

Group Pushes Hats as Cancer Prevention Rx

Not only are hats trendy and stylish, they can save your life. That's the message The Headwear Association hopes to get across to consumers through a campaign designed to drive customers to retailers.

The association is the oldest in the hat trade, founded in 1908 in New York.

"We are working to make the association an active force that will benefit the headwear industry and its members," said Wilson King, past president and owner of Outback Trading Co. "Our goal as an association is to support our industry, emphasize the importance of the product and recreate a demand for hats."

The campaign, which includes a Web site and a newly designed hang tag for members' products, is based on the Skin Cancer Foundation's push to get people to wear hats with brims to protect faces, ears and necks from risk of sun damage and skin cancer.

The association will also work to raise awareness through sponsorship opportunities, such as annual awards, a newsletter and contests.

At its annual meeting in March, long-time equine industry headwear manufacturer John Milano was awarded the Ben Rosenthal Award for service to the industry.

Ashley Fichthorn of F&M Hat Co. serves as the group's president this year. Other board members include Bob Broner of Broner, Inc.; Douglas Highsmith of Dorfman Pacific and Don Rongione and Mark Schaffel of Bollman Hat Co. (Bailey).



The Sundance hat for men and Temptation hat for women from Outback are not only fashionable, but help protect from dangerous sunlight.

TIPS FOR BUYING PROTECTIVE HATS

- **Size**—Look for a hat with a minimum 2.25-inch brim.
- **Shape**—Look for a hat that curves down to follow the contours of the head and neck.
- **Color**—Look for a hat with a dark brim; they absorb harmful rays more efficiently.
- **Material**—Look for a fabric that's tightly woven or lined with fabric.

SOURCE: The Skin Cancer Foundation

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