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Press Release

FOR IMMEDIATE RELEASE

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New Government Vitamin D Guidelines Come Up Short

Despite Raising Vitamin D Requirements by 300%, New Government Guidelines Woefully Deficient for Good Health

November 30, 2010 (Washington, DC) — Today the Institute of Medicine (IOM) updated official vitamin D recommendations for the first time since 1997. Despite raising the new vitamin levels by 300% for most Americans, the IOM guidelines are still in contrast to overwhelming scientific evidence that confirms the significant medical benefits of higher vitamin D levels and that one-third of Americans are vitamin D deficient.

“The Institute of Medicine admitted today that their previous vitamin D level recommendation was off by 300%. Why should Americans believe this panel of ‘experts’ once again?” said Gretchen DuBeau executive and legal director for the Alliance for Natural Health USA. “There is overwhelming evidence that higher levels of vitamin D through the use of safe and effective supplements are responsible for fending off colds, the flu, infections, and some cancers—and are beneficial in supporting heart health,” said DuBeau.

Studies show that least one-third of Americans are wholly deficient in vitamin D. This is due to changing lifestyle and cultural trends in which many people in the US get less sun exposure and often inadequate dietary levels of the vitamin.

“Promoting sustainable health and freedom of choice in healthcare through good science and good law”

A recent Harvard Medical School study and numerous other research institutes and doctors have found vitamin D supplementation is safe and effective, and recommend significantly higher levels than the Institute of Medicine. The IOM now recommends 600 international units (IU) for people between the ages of 1 and 70—their previous recommendation was a mere 200 IU—whereas Harvard and the Vitamin D Council recommend anywhere from 1000 to 5000 IU a day. A simple blood test will confirm whether one is deficient or not.

Vitamin D resources and information can be found at our website's vitamin D campaign page: <http://www.anh-usa.org/vitamin-d-for-flu>

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About the Alliance for Natural Health USA (ANH-USA)

www.anh-usa.org

The Alliance for Natural Health USA is part of an international organization dedicated to promoting natural, sustainable healthcare through good science and good law. We protect the right of natural health practitioners to practice, and the right of consumers to choose the healthcare options and treatment modalities they prefer, including complementary and alternative medicine. As a membership-based organization, we unite consumers, practitioners, and industry to speak with a common voice and have worked since 1992 to shift the medical paradigm from an exclusive focus on surgery, drugs and other conventional techniques to an “integrative” approach incorporating functional foods, dietary supplements and lifestyle changes.

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