

It's Time to Do the New 'Vitamin D Math'

It's something that has been so very obvious to those of us who know that you make more than 100 times as much vitamin D getting a tan than you do drinking a glass of milk.

It's something that is incredibly obvious to those of us who know that sunbed users have significantly higher vitamin D levels than the non-tanning public - 90 percent higher in one American study. The highest levels in Canada in another study.

It's something obscenely obvious to anyone who isn't somehow connected to those who sell chemical sunscreen or "Sun Scare" - those of us willing to open our minds to the fact that maybe, just maybe, the sun is up there to do more than just keep us warm.

It's the new "vitamin D math." And, if the sun could talk, it would be screaming at the top of its lungs that everyone needs a remedial lesson.

Start class by reading the largest-ever vitamin D study of real-world vitamin D levels and real-world vitamin D intake, published in the peer-reviewed journal *Anticancer Research* in February. That study showed that in order to get almost all of the American population up to 40 ng/ml (the minimum vitamin D blood level that vitamin D scientists worldwide say is necessary) people needed to get 9,600 IU of vitamin D daily. That's

16-24 times what government and quasi-government panels have suggested we need for bone health, ignoring thousands of studies showing that vitamin D is necessary for just about every other cell in our bodies and that, in order to help other cells in our bodies, you need a vitamin D blood level of 40 ng/ml - not just 20 ng/ml.

After taking a break, resume class by noting that non-human primates who live naturally outdoors all have vitamin D levels north of 40 ng/ml. And they don't get it from food. So next take a good look at the charts of where you can naturally get those vitamin D levels.

- Vitamin D from full-body UV exposure: 20,000 IU.
- Vitamin D from fatty fish caught right from the stream: 400-1,000 IU.

See where this is going? Because if you were teaching this class, your final exam would be to show that you can put all of that together - to show that you understand the math.

It isn't that vitamin D is a drug or a supplement that you take to boost your vitamin D blood levels to something unnatural. It's that vitamin D is the "sunshine hormone"

and that overzealous sun avoidance has stripped us of what is natural and intended.

And if you wanted extra credit you'd do the financial math: About a dozen pharmaceutical companies that sell \$6-\$7 billion in chemical sunscreen products annually stand to lose several billion dollars a year if people figure out this math and adjust their over-usage of chemical sunscreen. On the flip side, sunshine is free and has no marketing department or stockholders to report to. So whose message is getting out there?

If the sun could teach this class, imagine how the public would benefit.



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