

Solutia Window Films Provide Indoor Sun Protection Skin Cancer Foundation Sheds New Light on Sun Safety



Most people think of outdoor sun safety when they think of skin cancer prevention. While wearing sunscreen, covering up and staying in the shade are all keys to helping protect against ultraviolet (UV) radiation while outside, full protection also means blocking harmful rays from damaging your skin while *inside* your home or vehicle.

The Skin Cancer Foundation and Solutia teamed up earlier this summer to remind consumers about the importance of adding indoor sun protection to their sun safety regimen through the use of window film in homes and cars.

"Protection inside the home and automobile is an important part of keeping yourself and your family safe from harmful UV radiation," said Perry Robins, M.D., president of The Skin Cancer Foundation.

Deep-penetrating Ultraviolet A (UVA) rays pass through ordinary glass, reaching us inside our homes and vehicles. UVA rays account for 90 percent of the sun's most damaging rays and are present all day, every day of the year.

Professionally installed window films with UVShield(TM) technology block up to 99.9 percent of harmful Ultraviolet B (UVB) and UVA rays. Solutia's window film brands that offer sun protection include [Vista\(TM\) Window Film](#), [LLumar® Window Film](#) and [FormulaOne® High Performance Auto Tint](#), all of which all carry [The Skin Cancer Foundation's Seal of Recommendation](#). The microthin window films are distortion-free and can be virtually invisible, allowing you to enjoy the





view at home and on the road without the UV.

"Unparalleled protection from UV rays is one of the prime benefits of Solutia's window film products," said Sal Abbate, vice president of sales and marketing for Solutia's Performance Films Division. "We're committed to developing window film that aids in sun protection and will help keep people safer in places where they may not even recognize they are exposed to harmful UV rays."

[The Skin Cancer Foundation](#), the only global organization solely devoted to the prevention, early detection and treatment of skin cancer, recommends the use of [sun protection window](#)

[film](#) on your home's windows, as well as automotive window tint to help protect yourself and family from damaging UV rays on the road.

Along with clear health benefits, window film offers other advantages, such as reducing heat and glare, helping to protect furnishings and fabrics from fading, and reducing energy costs.