

Anti-sun Messaging Slammed in Major News Story

New Study Shows Vitamin D Could Prevent 60 Percent of Cancers

A landmark study on vitamin D – a first-ever clinical trial showing the people with healthy vitamin D levels have 60 percent fewer cancers – will be published in the American Journal of Clinical Nutrition next month.

The *Toronto Globe & Mail* - April 28th 2007 – one of Canada's most-read media points – broke the story last weekend in a front-page report.

"Perhaps the biggest bombshell about vitamin D's effects is about to go off. In June, U.S. researchers will announce the first direct link between cancer prevention and the sunshine vitamin. Their results are nothing short of astounding," the *Globe & Mail* reported. "A four-year clinical trial involving 1,200 women found those taking the vitamin had about a 60-percent reduction in cancer incidence, compared with those who didn't take it, a drop so large — twice the impact on cancer attributed to smoking — it almost looks like a typographical error."

The story continued, "Those studying the vitamin say the hide-from-sunlight advice has amounted to the health equivalent of a foolish poker trade. Anyone practicing sun avoidance has traded the benefit of a reduced risk of skin cancer - which is easy to detect and treat and seldom fatal - for an increased risk of the scary, high-body-count cancers, such as breast, prostate and colon, that appear linked to vitamin D shortages."

"The sun advice has been misguided information 'of just breathtaking proportions,' said John Cannell, head of the Vitamin D Council, a non-profit, California-based organization. 'Fifteen hundred Americans die every year from [skin cancers]. Fifteen hundred Americans die every *day* from the serious cancers.'"

Visit www.tahititan.ca for a link to the Globe & Mail article.

