



For Immediate Release

## Hot Hats to Keep You Sun Safe this Summer

CHICAGO – May 13, 2010 -- Hats are not only a favorite summer fashion accessory for men and women but a wide-brimmed hat will also protect your skin against sun damage, skin cancer and premature aging.

While we're all familiar with applying sunscreen as the first defense in protecting your face - certain areas such as your neck and ears may still be exposed. That is why [The Headwear Association](#) recommends the following tips to make sure you wear the right hat to protect against the sun:

- **Size** - A hat with a minimum 2 1/2" brim can provide adequate sun protection for the neck, face and ears.
- **Shape** - Hat shapes that protect better against ultraviolet radiation (UVR) are ones that curve down to follow the contours of the head and neck.
- **Material** - The material of a hat should be lightweight and breathable. Fabric should be a closed weave straw, raffia, cloth, or felt.

### Women's Wide-Brimmed Hats:



Item: Glamour Sun Brim by Betmar New York  
Price: \$32.00  
Buy: hats.com



Item: Paper and Ribbon Sun Hat, Callahan Resort - Dorfman-Pacific  
Cost: \$ 54.00  
Buy: Fred Segal, Santa Monica, CA



Item: Wide brimmed hat from the Scala Collezione collection  
Cost: \$ 45.00  
Buy: Windsor Pharmacy, New York, NY

### **Men's Summer Hats:**



Item: *Genuine Panama Cutler*, Bailey of Hollywood  
Cost: \$ 85.00  
Buy: [villagehatshop.com](http://villagehatshop.com)



Item: *LiteStraw Plateua*, Bailey of Hollywood  
Cost: \$ 47.00  
Buy: [hats.com](http://hats.com)

If you'd like more information about hats and sun protection, please contact Susan Littman, publicist for The Headwear Association, 312-222-1337 or [susan@swpr.biz](mailto:susan@swpr.biz).