



BROADCAST NO. 2004-10
3M CONSUMER SAFETY AND
LIGHT MANAGEMENT DEPARTMENT

Date: July 30, 2004
Issued By: Jim Mannix

TITLE: SKIN CANCER FOUNDATION RECOMMENDATION

DESCRIPTION: 3M Window Films Earn the Seal of Recommendation from The Skin Cancer Foundation

MARKETING FACTS: I am pleased to announce some important and exciting news!

We have received approval from the **Skin Cancer Foundation** for their **Seal of Recommendation** for not one or two, but **twelve** 3M Scotchtint & Scotchshield Window Films.



The Skin Cancer Foundation recommends
this product as an effective UV protectant.

This statement must accompany the Seal of Recommendation mark.

Recommended Products

3M Scotchtint™ Color-Stable Automotive

CS-5
CS-20

3M Scotchtint™ Sun Control

Night Vision NV-15, NV-25, NV-35 & NV-45
RE20NEARL Dark Neutral
RE35NEARL Medium Neutral

3M Scotchshield™ Ultra Safety & Security

S20SIAR400 Silver
S35NEAR400 Neutral
S50NEAR400 Lt. Neutral
S25NVAR400 Ultra Night Vision (New)

IMPORTANT FACTS ABOUT SKIN CANCER

Did you know?

- Skin Cancer is the fastest growing form of cancer in the world today.
- The incidence and mortality of skin cancer have increased exponentially during the past several decades, and every year the numbers rise.
- Older adults have the greatest risk of developing melanoma, the deadliest form of skin cancer.
- Men over 50 need screening, yet aren't getting it.
- People receive most of their lifetime sun exposure before the age of 18.
- Peak UV exposure is between 10:00AM and 4:00PM
- Those of us who have been sunburned before have a greater risk of skin cancer. Several sunburns throughout your life can double or triple the risk.

For more information, contact www.skincancer.org.

Your target market is the end-user consumer, primarily residential and automotive, where interest is keen and awareness is growing. In fact, a major part of the mission of the Skin Cancer Foundation is to educate the public on the serious harm the sun can cause, and to promote the importance of sun protection.

The Seal confirms the important consumer-sensitive benefits for 3M window films. It provides added support on your next sales call.

3M Dealers & Distributors can promote with the Seal of Recommendation, too

As 3M Dealers and Distributors, you may use the Seal of Recommendation on your own website, print ads, and other forms of media. There are specific rules on how we (you) can use the Skin Cancer Seal. It can only be in connection with the 12 3M Scotchtint & Scotchshield window film products listed, and should have the 'UV protectant' statement with it.

Here's another opportunity to educate, promote, and sell!

**THIS BROADCAST IS BEING SENT TO:
3M Window Film Dealers and Distributors
3M CSLMD Window Film Sales Representatives
3M CSLMD St. Paul Personnel**