THE ESSENTIALITY OF VITAMIN D

Vitamin D is an essential nutrient that is involved in performing several important functions in the body, including supporting bone health by helping calcium absorption. Furthermore, research shows that over 90% of Americans fall short in getting vitamin D from food alone.¹

WHAT IS THE ROLE OF VITAMIN D IN YOUR BODY?

- Regulates blood calcium levels
- Helps the body absorb calcium and supports bone health

HOW MUCH DO YOU NEED EACH DAY?

The recommended amount of vitamin D depends on your age. Here is a breakdown of Recommended Dietary Allowances (RDAs) based on the Institute of Medicine guidelines.²

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Vitamin D Requirement</th>
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<tbody>
<tr>
<td>Ages 1-70</td>
<td>600 IU/DAY</td>
</tr>
<tr>
<td>Ages 70+</td>
<td>800 IU/DAY</td>
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ARE YOU SURE YOU’RE GETTING ENOUGH VITAMIN D?

SUNLIGHT
Your body forms vitamin D naturally after exposure to sunlight, but too much sun exposure can lead to skin aging and skin cancer.³

FOOD
Very few foods naturally have vitamin D
- Some fatty fish (salmon, mackerel, sardines)
- Egg yolks
- Fortified dairy and cereal

SUPPLEMENTS
An inexpensive, safe and convenient way to receive adequate amounts of vitamin D.

Visit www.campaignforessentialnutrients.com for more information.

ABOUT THE CAMPAIGN FOR ESSENTIAL NUTRIENTS

The Campaign for Essential Nutrients is committed to educating Americans about the essential role vitamin and mineral supplements can play in helping to fill their daily nutritional gaps. The Campaign for Essential Nutrients is sponsored (funded) by Bayer HealthCare LLC, DSM Nutritional Products and Pharmavite LLC. The organizations came together as part of their shared commitment to provide consumers with simple ways to supplement their diets and get key daily nutrients.

REFERENCES