



November 2006

FOR IMMEDIATE RELEASE

THE TIDES OF TANNING ARE TURNING

Article by Richard Ellis, Owner of Adam & Eve Tanning in Alcona

In a recent Associated Press report, The American Cancer Society, taking into account new research on the positive effects of the sun by Dr. Edward Giovannucci a professor of medicine and nutrition from Harvard University, the report being so compelling is reviewing it's policies advocating lotion protection. Dr. Giovannucci went on to say his research suggests that vitamin D might help prevent 30 deaths for each one caused by skin cancer.

NBC's Today Show and the Associated Press reported that more evidence is pointing toward sun exposure preventing more forms of cancer than are caused by overexposure.

These reports are new breakthroughs in the vitamin D story which has gained increased momentum in the past 18 months following the publication of Dr. Michael Holick's breakthrough book, "The UV Advantage."

The Associated Press said of the new research on vitamin D, which suggests that several forms of cancer are inhibited by the vitamin: "If it bears out, it will challenge one of medicine's most fundamental beliefs: that people need to coat themselves with sunscreen whenever they're in the sun. Doing that may actually contribute to far more cancer deaths than it prevents, researchers think."

The American Cancer Society's chief epidemiologist, Dr. Michael Thun, told the Associated Press that the American Cancer Society will review it's sun protection recommendations because of the new research. "There is now intriguing evidence that vitamin D may have a role in the prevention as well as treatment of certain cancers."

Even some dermatologists may be coming around. "I find the evidence to be mounting and increasingly compelling," said Dr. Allen Halpern, dermatology chief at Memorial Sloan-Kettering Cancer Centre in New York, who advises several cancer groups.

Smart Tan Chairman Matt D. Russell said, "This is an important step in the right direction. In combination with our continued efforts to show the public that indoor tanners sunburn less often outdoors compared to non-tanners, the story that we are part of the solution--and not part of the problem--is becoming more and more tangible."

In lieu of these new discoveries, tanning beds provide this needed vitamin D as well as provide people the advantage of having the right amounts of UV light administered and in properly controlled increments of time. The detrimental fact of tanning is burning. Tanning in beds is controlled and monitored. Far less instances of burning occur in tanning salons than outside tanning. The benefits of Vitamin D are cutting edge technology but to sun-bed tanners, we've know all along the positive aspects of this practice and invite non-believers to not knock it until you try it!