



April 26th, 2011

TO: News Editors, Publishers and Producers

FROM: David Arnett, Club Sun Tanning Salons

RE: Month of May is "D-Feat Breast Cancer" Campaign at Club Sun Tanning Salons

Dear Editors, Publishers and Producers:

Research now links vitamin D deficiency with a significantly elevated risk of breast cancer. So why isn't there a public outcry to continue funding this breakthrough science?

Vitamin D is made naturally when skin is exposed to UVB light.

Because sunshine is free, there's no marketing department out there calling for this research to be continued. Because the stakes are so high - 200,000 women will be told they have breast cancer in North America this year, and 45,000 will die - Club Sun Tanning Salons are proud to be supporting "D-Feat Breast Cancer" - a North American campaign to fund the continuation of this important research.

The research on vitamin D and breast cancer prevention to date is impressive:

- A 2006 paper published in Anticancer Research established that women with higher vitamin D levels are 50-60 percent less likely to develop breast cancer.
- A 2007 study in the American Journal of Epidemiology reported that women with high sun exposure levels - the most natural and abundant source of vitamin D - had half the risk of developing advanced breast cancer.

- A 2007 paper in the American Journal of Clinical Nutrition showed that women with high vitamin D levels have up to a 77 percent reduction in overall cancer risk – including breast cancer.
- A 2002 paper in Occupational and Environmental Medicine established that women who received regular sun exposure were less likely to die from breast cancer.

Those specific studies stand out in their category and are on top of hundreds of papers that now establish the role vitamin D plays in cell growth regulation in the body- research that solidifies the mechanism by which vitamin D would prevent or slow the growth of dozens of forms of cancer in the body.

The reason the Indoor Tanning Industry is involved in the 'D-Feat Breast Cancer Campaign' is because Indoor Tanning Units can also help in this fight! The same UVB Light Spectrum that is emitted naturally from Sunlight is also emitted from Low Pressure Indoor Tanning units; the difference is the 'control factors' that Indoor Tanning salons can offer. The "D-Feat Breast Cancer" campaign is being supported in the month of May by patrons of the professional indoor tanning community across North America. Indoor tanners are being asked to donate \$1-\$10 to support vitamin D-breast cancer research.

For more information on the healing power of vitamin D, visit:

www.sunlightinstitute.org
www.vitaminDcouncil.org
www.vitaminDsociety.org

Club Sun Tanning Salons has 24 locations across the Southeast to serve your tanning needs. Club Sun offers a positive and professional environment for those who wish to look their best and feel healthier while also acquiring much needed UV light. Club Sun offers a controlled environment with just the right amount of UV light for the best possible tan without going outdoors.

Whether your needs are cosmetic or a desire for a healthier lifestyle, Club Sun has the solution that's right for you! Club Sun offers over 50 state-of-the-art products that work with your skin's natural chemistry while introducing the science of self-adjusting formulas. Club Sun's knowledgeable, friendly staff will offer you a personalized product line for your ultimate tan and skin care. Club Sun salons are

equipped with state-of-the-art UV tanning beds, as well as sunless tanning, skin care, red light therapy and teeth whitening products.

New, local customers receive 2 FREE weeks of UV tanning and 1 FREE Sunless Spray session. All that is needed is your local ID. No catches...no kidding. For more information please visit www.ClubSunTanning.com or call (850) 476-4040 / Florida or call (334) 794-6218 / Alabama.

Press Contacts:

Larry Andrews

VP of Sales, Club Sun Tanning Salons

larrya@clubsuntanning.com

David Arnett

Director of Marketing, Club Sun Tanning Salons

davida@clubsuntanning.com