WINDOW FILM FIGHTS SKIN CANCER

Ways to help fight skin cancer.

Since 1979, The Skin Cancer Foundation has continually been working toward educating the public and the medical profession about the risks associated with skin cancer. Skin cancer is the most common cancer in the world, diagnosing more than 13 million cases each year.

Some general precautions about skin protection when you're out in the sun.

The number of skin cancer cases drops dramatically with some behavior modifications, which is why skin cancer is considered a *lifestyle disease.*

To reduce the risk of skin cancer and minimize skin damage from high UV exposure:

- Avoid long exposure to intense sunlight.

- Cover up your body with protective clothing, including wearing a hat and sunglasses.

- Use sunscreen.

How window film can help.

Window film is not only a better, more cost-effective way to save on energy bills, but it also helps reduce the amount of UV exposure passing through unprotected windows.

> True or false. Skin cancer is only a threat when you're exposed to the sun while outside.
>
> False!
>
> You can still be exposed to the sun's rays when you're in your car.

Approximately 53% of skin cancers in the U.S. occur on the left side of your body – that is, the drivers' side of the body. Your car's side and back windows expose you to more than 60 percent of UVA rays. However, by adding window film to the cars windows, this can be prevented.

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Are you safe inside?

You can actually be exposed to the sun inside at work and home where the sun comes through unprotected glass. Even under a blanket of cloud cover, you are still exposed to the UVA and UVB rays.

Professionally installed window film will help block damaging UVA and UVB rays that cause skin cancer. When window film is properly installed, up to 99% of the sun's harmful UV rays are blocked from passing through the window. Window film is a great form of protection because it lessens the risk of premature aging and skin cancer while still letting in visible light.

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