



Film Shops Fight Skin Cancer

May 19th, 2021 by [Chris Collier](#)

The Skin Cancer Foundation has emphasized the significance of skin cancer prevention, early detection and prompt, effective treatment since its 1979 founding. This month, the organization spearheads **Skin Cancer Awareness Month**, an effort to halt America's most common cancer in its tracks. Over 5 million skin cancer cases are diagnosed in the United States annually, with about 90 percent of nonmelanoma skin cancers and 85 percent of melanoma cases being associated with exposure to ultraviolet radiation from the sun. For Rachel Schabroni, manager of Solar Solutions Window Tinting in Mentor, Ohio, Skin Cancer Awareness Month strikes a chord.



An Advanced Film Solutions employee installs residential film. (Photo courtesy of Adam Feldman)

“My grandpa—my dad’s dad—actually died from skin cancer,” Schabroni said. “So, it’s definitely something to kind of think about when you tell [customers], ‘hey, this can help you out.’ When you see somebody that tells you they [have] skin cancer or something, it kind of hits you in the sweet spot. Everybody’s a little bit more aware of it now, at least on my family’s side. So, when they see something, they’re like, ‘hey, we should probably check this out.’”

Cassandra Yu, product manager, graphics label and graphics materials, Avery Dennison North America, said the public has developed greater awareness about sun safety.

“There has been a shift in mindset that is putting health and sustainability more at the forefront which has helped to accelerate the awareness and use,” Yu said. “The trend of [improving] well-being is on the rise with consumers looking for products to enhance their life over superficial changes. Demand has been growing for products generally offering long term, physical, mental and emotional health benefits. Concerns for UV protection have and will continue to drive opportunities in coming years.”

Adam Feldman, vice president and sales manager of Advanced Film Solutions, Lutz, Fla., has witnessed this demand firsthand. Previously appearing on Tampa Bay, Fla.'s WFLA News Channel 8 in recognition of Skin Cancer Awareness Month, Feldman said his shop frequently assists medically-exempt customers with installations for a variety of sun-safety issues.

“There’s been customers over the years that have had a lot of sun and UV-based issues, be it glaucoma, stigmatism or lupus, which is huge for sun being a [dangerous] thing for them,” Feldman said. “Even down to the people who have incredibly light-colored eyes and fair skin that are affected by this and their doctor is basically like, ‘don’t let the sun touch your body at all.’ Then we’re putting UV-rejecting film on the front windshield, we’re putting it on the sunroof [and] we’re putting it on windows in their house. A lot of our customers [started out] as car customers that have transitioned to be our house customers, or vice versa—house customers that then realized the benefits and see about getting it on their cars.”

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