Driving May Increase Skin Cancer Risk for Men
Skin cancer on drivers’ left side likely due to exposure through side window glass

KINGSPORT, Tenn. – May 20, 2013 – Men tend to drive more than women, and their risk of skin cancer increases because they have more exposure to harmful rays from the sun. According to a new study published in the Journal of Investigative Dermatology*, men get more cancer in the “peripheral” areas of the scalp, forehead, temples, ears and neck (57 percent) than women (21 percent). Peripheral area cancers were more common on the left side (driver’s side) on the head in men, and the right side in women. The study was conducted in the Champagne-Ardenne region of France and looked at head and neck melanomas of men and women in their 70’s.

Most people don’t realize that harmful ultraviolet A (UVA) rays from the sun penetrate the side and rear windows of a car. For anyone who spends significant time behind the wheel, driving without protection from the sun could significantly increase the chances of developing skin cancer on the left side of the body and face.

Adding window film to the side and rear windows of a car is a simple solution because film blocks up to 99 percent of harmful ultraviolet rays, according to scientists at Eastman Chemical Company (NYSE:EMN), manufacturer of LLumar window film and a global leader in performance materials and specialty chemicals. Eastman is working with The Skin Cancer Foundation to educate consumers on the importance of protecting skin while driving.

Protection from the sun while driving a car is recommended by The Skin Cancer Foundation as a part of a comprehensive sun protection program. Using window film in a car can provide round the clock protection. While all films in the LLumar window film family offer comprehensive UV protection, there are now clear films available for those who do not want the darker window appearance. In short, LLumar window film acts as “sunscreen” - daily sun protection with a one-time application. Installation costs range from $200-$500 depending on the size of the vehicle and type of film chosen.

Two types of ultraviolet radiation cause skin damage – long-wave UVA rays and short-wave ultraviolet B (UVB) rays. Window glass effectively blocks UVB rays, which cause sunburns. UVA rays pass unencumbered through glass and penetrate deep into skin, causing long-term, cumulative damage. According to The Skin Cancer Foundation, 90 percent of non-melanoma skin cancers are
associated with UV radiation from the sun. Unlike UVB rays, which create immediate effects like blistering, UVA rays create long term damage that isn’t immediately noticeable. “That is why many people don’t realize their skin is getting damaged from sitting near windows in cars, in sunny areas of their homes, or even at their desks at work,” says Mark Gershenson, Director, Global LLumar Brand Management at Eastman. Window films can also be used in residential and commercial applications and offer the same protection as automotive films.

Do the Right Thing for Your Left Side
In a recent article “Sun Hazards in Your Car**,” by Susan Butler, MD, a dermatologist and micrographic surgeon at the California Skin Institute, Butler points to a trend in “wrinkles, leathering, sagging, brown ‘age’ spots and even skin cancers” on the left side of patient’s faces. “The more time subjects spend driving a vehicle, the more severe their photodamage (sun induced skin damage) on the left side,” Butler says.

And despite the popular belief that the darker windows in the rear of SUV’s, CUV’s, trucks and minivans offer protection from the sun, these darkened windows are made for privacy and are less resistant to harmful sunlight than window film. Passengers in the back seat, who are often children, are still susceptible to damaging UVA rays. “To achieve full protection, window film should be installed over the privacy glass,” says Gershenson.

LLumar automotive window films have also earned The Skin Cancer Foundation’s Seal of Recommendation, a symbol of safety and efficacy. The Skin Cancer Foundation grants its Seal of Recommendation to products that meet the Foundation’s specific criteria for effective UV sun protection.

“Parents typically don’t let their kids outside without sunscreen, yet most people are unprotected every time they get in the car,” says Gershenson. "A simple and inexpensive fix to the problem is to have window film installed in your car. It offers round the clock protection and you don’t have to think about it once it’s installed."

Lower Temperatures, Lower Cooling Costs
In these times of high fuel prices, every opportunity for savings is important. By reducing the interior temperature of a car, window film can reduce the need to run a vehicle’s cooling system, and that helps a car burn less fuel, resulting in reduced CO₂ emissions. Infrared heat from the sun can make a vehicle unbearably hot during summer months, and window film can reduce interior surface temperatures by to up to 30 degrees.

LLumar window films can be professionally installed at more than 2,000 LLumar and FormulaOne® dealers throughout the United States. They are manufactured in the United States and are backed with a lifetime manufacturer's warranty.

Visit www.LLumar.com/skinprotection to learn more about window films for skin protection. ‘Like’ LLumar on Facebook to receive skin protection tips www.facebook.com/LLumarwindowfilm.
Eastman is a manufacturer member of The International Window Film Association (IWFA), a unified industry body of window film dealers, distributors and manufacturers that facilitates the growth of the industry by providing unbiased research, influencing policy and promoting awareness of window film.

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*Journal of Investigative Dermatology, Feb. 7, 2013


Eastman is a global specialty chemical company that produces a broad range of products found in items people use every day. With a portfolio of specialty businesses, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. Its market-driven approaches take advantage of world-class technology platforms and leading positions in attractive end-markets such as transportation, building and construction, and consumables. Eastman focuses on creating consistent, superior value for all stakeholders. As a globally diverse company, Eastman serves customers in approximately 100 countries and had 2012 pro forma combined revenues, giving effect to the Solutia acquisition, of approximately $9.1 billion. The company is headquartered in Kingsport, Tennessee, USA and employs approximately 13,500 people around the world. For more information, visit www.eastman.com.

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