The Vitamin D Revolution:

- Research shows that there is no longer any question that humans are intended to get UV exposure in quantities consistent with developing a suntan.
- There is no <u>natural</u> way for most people to attain Natural Vitamin D Blood Levels other than regular UV exposure.

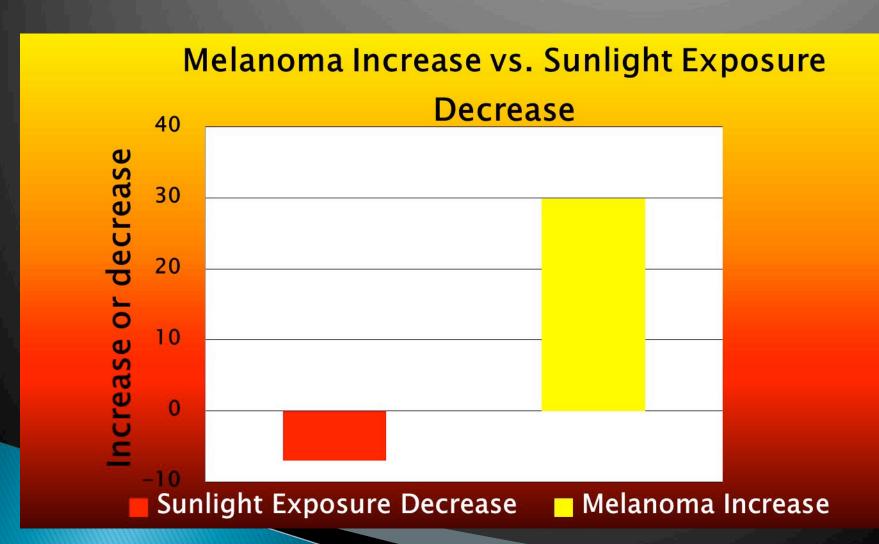
But don't we have to worry about melanoma if sunlight is the source of vitamin D?

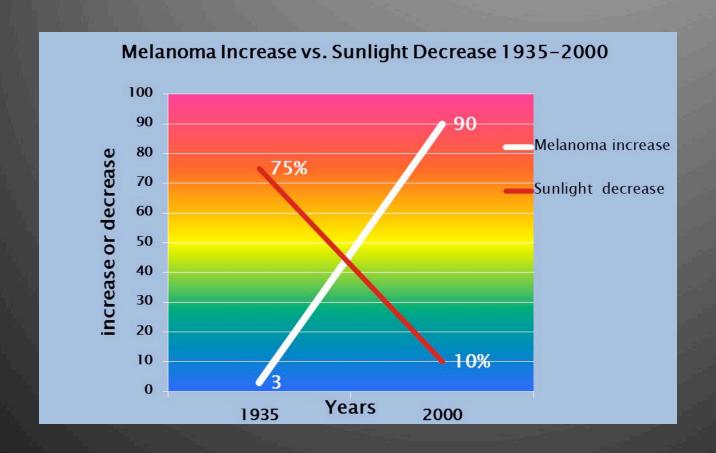
No. In all but type-one skin, regular, non-burning sunlight exposure does not correlate to an increased risk of melanoma.

Consider:

- The Bureau of Labor Statistics (BLS) reports that indoor occupations grew from one-quarter to three-quarters of total employment between 1910 and 2000."
- During the same period, the outdoor occupation of farming declined from 33% to 1.2% of total employment, a 96% reduction. 66% of the decline took place after 1935.
- lan D. Wyatt and Daniel E. Hecker. Occupational changes in the 20th century. *Monthly Labor Review*, March 2006 pp 35-57: Office of Occupational Statistics and Employment Projections, Bureau of Labor Statistics

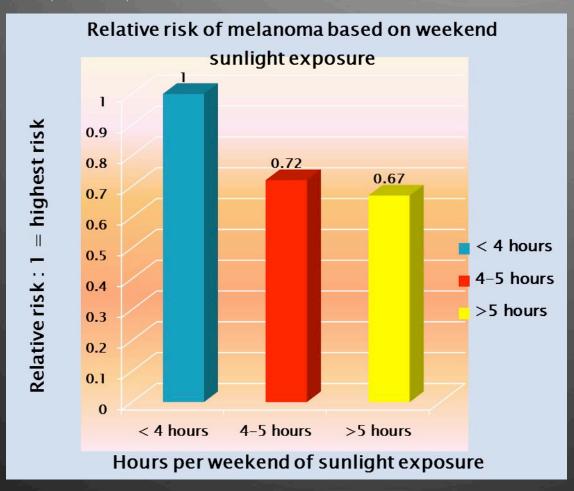
If melanoma is epidemic—and rising faster than any other cancer—then melanoma has arrived at that dubious distinction during a time when sunlight exposure has *Profoundly Decreased*!





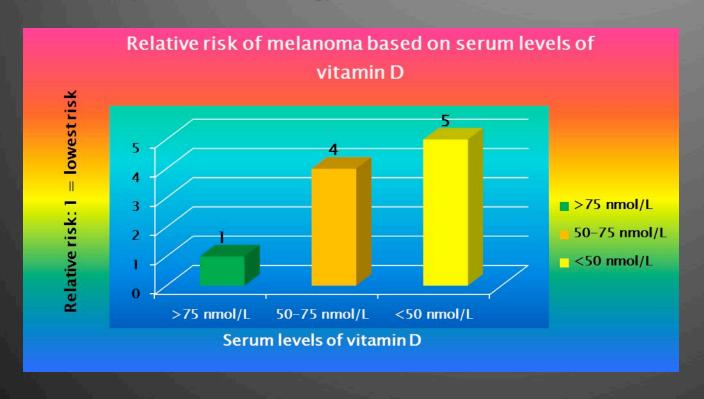
Weekend sunlight exposure correlates to a reduced risk of melanoma. Julia A. Newton-

Bishop, et al. Relationshipbetween sun exposure and melanoma risk for tumours in different body sites in a large case-control study in a temperate climate



From the American Academy of Dermatology: Lowest baseline serum vitamin D levels correlated to a 500% increased risk of melanoma over seven years. Vitamin D May

Protect Against Some Melanomas. ANNUAL MEETING OF THE AMERICAN ACADEMY OF DERMATOLOGY, February 15, 2011, reported in *Skin and Allergy News*



More truth about Melanoma through research by Dr Gandini—her meta-analysis of 60 studies regarding melanoma risks shows the following:

- 1. A large number of moles increased risk of melanoma by 589%.
- 2. Red hair increased risk by 264%.
- 3. Skin type 1 (non-tanning very light) increased risk by 109%
- 4. Sunburns increased risk by 103%
- 5. Intermittent sunlight exposure increased risk by 61%.
- 6. Regular sunlight exposure REDUCED risk by 5%.

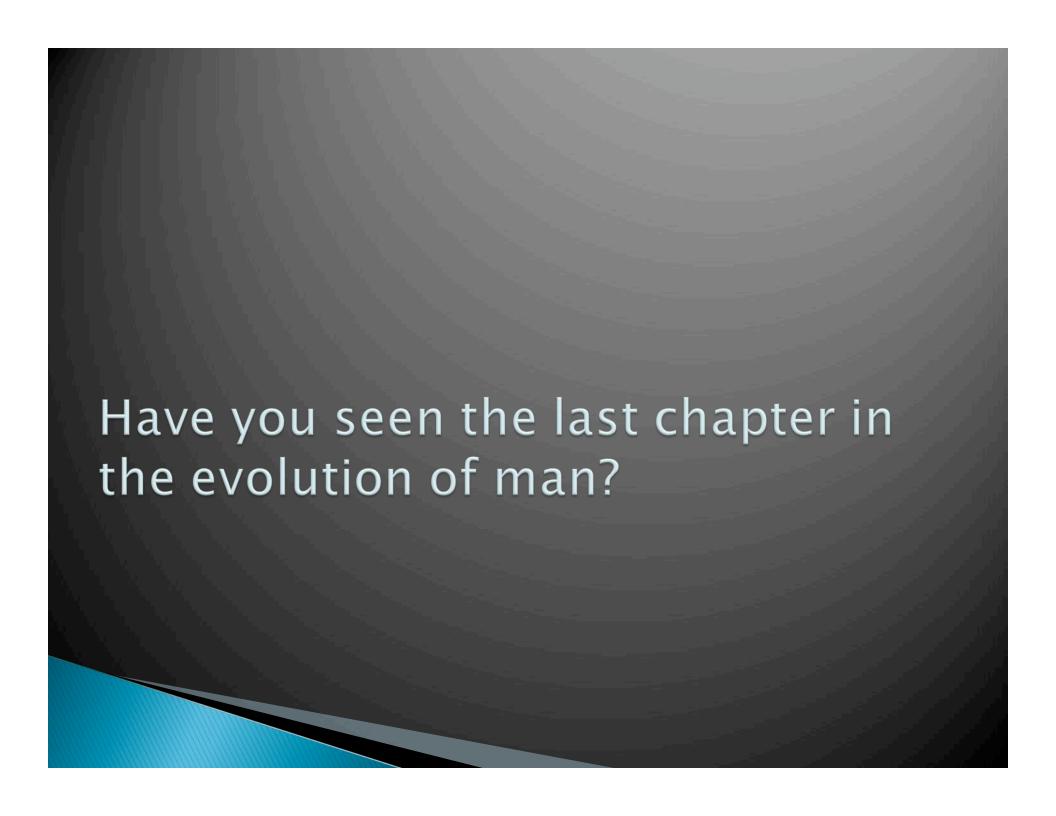
Gandini, S, et al. Meta-analysis of risk factors for cutaneous melanoma: I-3. European Journal of Cancer 2005;41:28-44

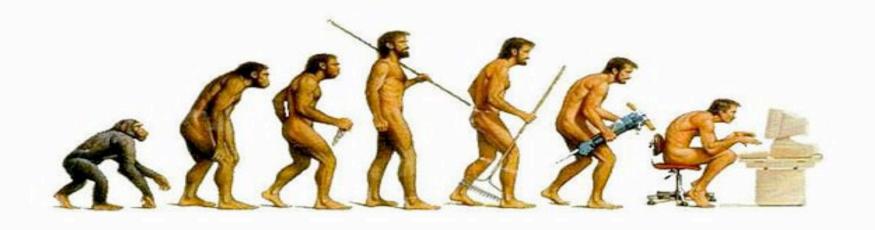
7 Health Organizations in the UK have joined together to develop a Joint Position Statement to provide Vitamin D and Sunlight Clarity:

British Association of Dermatologists
Cancer Research UK
Diabetes UK
Multiple Sclerosis Society
National Heart Forum
National Osteoporosis Society
Primary Care Dermatology Society

Statement:

- "Sun exposure is the main source of vitamin D, but excessive sun exposure is the main cause of skin cancer, including melanoma, the fastest rising type of cancer in the UK. Enjoying the sun safely, while taking care not to burn, can help to provide the benefits of vitamin D without unduly raising the risk of skin cancer."
- "The human body avoids building up toxic levels of vitamin D by limiting the amount that is produced in the skin in response to UV light. Vitamin D taken through supplements is not subject to the same controls that prevent the build-up of toxic levels of vitamin D in response to UV light. As such, it is premature to recommend vitamin D supplements for the general population."





The MOST Important Health Discovery for the 21st Century!

VITAMIN D AND SOLAR POWER FOR OPTIMAL HEALTH Nearly every frightening thing you've been told about the sun is false!

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AN ANTI-CANCER, ANTIAGING BREAKTHROUGH
SUNLIGHT AND VITAMIN D3
MAY SAVE YOUR LIFE!

Marc Sorenson, EdD. Foreword by William B Grant, PhD.

