

PRESS RELEASE

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SkinHealth Technology LLC Unveils Patented Solar Sensor for Natural Vitamin D Development



Ormond Beach, FL, May 2, 2011--- Recent research and findings have launched vitamin D to the forefront of overall human health. A device that enables the user to identify when they have spent enough time in the sun to attain their daily vitamin D absorption--without the risk of sunburn--is now available from Florida-based SkinHealth Technology, LLC.

Simple to use and the size of a postage stamp, these patented sensors answer the illusive question "*how much is enough sun?*" and appear poised to become a necessity for anyone who desires to obtain vitamin D naturally—from the sun itself. There is currently nothing else like them, on the market, to help people achieve a balanced routine of sun exposure and sun protection for better health.

Dr. Michael Holick, PhD.,MD,--the world's leading authority on vitamin D--recommends the *Natural Vitamin D UV Activation Sensors* in his new book *The Vitamin D Solution*. Holick lists the sensors as one of the resources he suggests for supporting good health.

The self-adhesive *Natural Vitamin D UV Activation Sensors* changes color (yellow to red) based on exposure to a specific spectrum of UVB light. When the sun disappears, optimal vitamin D development has taken place and it is time to apply sunscreen or seek cover. (The color-change process of the sensor is depicted below.)



Founded in 2008, SkinHealth Technology, LLC, an R&D based development company which formulates advanced dermatological, therapeutic skincare products. The four principals of the company include a prominent dermatologist, an innovator in the sun care industry, and a former Vice President of Research & Development for a major skin care company.

For more detailed information about the **Natural Vitamin D-UV Activation Sensors**, or to schedule an interview, please contact Jack Surrette at 386.236.9949 or visit www.skinhealthtech.com

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