

NORDIC NEWS

professional sales

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RESEARCH SPOTLIGHT

Vitamin D3 supports much more than strong bones

Physicians worldwide have identified vitamin D deficiency as a major health risk, and greater awareness of the detrimental consequences of vitamin D deficiency is needed. While vitamin D has been recognized for almost 100 years as being essential for bone health, numerous epidemiologic studies suggest that sunlight, which enhances the production of vitamin D in the skin, is also important in preventing many chronic diseases. Studies in both human and animal models add strength to the hypothesis that the unrecognized epidemic of vitamin D deficiency is a contributing factor of many chronic debilitating diseases¹. Recent research shows that vitamin D performs a variety of functions in optimizing health¹⁻³.

A birth-cohort study, designed to ascertain whether or not vitamin D supplementation or deficiency in infancy could affect development of type I diabetes later in life, found that dietary vitamin D supplementation was associated with a decreased frequency of type I diabetes when adjusted for neonatal, anthropometric, and social characteristics⁴.

An ecologic study analyzed ultraviolet (UV)-B data for July 1992 and cancer mortality rates in the U.S. for the years 1970–1994 in order to determine how many types of cancer are affected by solar radiation and how many premature deaths from cancer occur due to insufficient UV-B radiation. The results demonstrated that much of the geographic variation in cancer mortality rates in the U.S. can be attributed to variations in solar UV-B radiation exposure, suggesting that many lives could be extended through increased careful exposure to solar UV-B radiation and, more safely, vitamin D supplementation, particularly in nonsummer months⁵.

Compelling epidemiologic observations suggest that living at higher latitudes is associated with increased risk of common deadly cancers. Both prospective and retrospective studies suggest that it is vitamin D deficiency that is the driving force for increased risk of common cancers in those living at higher latitudes. Therefore, measurement of 25-hydroxyvitamin D is important not only to monitor vitamin D status for bone health, but also for cancer prevention.

- 1 Holick MF. Vitamin D: importance in the prevention of cancers, type 1 diabetes, heart disease, and osteoporosis. *Am J Clin Nutr* 2004;79(3):362–71.
- 2 Holick MF. The vitamin D epidemic and its health consequences. *J Nutr* 2005;135(11):2739S–48S.
- 3 Holick MF. Vitamin D and sunlight: strategies for cancer prevention and other health benefits. *Clin J Am Soc Nephrol* 2008;3(5):1548–54.
- 4 Hypponen E, Laara E, Reunanen A, Jarvelin MR, Virtanen SM. Intake of vitamin D and risk of type 1 diabetes: a birth-cohort study. *Lancet* 2001;358(9292):1500–3.
- 5 Grant WB. An estimate of premature cancer mortality in the U.S. due to inadequate doses of solar ultraviolet-B radiation. *Cancer* 2002;94(6):1867–75.

FEATURED PRODUCT

Vitamin D3

Vitamin D3 delivers natural vitamin D3 in a carrier oil of organic extra virgin olive oil. For children and adults who do not receive adequate sun exposure, experts recommend a minimum of 1000 I.U.s daily. **Vitamin D3** is formulated specifically to:

- Enhance calcium absorption*
- Maintain optimal bone health and strength*
- Help regulate the immune and neuromuscular systems*
- Extra virgin olive oil supports cardiovascular health*



Available in:
120 count—orange

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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.