



LLumar Window Films is excited to join forces with The Skin Cancer Foundation to raise awareness about harmful sun exposure.

The Skin Cancer Foundation provides a valuable third-party endorsement and recommends window film as part of a complete sun protection regimen.

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KILLS 9,000
people annually

Skin cancer is the most common form of cancer in the United States – more than 3.5 million cases diagnosed annually and Melanoma, the deadliest form of skin cancer, **kills 9,000 people annually**. That means that one person dies of Melanoma every single hour!



For years, dermatologists have observed that patients in the US often have **more sun damage on the left sides of their faces** which can lead to wrinkles, leathering, sagging, brown “age” spots and skin cancers. Why? Research increasingly points to ultraviolet A (UVA) radiation penetrating through car windows as the leading cause for these ailments.



Most people don't realize that harmful ultraviolet rays from the sun penetrate the side and rear windows of a car. That's why Eastman has partnered with The Skin Cancer Foundation to educate consumers on the importance of protecting skin while driving.

LLumar Window Film **can block up to 99% of skin cancer causing UV rays**. Our research shows that in the North America, approximately 2 out of every 10 vehicles have this UV window film installed. When compared to most Asian countries where 9 out 10 vehicles have film installed, you can see that the United States and Canada have extremely LOW product awareness - and a very HIGH potential for market growth.



This partnership with The Skin Cancer Foundation signifies the first step in the long range Eastman initiative to heighten consumer awareness of Window Film as a true and powerful measure in the battle against skin cancer and damage caused by harmful UV Rays. We have the opportunity to educate and help the millions of Americans currently unaware of the dangers of damaging sun exposure while driving. This partnership allows us to create a voice loud enough to make a meaningful impact. Please join us in our efforts to spread this important and life saving message.

To learn more about The Skin Cancer Foundation visit www.skincancer.org.