Scientists’ Call to D*action
The Vitamin D Deficiency Epidemic

40-75% of the world’s population is vitamin D deficient. It is projected that the incidence of many of these diseases could be reduced by 20%-50% or more, if the occurrence of vitamin D deficiency and insufficiency were eradicated by increasing vitamin D intakes through increased UVB exposure, fortified foods or supplements. The appropriate intake of vitamin D required to effect a significant disease reduction depends on the individual’s age, race, lifestyle, and latitude of residence. The latest Institute of Medicine (IOM) report, 2010, indicates 10,000 IU/day is considered the NOAEL (no observed adverse effect level). 4000 IU/day can be considered a safe upper intake level for adults aged 19 and older.

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