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Press Release

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Solar Gard® Report Says UK Public Face Increased Risk of Skin Cancer from Prolonged UVA Exposure in the Car

- *Despite spending thousands of hours in the car, just 8% regularly apply sun cream to themselves before setting off on a journey*
- *On average, just 12% regularly apply sun cream to their children in the car*
- *Skin cancer rates amongst teens and adults continue to rise rapidly; Scotland remains a skin cancer hotspot*

Despite a lifetime of prolonged UVA (ultraviolet A) exposure from sunlight while sitting in the car most adults in the United Kingdom (UK) fail to protect either themselves or their children with sun cream before setting off on a journey. This is the key finding of a new report published today by [Solar Gard](#), a maker of UV-rejecting film for windows.

The report contains survey findings from a sample of 1000 UK residents. It provides a number of shocking, intriguing and surprising revelations into the UK public's knowledge of, and attitudes towards, the risk of UVA rays in the car.

The majority (61%) of those surveyed were aware that normal car windows do not reject UVA rays, which cause premature ageing of the skin and can lead to skin cancer. Despite the high awareness of the risks of UVA while in the car, just 8% said they regularly applied sun cream to themselves before setting off on a journey. When it came to protecting the very young, just 12% of parents said they regularly applied sun cream to their children.

Other key findings include:

- Scottish adults are by far the least likely to apply sun cream to their children
- Retirees know the least about the risks, and take the least precautions
- Young adults are the most likely to wear sun cream in the car
- Women know more about the risks, but men take better care of the children

The report also reveals that the UK public spends a huge amount of time in the car during their lifetime. On average, by the time someone in the UK turns 18 they will have spent at least 2,000 hours sitting in the car. This figure rises to 3,500 hours for a typical 25 year-old and over 10,000 hours for someone aged 50.

Currently 12,000 new cases of malignant melanoma, the most lethal form of skin cancer, are diagnosed every year. This is now the second most common type of cancer in young adults

aged between 15 and 34, according to the [Teenage Cancer Trust](#). Despite most people knowing the risks posed by prolonged UVA exposure through normal car windows, few are taking the right steps to protect themselves or their family.

Skin cancer trends continue to rise with [Cancer Research UK](#) stating that it will become the fourth most common cancer for men and for women in the UK by 2024. Its website advises that: "If you are driving long distances for long periods of time, you need to make sure you are using sun protection on sunny days."

Solar Gard has spent 30 years developing solar control window films that reject the sun's UV rays. The company commissioned this survey to understand the UK public's awareness of the risks associated with prolonged UVA exposure when travelling in the car, and to what extent they protect themselves and their children from the potential dangers.

Complete protection against UVA and UVB rays can be achieved by installing solar protection window film on car windows. This film, the equivalent of applying an SPF285+ sun cream in the car, is a one-time application to existing glass, and immediately blocks over 99% of all UV rays.

The complete report "UVA Exposure While Travelling in the Car: The Invisible Threat to the UK Public" can be downloaded [here](#).

Quotes

Kathryn Giblin, Vice President of Marketing for, Solar Gard:

"Today's report shows that, for most people, sun cream is either too messy or inconvenient to apply as a regular skin protection solution while travelling. We all need to acknowledge the alarming rise of skin cancer in the UK, and as we will be spending long hours in our cars this summer, it is time to look at alternative ways to cut the risk that these journeys pose to ourselves and our children."

"Despite the various schemes designed to raise awareness around skin cancer and sun protection in the UK, it seems that the public still take no action while sitting in their cars. Unbeknown to most, UVA rays will penetrate through cloud and so do not only pose a risk when it's sunny, adding to the cause for concern."

About Solar Gard®

Solar Gard positively impacts lives with products that protect, save and renew. Solar Gard's architectural, automotive and industrial films are manufactured by Bekaert Specialty Films, LLC in an ISO 14001:2004 and ISO 9001:2008 certified facility in California. With environmental responsibility as a core mission, Solar Gard has certified its carbon footprint and earned the title of Climate Action Leader. Its architectural solar control window films are carbon negative, helping to reduce greenhouse gas emissions. Solar Gard products are sold in more than 90 countries and provide a living for thousands of entrepreneurs worldwide. For more information, visit: www.solargard.co.uk