

THE INSIDE SCOOP ON SKIN CANCER AWARENESS



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Mark Your Calendars! Skin Cancer Awareness Month Falls in May Every Year, And Presents a Great Opportunity for Your Business

While skin protection is really an all year concern, [The Skin Cancer Foundation](#) has chosen to declare May as Skin Cancer Awareness Month – a critical month to educate the public and the medical profession about skin cancer, and its prevention, as summer outdoor activities get underway.

Skin Cancer Awareness Month presents an excellent opportunity for window film professionals to promote the UV-blocking benefits of film, when it comes to skin cancer prevention.

Everyone knows the harmful effects of UVA and UVB rays on skin exposed to the sun outdoors.

Less commonly understood, though, is the fact that damaging UV rays penetrate unprotected glass virtually unchecked, and cause the same harm to the skin indoors as they do to furnishings, carpeting and drapes.

And while applying sunscreen is a well-known preventive measure for outdoor time, how many of your customers realize that applying window film protects them from cancer-causing rays while they're inside?

What this means for your business.

- Skin Cancer Awareness Month is the perfect time to inform customers about this generally little-known benefit of window film.
- Educate customers in your advertising, in your social media posts, and during phone conversations and site visits with your sales leads.
- You can share links to informative articles from the Skin Cancer Foundation's [Window Film page](#) through social media channels, or simply via email.

Adding a bit of information to your sales communications about preventing skin cancer positions you as an expert on the broad variety of benefits offered by window film.

Spend some time exploring the [Foundation site](#) to learn more. May is the month to raise awareness of the deadly effects of this disease, and how window film can help reduce the risk.



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