

INTERESTING WORLD RECORDS FROM THE INSURANCE INDUSTRY



The most well-known world records typically involve superhuman feats of athleticism, strength, or teamwork. But as it turns out, the insurance sector has some interesting records of its own.

Read on to learn about some of the insurance industry's unique accolades.



A HAIRY SITUATION¹

In 2010, Troy Polamalu of the Pittsburgh Steelers put his luscious locks front and center when he became a spokesman for shampoo company Head & Shoulders. Polamalu, who at the time hadn't cut his hair since 2000, kept his mane long in honor of his Samoan ancestors.

To protect this asset, Head & Shoulders' parent company Procter & Gamble took out the highest insurance policy ever for hair: \$1 million. Stipulations included banning Polamalu from activities like climbing Mount Everest and fire breathing.

Other famous insured body parts include Keith Richards' hands (\$1.6 million), America Ferrera's smile (\$10 million), George Washington's dentures (\$10 million), and Mariah Carey's legs (\$1 billion).

FARMING LIKES²

You might think the record for most likes on a Facebook page within a single day would only ever belong to celebrities.

But thanks to a 2011 promotional stunt with Zynga (creators of gaming fads like *Farmville* and *Words With Friends*), Farmers Insurance set a Guinness World Record with over 2 million page likes in just 24 hours.

Though the achievement has since been eclipsed, an insurance page garnering millions of likes in a single day is still an impressive feat.



PRICELESS ART, PRICED POLICY³

It's no surprise that *The Mona Lisa*, one of the most famous pieces of art ever, holds the record for highest insurance valuation for a painting. With \$100 million in proposed coverage, this policy intended to be a safety measure for *The Mona Lisa's* American museum tour in the early '60s.

But the insurance policy was never issued because of its absurdly high premiums. The painting's caretakers decided to put the premium money toward extreme security measures instead.

CERTIFIED INTERESTING

¹"Four Unconventional Insurance Policies." *Business Insider*, 2011

²"Most likes on a Facebook page in 24 hours." *Guinness World Records*, 2011

³"Highest insurance valuation for a painting." *Guinness World Records*, 1962

PROTECTING WHAT YOU VALUE MOST

While some of these records may seem silly, they serve as a valuable reminder on the importance of safeguarding your own life's precious elements.

[Visit our website](#) to learn more about how the ACS Member Insurance Program can help you protect what's most important.

