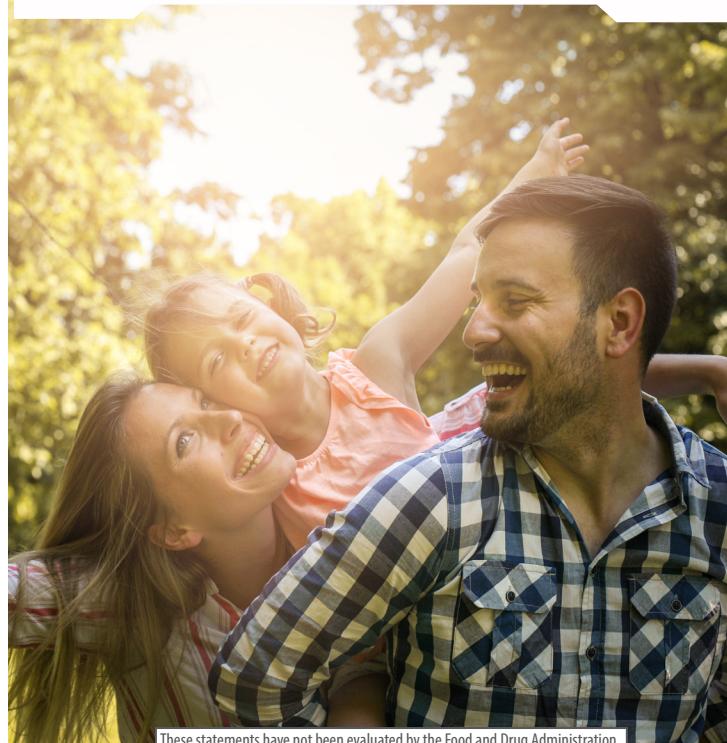


The Power of Vitamin D

- Healthy Heart
- Optimal Brain Function
- Balanced Blood Sugars
- Robust Immune System
- Strong Bones and Teeth
- Healthy Inflammatory Pathways



**Ask your healthcare professional which
Vitamin D product is right for you.**



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Vitamin D

THE SUNSHINE VITAMIN



What You Need to Know About Vitamin D

What Is Vitamin D?

Vitamin D, commonly called the “sunshine vitamin”, is an essential nutrient produced by the body when exposed to sunlight. It is considered a fat-soluble vitamin, but it is, in fact, a “prohormone” produced in the skin from 7-dehydrocholesterol. Prohormones are substances that the body converts into a hormone. Vitamin D is also known as calcitriol, ergocalciferol, calcidiol and cholecalciferol.

Why Is Vitamin D Important?

In addition to vitamin D playing a key role in the regulation of calcium and phosphorous (and, therefore, the development of healthy bones and teeth), vitamin D helps support brain health, metabolism, immunity, optimal weight, heart function including blood pressure regulation, and the maintenance of healthy blood sugar levels. Once known to influence 4 target organs in the body, research shows vitamin D may involve as many as 36 target organs. At the molecular level, vitamin D (1alpha, 25(OH)2D3) plays a significant role in the immune system, the secretion of insulin by the pancreatic cells, the functioning of the heart and blood pressure regulation, multitude of

activities of the brain and, also, fetal development. In other words, recent research has shown that vitamin D3's sphere of biological influence is much broader than originally thought.

How Much Vitamin D Do I Need?

Generally speaking, most people require 10-30 minutes of decent exposure to sunlight 3-4 times a week in order to naturally synthesize enough vitamin D. It can also be found in some foods such as oily fish, beef liver, egg yolks, mushrooms and some fortified foods such as milk and breakfast cereal, but only about 10% of what the body needs comes from food. Surprisingly, nearly half of the American population is deficient in vitamin D levels, with serum vitamin D concentrations less than 20 ng/ml (50 nmol/L). Some healthcare practitioners define vitamin D deficiency at much higher parameters, which would mean even more people are deficient.

It is important to speak to your healthcare practitioner about how to get adequate amounts of vitamin D, whether it be from the sun, food and/or supplementation.

What Form of Vitamin D Should I Take?

Vitamin D3 (1a,25(OH)2D3) is the most biologically active form of vitamin D. For better absorption, choose emulsified forms of vitamin D. Because vitamin D is a fat-soluble vitamin, emulsified forms are more bioavailable. Also, look for vitamin D supplements with added vitamin K, which has been shown to support bone and cardiovascular health. However, consult with your healthcare practitioner before taking any supplements as some may be contraindicated in your medical plan.



These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.