

SUNBEDS AND SUNSCREENS - FRIENDS OR FOES? - INTERVIEW OPPORTUNITY

Submitted by: LSPR Communications

Monday, 24 November 2008

INTERVIEW OPPORTUNITY

WHO?

PROFESSOR JOHAN MOAN

Internationally profiled easy to talk to scientist, particularly active in the fields of sun and skin cancer and the anti-carcinogenic effect of sun-induced vitamin D.

WHY?

SUNBEDS AND SUNSCREENS – FRIENDS OR FOES?

Professor Moan has a controversial view (based on his published research) to the role sunbeds and sunscreens have to play with regards to vitamin D and human health. He also suggests that the current health message about staying out of the midday sun is probably not the best advice as moderate midday sun exposure gives maximal amounts of vit D at minimal melanoma risk; that most studies conclude that sunscreens provide no protective role in preventing cutaneous malignant melanoma (CMM) and indeed those regularly applying sunscreen have a significantly higher risk of CMM than others; and finally, most sunbeds are as efficient as the sun in their role as vitamin D producers and that the positive effect of moderate sunbed exposures may be much more important to human health than the negative effects.

His research into vitamin D status regarding cancer prevention and prognosis is also compelling.

Given that most of us in the UK will be vitamin D deficient by the end of winter how can we achieve and maintain adequate vitamin D status.

WHAT?

Rarely in London, a very limited number of one-to-one interviews with Professor Moan (who speaks fluent English), to discuss his work.

WHEN and WHERE?

Wednesday morning and early afternoon 26th November.

Date: Wednesday 26 November 2008

Time: Please call to discuss preferred timings.

Venue: Artesian Bar, Langham Hotel, 1C Portland, Regent Street,
London W1B 1JA

HOW?

To book yourself for interview please contact:

Gill Perkins on t: 020 8398 3006 m: 07850 319359

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