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BEAUTY HEALTH & FITNESS vitamin news

Seattle, or Milwaukee, for instance—the sun is too weak from November through February to trigger the vitamin's synthesis. Even in California, where I live, deficiency is common because most of us work indoors and are (wisely) sun-phobic. SPF 8 is enough to inhibit the vitamin's production; my SPF 50 shuts it down entirely. And it's hard to get enough through diet alone. Even a bowl of D-fortified cereal with a cup of milk provides less than 150 international units, short of the currently recommended 200 a day and a far cry from the level that many doctors now believe is optimal.

Our D shortage could spell trouble this flu season. Studies have shown that the vitamin not only bolsters the immune system but also revs up defenses in the lungs. Even more telling, in one trial, women taking 800 I.U.'s every day were far less likely to report cold and flu symptoms than a placebo group, and those who took 2,000 I.U.'s had even fewer complaints.

"The flu theory is still that—a theory—but it's a promising one," says Michael F. Holick, Ph.D., M.D., director of Boston University's medical center's Vitamin D, Skin, and Bone Research Laboratory.

Other findings are even more promising. Experts have long known that D, along with calcium, boosts bone strength (one reason for the stress-fracture connection). And new research shows that the vitamin may help prevent cancer by decreasing cell proliferation, and that D levels are low in those with MS. "There are 37 organs with

THE D LIST

The top three strategies for getting your daily dose.

TAKE A SUPPLEMENT

Norman recommends between 1,000 and 2,000 I.U.'s of D3 a day. "That's a safe level," he says. "People who don't see the sun all winter probably need the higher amount."

EAT A D-RICH DIET

Some good sources: salmon, tuna, sardines, fortified milk and cereal, and eggs.

SOAK UP (A LITTLE OF) THE SUN

Just ten to fifteen minutes a few times a week on sunscreen-free arms and legs will provide all the D you need. Is the benefit worth the skin-cancer risk? "Each woman needs to answer that for herself, based on her other risk factors," says Norman.—G.G.

D receptors," says Norman. "If anything, we're going to find more benefits."

All the excitement has prompted the National Institutes of Health's Office of Dietary Supplements to reexamine its current D guidelines for adults, but its recommendations won't be available until spring 2010. What to do in the meantime? "Have a blood test to measure your level," says Norman. "And if you're low, take a supplement."

Even if D's star status fades a bit, that sounds like a bright idea. □ *beauty > 122*

BEAUTY CAPITAL brooklyn

The buzzworthy borough's most sought-after gurus and hidden hot spots.

SHOPPING

SAIPUA

Handmade bars of lusciously scented soap (BELOW LEFT) are on display at this tiny Red Hook boutique/flower shop. 392 Van Brunt Street; (718) 624-2929.

CB I HATE PERFUME

Novelty blends like Winter 1972 make this quirky Williamsburg perfumery a favorite of model Raquel Zimmermann. 93 Wythe Avenue; (718) 384-6890.

KORRES

The Greek beauty brand offers eco-chic



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flock for body-sculpting Pilates. 200 Broadway; (646) 436-8565.

ELEMENT HEALING ARTS

Star acupuncturists Jeff Weidmann and Christina Morris take on back pain, nicotine cravings, infertility, and even wrinkles. 518 Henry Street; (718) 855-4850.

SALONS

WOODLEY & BUNNY

Devotees of editorial hairstylist Erin Anderson head to this 2,500-square-foot salon/apothecary for sleek precision cuts and culty new beauty labels. 490 Driggs Avenue; (718) 218-6449.

SANCTUARY

Boerum Hill's stylish new salon boasts "green" interiors and an expert team of Aveda-trained hair and makeup pros. 527 Atlantic Avenue; (718) 243-9300. □

classics—Wild Rose Face Serum, Thyme Honey Hand Cream—at its slick industrial storefront. 140 Montague Street; (718) 643-9425.

GURUS

MARINA TREJO

No two workouts are the same at Trejo's intimate Williamsburg studio, where fashion insiders

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