

Research proves regular, unprotected sun exposure would prevent thousands of cancers deaths each year

Submitted by: LSPR Communications

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MEDIA INVITATION:

Date: Monday 7 June 2004

Time: 10 am

Venue: Energy Clinic, 132 Commercial Street, London E1 (5 mins from Liverpool Street station)

Vitamin D deficiency, the 'silent' epidemic is causing thousands of unnecessary internal cancers and cancer deaths each year, including breast, prostate and colon cancers. As sunlight is the most effective way for the body to manufacture Vitamin D, is the anti-sun lobby actually doing more harm than good?

This is the claim of the world's leading expert on Vitamin D, Professor Michael Holick PhD, MD, from Boston University Medical Center, one of the USA's leading universities.

Holick discovered the active form of Vitamin D in the 1970s and has had over 200 research papers published including in The Lancet and The British Journal of Dermatology. He also determined the process by which vitamin D is made in the skin when exposed to sunlight and all the factors that can alter its production in the skin.

Holick recommends sensible, unprotected sun exposure, usually no more than a few minutes depending on skin type, two to three times a week, to maintain healthy vitamin D levels.

Other debilitating diseases and chronic conditions which could be prevented by healthy levels of vitamin D and sensible sun exposure include rickets (cases of rickets are being reported again in major UK and European cities), osteoporosis, osteomalacia, hip fractures; heart disease, high blood pressure, multiple sclerosis, Type 1 diabetes and rheumatoid arthritis.

Holick is on a rare visit to the UK on Monday 7 June to discuss his research findings with the media, following the publication of his new book, The UV Advantage. There will be a short presentation followed by a Q&A session and the opportunity for a number of 1:1 interviews (upon request). Copies of the book will also be available.

If you would like to attend /request a 1:1 with Dr Holick please contact Gill Perkins:

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