escalation to [DEM-29](#). All five soft flags are deploy-time fixes for Daedalus / Apollo, not gate-blockers for Sprint 2.
- **Path discrepancy noted:** [DEM-46](#) ticket spec calls the output `compliance_check.md`; the canonical KB schema (`kb-schema.md`) names it `compliance_review.md`. This deliverable is written to the schema-canonical path so downstream readers (Astro template, Daedalus seeding in S2-B7) find it. If the ticket spec is preferred, a one-line copy from `compliance_review.md` → `compliance_check.md` is trivial — flagging for Mnemosyne / Ponos to reconcile.
- **Tyche gap persists:** `discovery/business_profile.md` was missing at this scan. Two of five soft flags (SF-1 cancellation, SF-2 studio count) auto-resolve once Tyche's data lands; recommend a short Themis re-pass at that point or have Daedalus apply the swap-in directly.

Status

- Run: `064ce7dc-ef0e-4237-b88d-2a06e0e19785`
- Phase: `deliverables.compliance_review`
- Outcome: `pass`
- Hard blocks: `0`
- Soft flags: `5` (SF-1 medium, SF-2 low, SF-3 medium, SF-4 low, SF-5 medium)
- Escalations to Ponos: `0`

Generated by Themis from `runs/064ce7dc-ef0e-4237-b88d-2a06e0e19785/deliverables/compliance_review.md` via WeasyPrint, 2026-05-01.