



Press release, for immediate publication

Cancer Research UK Dramatically Changes Advise:
'Do not avoid the sun, but enjoy it responsibly'

London - After years of telling people to "cover up" when they go out in the sun, Britain's leading cancer charity is preparing to dramatically change its advice. Sunlight Research Forum explains why.

Expose to sunshine

Cancer Research UK plans to say that you should not cover up and slap on protective creams when you first go out into the sun, but rather expose your skin to its rays for some minutes so that your body can make some vitamin D. The sunshine vitamin is now known to help prevent chronic illnesses such as cancer, diabetes and multiple sclerosis as well as classic bone diseases. "These facts in combination with the big Vitamin D deficiency that is common in the Western countries at the moment are the cause of this radical change in health advice", says Ad Brand of the independent Sunlight Research Forum.

Prevent sunburn

Instead of avoiding the sun and the former advise for immediate use of Sun Protection Filters when going outside, one is now advised to expose the skin short and unprotected to sunlight. Initially for just several minutes, which is long enough for your skin to be stimulated by the UV rays to produce Vitamine D, but will not cause a sunburn. Brand Quoting Gillie: "Stay in the sun for just two or three minutes on both sides of the body. This can slowly be extended to a maximum of thirty minutes per side. Avoid sunburn continues to be the urgent advice!"

Lack of sunshine

The new advice of the Cancer Research UK is consistent with the advice of a continuously growing group of international scientists who research the interest of Vitamine D. "One of the charity's fiercest critics, Oliver Gillie of the Health Research Forum, says that at long last Cancer Research UK appears to have recognised that its warnings to cover up are a mistake", claims Brand. A new peer reviewed report by Gillie says "it is very difficult for anyone living in the UK to get enough vitamin D from the sun to provide them with the optimum blood level that will last through winter". The scientist adds that to do so you may need to expose as much of your body as possible to the sun for at least 40 minutes six days a week, but, given the number of sunless days each summer, this is not possible.

Mayor effect on public health

"Gillie emphasis that exposure to UV-light always has to be in a responsible way, without getting a sunburn (damage to the skin). There is less UV light needed to produce Vitamine D, than to cause a sunburn. The risk for skin cancer is mostly associated with sunburn", informs Brand. The SRF quotes Gillie, who calculated by results of the international studies: "Solving the vitamin D deficiency problems in the UK in the 21st century promises rewards comparable with the great strides in public health made in the nineteenth century by the provision of pure water and in the twentieth century by the provision of better housing, clean air and reduction in smoking."

Sunlight Research Forum

The Sunlight Research Forum (SRF) is a Non Profit Organisation, based in the Netherlands. The aim is to check, collect and distribute in a clear and accessible way the latest medical and scientific research on the effects of UV radiation on human.

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