



FOR IMMEDIATE RELEASE –

MEDICAL EXPERTS LINK THE IMPORTANCE OF VITAMIN D, H1N1 AND TESTING

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**Portland, Oregon 10/19/2009**

Responding to an article published by PARADE Magazine that linked many disease states and general wellness to Vitamin D levels, ZRT Laboratory is increasing its efforts to reach consumers who are looking for simple, cost effective means of testing.

*PARADE Magazine recently published an article titled “Why You Need Vitamin D” whereby Contributing Editor Dr. Mark Liponis, author of “UltraLongevity” and the medical director of Canyon Ranch Spas states: “Strong bones, a better immune system, protection from some cancers, lower blood pressure, clearer skin and healthier brain...these are just a few of the apparent benefits of the Vitamin D. He also stated that the most reliable blood test is known as 25-hydroxy Vitamin D, and it’s now widely available.”*

This article and many others like it correspond with the arrival of the flu season and the specific worries surrounding the H1N1 swine flu. Many experts including noted medical doctor Mehmet Oz, frequent medical guest expert on Oprah, have made public their beliefs of the probable association between Vitamin D levels and the swine flu. On the Dr. Oz Show recently (September 09) he stated: *“Vitamin D is produced in the body during exposure to sunlight...People who take vitamin D supplements have better luck avoiding the seasonal flu; there is no reason to think that it won't do the same for H1N1 virus.”*

As a result of this public demand ZRT has stepped up its efforts to make available simple, accurate testing for Vitamin D levels. Via website content, internet promotion and both provider and public educational efforts, through the Vitamin D Council among others, ZRT has been investing in resources to help people understand the importance of testing. Testing is a critical step to undertake both prior to beginning supplementation and to monitor levels so an individual does not over or under dose.

ZRT has developed and refined Vitamin D testing in what are called “dried blood spots”. A few drops of blood from a quick and nearly painless nick of the finger are placed on a filter paper to dry. This can be performed easily either at a health practitioner’s office or the convenience of home. The dried blood spot sample is then sent to ZRT for analysis. ZRT’s test measures both Vitamin D<sub>2</sub> and D<sub>3</sub> to help distinguish those who are taking the different forms of this vitamin. The accuracy of ZRT’s Vitamin D dried blood spot test compares quantitatively with the Diasorin blood serum Vitamin D assay.

ZRT Laboratory, based in Beaverton Oregon, is an industry leader in wellness testing, through the use of cutting edge technologies developed specifically for processing and analysis. ZRT Laboratory provides both saliva and blood spot testing through a network of thousands of domestic and international medical providers specializing in health and hormone wellness.

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