



## The news on Vitamin D

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The news on Vitamin D is coming at us so fast these days it's hard to keep up. As professionals in the tanning industry, we have been sounding the alarm for over 4 years now and it feels good to see the results starting to come in. It is important that Vitamin D levels in yourself, your children and your loved ones be maintained at an above-average level. The number #1 way for you to do this is with limited exposure to UV light. When the skin is exposed to UV light, it causes a natural chemical reaction that creates Vitamin D in the body. Vitamin D is now appropriately being called the "sunshine or life vitamin" because research is proving that people with low levels have a higher chance of getting many different types of debilitating diseases such as cancer, chronic heart disease, multiple sclerosis, depression and many more. Because we feel Vitamin D is a very important part of your health regiment, we will continue to bring you the latest updates throughout the Vitamin D research community.

Americans have lower Vitamin D levels in the last 20 years, than the preceding 20 years.



New research provides evidence that the sun-scare might be causing Vitamin D deficiency. Researchers compared Vitamin D levels in 20,000 participants in 1988-1994 with a group in 2000-2004. The second group showed a significant reduction [5-20 nanomoles] per liter in Vitamin D concentration. This is such a large number, that it has the research community talking about it. Dr. Anthony Norman, a Vitamin D expert at USC, says "the results are potentially disturbing if it represents the beginning of the downward trend in (Vitamin D) concentrations that has been seen over the past 10-15 years." More on this research can be found in the December edition of the American Journal of Clinical Nutrition. One thing to note is the authors noticed that the combined changes in BMI (body mass index) milk intake and sun protection appeared to contribute to a real decline in Vitamin D.

Oliver Gillie one of Great Britain's most prolific Vitamin D experts says, "the dermatology profession worldwide is struggling to extricate itself from years of sun absti-

nence messaging.” He believes that the lack of sun exposure in youth and adults is contributing to health problems in their nation. The level of health issues like cancer, MS, chronic heart disease, depression has increased dramatically over the last 20 years and he believes it is the “sun protectionism” message that has directly contributed to this. He explains that cancer charities have been “embarrassed” by the unforeseen impact of their advice to cover up in the sun. Messages such as “no such thing as a healthy tan” have contributed to the stark decline in Vitamin D deficiency. Dr. Ken Aquilino, of the Holyoke Medical Center in Boston states “ ingesting foods rich in Vitamin D won’t do much good unless the vitamin is triggered by sun exposure, which many kids are not getting enough of. The lack of annual adequate sunshine (especially in the Flathead) for many children has become a year-round problem because they don’t spend as much time outdoors as previous generations did.

One thing is for certain researchers all over the world are noticing the striking similarities between Vitamin D deficiencies and less sun exposure (especially in children). The new way of life we all live involves indoor activities such as video games, the internet and the ever increasing childhood obesity rates. Our children are the most important things in our lives and it is our responsibility to see that they are getting the right nutrition, education, exercise and vitamins. We owe it to them to make sure they have all the tools necessary to grow up healthy and strong.

According to LabCorp, a North Carolina based testing lab, the number of people being tested for Vitamin D, doubled in 2008 over 2007. Labs all across the country are gearing up for the numbers to skyrocket in 2009. This is great news! It proves the medical community is noticing the importance of everyone getting a vitamin D test. Next time you go see your doctor, ask him to perform a 25-hydroxy Vitamin D blood level test for you.

UV-Light (whether from the sun or a tanning bed) is the best way to naturally make Vitamin D. A tan-

ner can get as much Vitamin D as 50 glasses of milk, by simply tanning in a tanning bed for 7 minutes. Most experts are advocating “sensible sun-exposure” to help increase your vitamin D levels. At Club Sun we are Smart Tan certified; our salons are dedicated to making your tanning experience the best possible. Our attention to detail and customer service cannot be beat. We are the only tanning salons in the valley who are inspected by the health department and have been picked by 2 different National magazines as “one of the top salons in the country.” We look forward to seeing you soon! Spreading Sunshine it’s what we do!

