

Cancer, Heart Disease, Stroke, Diabetes, Chronic Pain and Depression Share a Major Pathology Factor

Rancho Santa Margarita CA, January 18, 2010 — For humans, sunlight and vitamin D is critically important for the development, growth, and maintenance of a healthy body, from birth until death. “Humans make thousands of units of vitamin D within minutes of whole body exposure to sunlight. From what we know of nature, it is unlikely such a system evolved by chance.” states Dr. John Cannell, Executive Director, Vitamin D Council. According to the Vitamin D Council, current research has implicated sunlight and vitamin D deficiency as a major factor in the pathology of at least 17 varieties of cancer as well as heart disease, stroke, hypertension, autoimmune diseases, diabetes, depression, chronic pain, osteoarthritis, osteoporosis, muscle weakness, muscle wasting, birth defects, periodontal disease, and more. The September 2009 issue of *The American Journal of Medicine* (Volume 122, Issue 9) has an extensive review of the research on the benefits of vitamin D and points to fascinating 'life extension' potential. The Journal notes that all cause mortality is decreased by at least 7% in a meta-analysis of 18 randomized trials of vitamin D supplementation.

For decades, consumers have been the target of a disinformation campaign from conventional medicine and the pharmaceutical industry that created a fear of sunshine. *They have literally scared the daylight out of us!* Therefore, most people either intentionally or unintentionally avoid the sun — or smear on sunscreens that block the beneficial wavelengths that produce one’s natural supply of vitamin D from direct exposure to bright midday sun. Now more than ever in this Age of Information, millions of people have unwittingly become “contemporary cave-dwellers” living and working indoors. This dramatic reduction of natural light exposure — that human DNA is programmed to assimilate — and its’ associated disturbance to vital circadian rhythms, has contributed too many health related issues. The late Dr. John Ott, renowned photo biologist and father of full-spectrum light, had coined this adverse health phenomenon "Mal-illumination." Like malnutrition, mal-illumination deprives one of a level of nutrients and rhythmic stimulation that is essential for living as healthy humans. Everyone knows the sun rises and sets every day — this essential cycle sets the basic rhythm of life. Unknowingly, millions of people are ‘out of rhythm with nature’ and suffer from chronic mal-illumination...*a root cause of most disease.*

Humans are photobiotic ‘solar beings’ — all humans are absolutely dependent on the absorption of vital solar radiation. Noble Prize Laureate Dr. Szent-Gyorgi describes the essential life process as, “A little electrical current sent to us by the sunshine.” Without light there is no health. “We are human photocells whose ultimate biological nutrient is sunlight,” states bioLight Group (bLG) CEO, Ken Ceder. “Every metabolic process, from enzyme reactions to muscular movements to the digestion of food and the burning of fat, is an electro-chemical biological process regulated and augmented by sunlight energy. A reduction of natural light energy causes a slowdown in these processes leading to decreased metabolism, reduced burning of fat, reduced vitality and compromised immunity.”

Whether one is suffering or feeling generally “fine”— more natural light during the day will reduce the risk of mal-illumination and also elevate mood and reduce fatigue for the healthy and sick; the young and old. The bioLight Group is pleased to offer a free e-Book; **Mal-illumination... the silent epidemic**, and share clinical research that will naturally complement and enhance people’s wellness experience.

bLG is a health science, research and development innovator of light therapy devices and wellness applications since 1987 and serves as a catalyst for raising awareness of Mal-illumination...the silent epidemic.

For a free e-Book and more information, please visit <http://www.malillumination.org/ebook.html>
Contact: Ken Ceder at 949-713-6446 or research@malillumination.org