

Mercola.com | Marketing Department

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Take Control of Your Health

## **MERCOLA VITALITY HOME TANNING BEDS**

**Vitamin D**

**Glowing Tan**

**Anti-Wrinkles and  
Other Skin Benefits**



**over  
25%  
Savings**

**LEARN MORE**

## **MERCOLA VITALITY HOME TANNING BEDS**

**Safe UV Light  
Exposure – Right  
in the privacy  
of your home.**

**Source of Vitamin D**

**A Glowing Tan**

**Anti-Wrinkles and  
Other Skin Benefits**



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↑ Keyword

[Home Tanning Beds]

[safe tanning beds]

[Tanning Beds]

## Group 3

Dates: Aug 2013 – June 2014

Audience: Targeted keywords (see list below)


+ AD		Edit	Automate	Labels	
		Ad	Status	Labels	% Served
		Dr Mercola's Tanning Beds Healthy, Safe, & Produces Vitamin D Get Health Benefits Of Sun's Energy shop.mercola.com/tanningbeds	Ad group paused	--	100.00%
Keyword					
Tanning Beds					

## Group 4

Dates: Sep 2012 – June 2013, Dec 2013 – June 2014

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☒ CROs ☐ VS ☐ Icons ☐ Monthly



+ Add +		Edit +	Automate +	Labels +			
<input type="checkbox"/>	•	Ad		Status	Labels	% Served	Camp
<input type="checkbox"/>	•	<b>Dr Mercola's Tanning Beds</b> Healthy, Safe, & Produces Vitamin D Get Health Benefits Of Sun's Energy <a href="http://mercola.com">mercola.com</a>		<input type="checkbox"/> Campaign paused	—	35.17%	Search
<input type="checkbox"/>	•	<b>Healthy Tanning Bed</b> Safe Healthy In Home Tanning & VitD Get Health Benefits Of Sun's Energy <a href="http://mercola.com">mercola.com</a>		<input type="checkbox"/> Campaign paused	—	21.07%	Search
<input type="checkbox"/>	•	<b>Dr Mercola's Tanning Beds</b> Healthy, Safe, & Produces Vitamin D Get Health Benefits Of Sun's Energy <a href="http://shop.mercola.com">shop.mercola.com</a>		<input type="checkbox"/> Campaign paused	—	11.67%	Search
<input type="checkbox"/>	•	<b>Healthy Tanning Bed</b> Safe Healthy In Home Tanning & VitD Get Health Benefits Of Sun's Energy <a href="http://shop.mercola.com">shop.mercola.com</a>		<input type="checkbox"/> Campaign paused	—	9.16%	Search

FEDERAL TRADE COMMISSION

In the Matter of: )  
Dr. Joseph Mercola ) Matter No. 1423210  
 )  
----- )

The following transcript was produced from a  
digital file provided to For The Record, Inc. on February  
18, 2015.

## P R O C E E D I N G S

- - - - -

VIDEO: LOOK YOUNGER NOW WITH THIS 10 MINUTE TRICK

On-Screen:

"Look Younger Now With This 10 Minute Trick"

Forget creams and surgery - this puts collagen back

to the surface of your skin to fill in wrinkles,

helping you reverse the appearance of aging.

Also strengthens the walls of your blood vessels

in your skin, improving oxygenation and hydration...

DR. MERCOLA: Hello, this is Dr. Mercola. And if you've been on this site for any length of time, you'll know that vitamin D has a profound and dramatic influence on your health. But then we -- we have to ask the practical question, well, how do I optimize my vitamin D levels. Well, ideally, the best, the single-best way, undisputed, no expert will disagree with this, is to make sure -- at least no knowledgeable expert will disagree -- is to make sure that you're exposing an appropriate amount of your skin in a safe manner to sunshine, because the ultraviolet B radiation shining on your skin will convert the cholesterol that's in your skin into a vitamin D3, which is then metabolized by your body to the active form.

And it does it in a way that is just about

1 perfect because it is almost impossible to overdose. And  
2 as long you're getting enough exposure, you'll -- you'll  
3 get perhaps up to 20,000 units with -- with an adequate  
4 exposure per day. And your body is -- has enough  
5 intelligence and feedback that it will -- it will adjust  
6 that, because there's ultra -- also ultraviolet A  
7 radiation in sunlight, and that tends to deactivate the  
8 vitamin D in your bloodstream if it becomes too high.  
9 So, it's very, very difficult to overdose.

10 So, if -- obviously many of us -- you know, I  
11 live in Chicago, this is my hometown, and for  
12 approximately seven to eight months of the year it is not  
13 practical to get your vitamin D from the sun in Chicago.  
14 And that's not unusual for much of North America,  
15 especially up in Canada.

16 So, what are your options? Well, then, your  
17 second option is to have some other ultraviolet radiation  
18 exposure, ultraviolet B. And the best one that is is  
19 probably a safe tanning bed -- if I say tanning bed, I  
20 mean a tanning bed that has an electronic ballast,  
21 because it's been shown that the magnetic ballasts  
22 actually generate large amounts of electromagnetic fields  
23 that can have significant adverse health consequences to  
24 you.

25 And you'll know that it's -- a tanning bed is

1 using this magnetic ballast because you'll hear this very  
2 loud humming noise with it. That's a clue, very loud.  
3 So, the electronic ballasts are virtually silent and you  
4 should not hear that sound at all.

5 So, that is definitely a strategy that you can  
6 use. And then, of course, if you don't have access --  
7 and you can get those commercially or you can purchase  
8 one. We have some of the -- actually some of the best  
9 and safest tanning beds in the world, and really the only  
10 tanning beds that have been approved by the Vitamin D  
11 Council. So, that is really -- is a major benefit.

12 But they are available commercially, also, so  
13 you can go to -- there are a number of tanning salons  
14 that have them. There's -- and that may be a better  
15 option for you, but some concerns that people have is  
16 that the hygiene is an issue because some of the salons  
17 aren't as careful about wiping things down between users.  
18 And then of course the travel to and for, but -- to and  
19 from the -- the tanning saloon. But -- but they  
20 certainly are a valid option for many people, and that's  
21 clearly -- I'm going -- I'm thinking far better than  
22 swallowing the pill. And if you don't have access to the  
23 sun or the tanning -- safe tanning bed, then that's  
24 really your only other option.

25 So, if you're going to do that, of course, if

1     you're going to swallow vitamin D, I would strongly  
2     recommend that you monitor your blood level. So, a  
3     starting dose for most adults on the oral would be  
4     vitamin D3, not D2. Do not take vitamin D2; it's D3,  
5     it's about 5,000 units a day for a typical, average-sized  
6     adult. For a child, it's about 35 units a day.

7             If you've gotten your blood test and it's very  
8     low, like 20, 25 or so, and you know what your blood test  
9     is, then I would recommend quadrupling the dose to maybe  
10    20,000 units a day or even 100 or even a little bit more  
11    units per day for a child -- appropriate -- units a day  
12    per pound of body weight.

13            So, and then you would do that for two weeks --  
14    only two weeks -- and then retest your blood level to see  
15    where it is and then moderate and adjust the dose based  
16    on that -- that -- that feedback from the blood test,  
17    because it's very safe to take large doses of vitamin D  
18    for a short period, as long as you're monitoring.

19            So, but -- but let me get back to the -- the  
20    tanning bed, because that really is the practical choice.  
21    I actually -- I tend to snowbird and go to Hawaii in the  
22    winter from Chicago, so I don't obviously use that out  
23    there and I don't take oral vitamin D when I'm in Hawaii,  
24    but in the interim, you know, in the fall season, then  
25    the options are since I can't go outside is to swallow



1 vitamin D. And I've noticed that it's actual -- I've  
2 actually made the decision personally to not do that  
3 anymore. I'm actually going to use our tanning systems  
4 and just use that as a way to generate -- because I think  
5 it's much more physiological and I strongly believe that  
6 there's other benefits that you can achieve just other  
7 than the vitamin D. And many of these are not known at  
8 this point, they're unmeasured, and they're really  
9 undocumented. So, and I'm somewhat obsessive-compulsive  
10 about trying to achieve the highest quality life that is  
11 possible from a health perspective, and so that's why I'm  
12 choosing to do this.

13 And if you're -- if you're going to choose us  
14 (inaudible) I just wanted to tell you some of the  
15 benefits of the bulbs that we have that really  
16 distinguish it from pretty much most any other tanning  
17 system you choose to purchase a system, is that the bulbs  
18 in our tanning beds, they -- they are really interesting  
19 and unique, and I think they're patented.

20 They actually have on some of the models a bulb  
21 that within it actually produces red light, and that's at  
22 a wavelength of about 633 nanometers, and you -- you're  
23 wondering, why would you have red light. Well, it's been  
24 shown in a number of studies that the red light actually  
25 helps produce -- actually decreases wrinkling in your

1 face. And of course that's one of the reasons and the  
2 concerns that many people are reluctant to -- to use  
3 tanning therapy because of the photo-aging that can occur  
4 around your eyes, because everybody can get these  
5 wrinkles. So, the red light bulbs tends to decrease that  
6 and actually improve your body's ability to resist that  
7 wrinkling process.

8 And then other models actually have an infrared  
9 bulb along the spine to help some other therapeutic  
10 benefits. So, there are a number of different models.  
11 There are inexpensive standup models that you can put on  
12 the back of your door, don't take up hardly any room at  
13 all and can give you a tan. There's other models that if  
14 you're not -- you don't want a tan that they'll just give  
15 you the vitamin D. And then there are actually lay-down  
16 models which have actually two sets of bulbs and provide  
17 a little quicker benefit.

18 So, a wide range of different options for you.  
19 If you're interested in having an alternative for not  
20 only you but hopefully your family to get the -- clearly  
21 the single-most important physical benefit that we know,  
22 which is vitamin D produced from ultraviolet radiation,  
23 hopefully, this information will be helpful as you  
24 encounter the winter season and you are faced with the  
25 challenge of how you and your family are going to

1 optimize your vitamin D level so that you can continue to  
2 take control of your health.

3 On-Screen: Mercola.com

4 Take Control of Your Health

5 (The video was concluded.)  
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# TANNING BEDS

## Vitality + Stand-up Systems


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## "Relax Under the Glow of 4 Health-Enhancing Lights"

### Enjoy Vitamin D Producing UVB, Infrared, Red and Blue Light with the Vitality Home Tanning Bed

**V**itamin D is an essential nutrient that can make a world of difference for your heart health, bones, skin, immunity and even your mood. It's so important, that your body produces it naturally when sunlight comes in contact with your skin. In reality, you are your own Vitamin D producing machine! But without enough outdoor sun exposure, it's hard to maintain adequate levels of Vitamin D all year round. I live in Chicago for the most part of the year, so believe me, I know how difficult it can be to enjoy sunshine during colder months.

For lack of an effective, convenient solution, most people take the problem of Vitamin D Deficiency lying down. This accounts for the sad state of many people's health. The dangers of low Vitamin D levels, such as depression, autism and even cancer, are just too serious to ignore.

Fortunately, there are convenient solutions available to you, and I'm about to show you one that you can actually take - lying down or standing up, if you prefer!

It's the **Mercola Vitality Home Tanning System**, a complete tanning system that utilizes UVB rays to stimulate natural Vitamin D production in your body. It's made even better than conventional tanning beds because it has two more beneficial types of light which are red and infrared light.

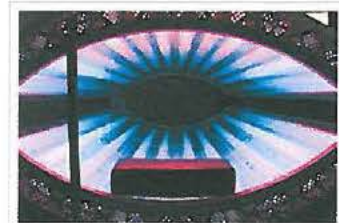
With your **Mercola Vitality Home Tanning Bed**, you'll enjoy:

- The benefits of **UV rays** that help your body produce just the right amount of vitamin D, without overdose.
- **Red light** in the 633 nm range to reverse wrinkles and help give you more youthful skin.
- **Infrared light** to provide temporary relief of muscle and joint pain, stiffness, and spasm -- and improve blood circulation.
- The **convenience, privacy, and cleanliness** of getting your tanning and health-enhancing light in the comfort of your own home.
- The **newest technology** in indoor tanning systems, which is far more advanced than the often-outdated equipment in tanning parlors.

And with our advanced systems, you now have a choice of tanning beds, standup tanning booth, and four other standup tanning systems.

Our newest additions, the **Vitality Refresh 24 Tanning Bed** brings you extraordinary "sunshine power" from 24 assorted lamps in a speedy 15-minute session. The **Mercola 30 Refresh Booth** provides all the same benefits along with time efficient all-surround tanning in a space-efficient step in tanning "booth".

Getting a tan in the **Vitality Tanning System** model of your choice is bound to be a favorite health and relaxation activity in your home



Get the Triple Support of All 4 Types of Beneficial Light Rays: Vitamin D Producing UVB, Infrared, Red and Blue Simultaneously -- While You're Lying Down Relaxing

Exhibit D, p. 1



throughout the year.



### Recommended by the Vitamin D Council

Scientists at the Vitamin D Council agree that both children and adults should have a Vitamin D level of 50 ng/ml all year-round. They recommend the use of any Mercola Tanning Systems as a safe and effective way to help you achieve natural levels of Vitamin D. The Vitamin D Council is a nonprofit organization whose aim is to educate the public about Vitamin D deficiency and how to prevent it.



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# TANNING BEDS

Vitality + Stand-up Systems



Get **FREE SHIPPING\*\***  
on Your **ENTIRE ORDER**  
when you buy a  
**HOME TANNING SYSTEM**

\*\*Continental U.S. and Canada Only | Offer Expires Soon  
While Supplies Last

### *Incredible Deal!*

#### **Sun Splash REFRESH**

10 Bulbs, Vitamin D & Tanning  
(UVA, UVB, Red & Blue Light)



### *Incredible Deal!*

#### **Sun Splash Refresh Stand Up Booth**

3 Panels with 10 Bulbs Per Panel  
(UVA, UVB, Red & Blue Light)





**Includes:**

- 6 Tanning Lamps
- 2 Tanning/Red Light Lamps
- 2 Tanning/Blue Light Lamps

**Your Price: \$1,497.00**

Select Shipping Destination: (What's this?)

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**Includes:**

- 26 Tanning Lamps
- 2 Red Light Lamps
- 2 Blue Light Lamps

**Your Price: \$3,999.00**



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**Incredible Deal!**

**Sun Splash RENEW**

10 Bulbs, Vitamin D & Tanning  
(UVA, UVB & Red Light)



**Incredible Deal!**

**Sun Splash Tanning Unit**

8 Bulbs, Vitamin D & Tanning  
(UVA & UVB)







**Includes:**

- 6 Tanning Lamps
- 4 Tanning/Red Light Lamps

**Your Price: \$1,397.00**

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**Includes:**

- 8 Tanning Lamps

**Your Price: \$1,297.00**

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**Incredible Deal!**

**D-Lite Stand-Up System**  
12 Bulbs, Vitamin D  
(UVB & Red Light)

**Includes:**

- 12UVB/Red Light Lamps

**Your Price: \$1,597.00**

**Select Shipping Destination:** (What's this?)

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## Mercola Vitality Tanning Beds

### ***Incredible Deal!***

**Vitality Elite Tanning Bed**  
32 Bulbs, Vitamin D & Tanning  
(UVA, UVB, Red & Blue Lights)



#### **Includes:**

- Canopy:
  - 8 Tanning Lamps
  - 4 Tanning/Red Light Lamps
  - 4 Tanning/Blue Light Lamps
- Extras:
  - Our longest bed at 83"
  - Cooling Fan
  - mp3 Player Adapter
  - Speaker
- Bench:
  - 14 Tanning Lamps
  - 2 Infrared Lamps

**Your Price: \$3,999.00**



**\*\* Free Shipping to Continental US Only.**

### ***Incredible Deal!***

**Vitality Refresh Tanning Bed**  
24 Bulbs, Vitamin D & Tanning  
(UVA, UVB, Red & Blue Lights)



#### **Includes:**

- Canopy:
  - 8 Tanning Lamps
  - 2 Tanning/Red Light Lamps
  - 2 Tanning/Blue Light Lamps
- Bench:
  - 10 Tanning Lamps
  - 2 Tanning/Infrared Lamps

**Your Price: \$3,399.00**

**Select Model:**

24 Bulbs



### ***Incredible Deal!***

**Vitality D-Lite Bed**  
18 Bulbs, Vitamin D & Red Light  
(UVB & Red Light)



#### **Includes:**

- 18 UVB/Red Light Lamps

**Your Price: \$2,997.00**



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and choose Bill Me Later®  
Subject to credit approval.  
See terms. US customers only.

» Discover More



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I am providing you with a **30-Day Guarantee** because I am confident you'll be thrilled with your purchase!

The **30-Day Guarantee** allows you to receive a refund\* (less shipping charges) if the product is returned within 30 days. A restocking fee will be applied to all returned items.

[Click Here for Full Return Policy Details](#)

#### PHONE ORDERS

Toll Free: 877-985-2695 | Int'l Customers : 847-252-4355  
MON - FRI (7am - 8pm CST) | SAT - SUN (8am - 5pm CST)



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**FAQ**

Have a question about this product? [Click here to read our list of Frequently Asked Questions.](#)

#### A Message from Dr. Joseph Mercola

I've been advocating the benefits of Vitamin D for years. Vitamin D Deficiency is a very real, global epidemic and I am passionate about helping people address and prevent the diseases associated with it. If you want to know more about Vitamin D, visit my website, [Mercola.com](#). It is the **world's #1 Natural Health Website** and is packed with thousands of health articles that I've written based on my research as a doctor of osteopathy. I am a licensed physician and surgeon in the state of Illinois and have treated over 20,000 patients. Two of my books are *New York Times* **Bestsellers** and I have been featured on the Today Show, CNN, ABC's World News Tonight with Peter Jennings, CBS, NBC and ABC local news shows.



#### Shipping Restrictions

- ☀ We do not ship **Vitality Tanning Beds** or **Stand-up Tanning Beds** outside the Continental US & Canada or to P.O. Boxes.
- ☀ **Vitality Tanning Beds**: These beds (the lay-down units) can only be shipped within the Continental US.
- ☀ The **Vitality Tanning Beds** or **Stand-up Tanning Beds** are shipped separately. **Vitality Tanning Beds** or **Stand-up Tanning Beds**' shipments cannot be expedited.

#### Delivery

Exhibit D, p. 6



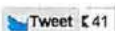


- **Delivery Time:** Please allow 10-12 business days for delivery.
- **Inspection:** You must inspect the package before you accept delivery from the driver. Please do not sign delivery paperwork without first inspecting the exterior of the package for damage. If you find damage, alert the driver and make a note when you sign the Bill of Lading. If you find there is damage to the bed, please call Customer Service immediately. 877-985-2695 (United States) or 847-252-4355 (Canada).
- **All Vitality Tanning Beds and the Sun Splash Refresh Stand Up Booth** will be shipped using "lift gate service". The shipper will first call and schedule a time for delivery. Lift-gate service means the shipping service will pull up and drop your tanning bed off at your curb.

### Return Policy

- Merchandise must be in new condition and customer is responsible for shipping fees, if not defective, as well as return shipping. Items returned for any reason other than our error or manufacturer's defect will be charged a 15% restocking fee. The **Vitality Tanning Beds and Stand-up Tanning Beds** cannot be returned after 30 days.

### Safety

- **Eyewear:** Always wear protective eyewear while operating any tanning unit.

 421
  12
  41
  1
  Email : 252

**\*\*Some Restrictions May Apply. Cannot Be Combined with Any Other Coupons or Discounts.**  
 Not valid on certain products, including Gift Cards, Sedona Method, bison or ostrich meats, cheese, organic fruits and mercury free salmon. Location restrictions may apply.

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# TANNING BEDS

## Vitality + Stand-up Systems

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Help Monarch butterflies continue to spread their wings

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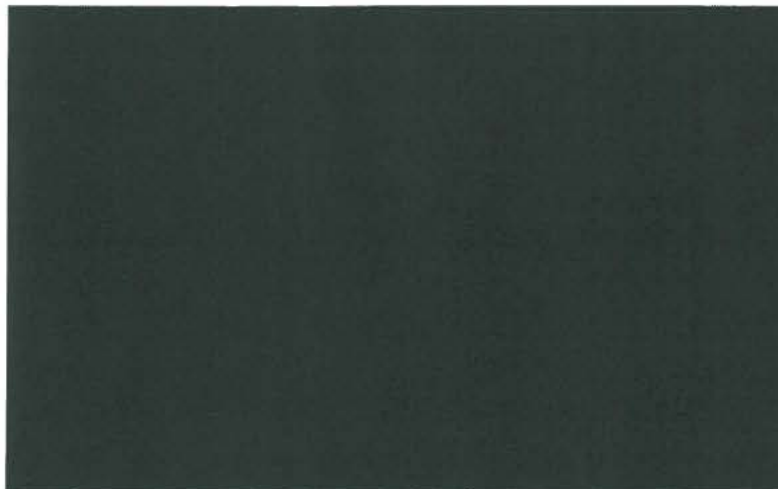
17

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### "Look Younger Now With This 10 Minute Trick"

Forget creams and surgery – this puts collagen back to the surface of your skin to fill in wrinkles, helping you reverse the appearance of aging.

Also strengthens the walls of your blood vessels in your skin, improving oxygenation and hydration...



**Y**es, you read that correctly -- finally, there is a vitamin D producing system that I can recommend...

In case you didn't know, taking a vitamin D supplement is not the *optimal* way to regulate your body's vitamin D levels.

On the other hand, many experts (including me) believe that there are no health concerns with regard to vitamin D concentration associated with sun exposure.

That's why I feel that the best way to make sure you don't end up with *too much* or *too little* vitamin D is to produce it in your own body, by **getting some exposure to beneficial ultraviolet A and B rays, like those produced by the sun.**

And, as an added benefit, you'll also help give your skin a more healthful glow.

Tanning beds produce ultraviolet A and B rays as well...

And yes, I've been asked many times if there *is* such a thing as a tanning bed that won't put you at risk.

My answer was always: A tanning bed *can* be useful, but in my opinion **most commercial tanning beds can be a cause for concern.**

You see, there are potential problems associated with them that may have a negative impact on your health:



**Recommended by the  
Vitamin D Council**

Scientists at the Vitamin D Council agree that both children and adults should have a Vitamin D level of 50 ng/ml all year-round. They recommend the use of any Mercola Tanning Systems as a safe and effective way to help you achieve natural levels of Vitamin D. The Vitamin D Council is a nonprofit organization whose aim is to educate the public about Vitamin D deficiency and how to prevent it.

Exhibit E, p. 1



- X-Rays** -- These rays, emitted by the ends of the bulbs, are a form of radiation, and can be potentially hazardous.

So although they produce the same beneficial ultraviolet A (UVA) and ultraviolet B (UVB) rays as the sun and add a pleasant tone to your skin, I've always believed that the best source of those beneficial rays is the sun itself, in moderation.

You see, **the UVB rays from the sun help your skin to produce up to 80% of the vitamin D in your body. Your body simply can't make vitamin D without exposure to UVB energy.**

And the UVA rays produce a tan that not only makes your skin more pleasing in appearance, but is also your body's natural defense against sunburn.

That's right. **Your skin is designed to tan as a natural bodily function!**

But for many of you, getting ample sunlight just isn't an option. You have busy lives that don't allow for getting outdoors a lot, much less sunbathing.

And depending upon where you live, it could be cold out, raining out, or cloudy for weeks on end... you get the idea.

I knew that if they could find a way to shield those harmful emissions and make a convenient and affordable tanning system, there'd be a huge demand for it.

Guess what?

*They finally did it.* And that's great news for you because now you can **get this beneficial energy in the most convenient place of all -- your own home!**

Put a little sunlight into your life, anytime you want to, because...

**Vitamin D is Essential for Top Athletic Performance**



"The Mercola Sunsplash units are my choice for personal and professional use." - *Duncan Keith* of the Chicago Blackhawks

## You'll Never Lack for the Sun's Rays Again

I previously introduced you to **two revolutionary new Systems for tanning or getting the UV light you need.** These systems provide the same beneficial UVA and UVB rays that you'd get from the sun, but with the potentially harmful emissions eliminated.

And now, I added a third system that combines all the benefits of these two systems into one.

Here are the details on all the systems:

- The SunSplash** is an 8-lamp system that **produces both UVA and UVB rays (and tanning)** -- the same beneficial energy that the sun produces.

I use this high-quality, well-designed tanning system in my own home because SunSplash 8 provides such high quality tanning rays. Ordinary tanning lamps use unfocused UV rays that bounce around randomly. By the time they reach you, the UV rays may have lost up to 50% of their tanning power.

But SunSplash 8 is different. Its mirror technology uses ESB Sunergy™ RFL lamps, which are specially designed with 180° reflective coating along their entire inside surface. The coating concentrates UV rays on a straight path towards the surface of your skin to give you concentrated UV rays -- for what I believe to be the highest quality indoor tan possible.

- The revolutionary new D Lite System, the first of its kind in the country,** is a 12-lamp system that produces **ONLY UVB rays.** It is **designed for those of you who want the benefits of the sun without tanning.** Because many of you have told me you're interested in vitamin D-producing rays but not tanning, I'm very excited to offer you this great system as a Mercola.com exclusive.

In addition, the phosphor formula used to make the lamps in the D Lite unit **produces UVB light and red visible light in the 633 nanometer (nm) range.** That's great news, and you'll see why in just a bit...

- Our innovative SunSplash Renew combines the extraordinary benefits of the SunSplash Tanning and D-Lite Systems into one.**

This 10-lamp system provides you with both UVA and UVB rays. Plus, you get all the advantages of red visible light pioneered in the **D-Lite System.**

This energy-efficient system helps provide you with a high-quality tan plus vitamin D producing rays.



The D-Lite System Provides You with UVB Rays While Supporting Your Optimal Wellness.

[Order Now](#)



- ☀ Taking serious tanning (and healthy skin care) one step further, our **SunSplash Refresh**, combines all of the light technologies into a single unit.

The SunSplash Refresh is a 10-lamp system provides you with UVA, UVB rays, red light to give you a more youthful appearance, and new blue light to help your skin health (more information on revolutionary blue light in just a minute).

With the SunSplash Refresh, you not only get the vitamin D producing rays, but also the ability to help your facial skin gain a more healthful appearance and get a great-looking tan at the same time.

- ☀ And for our latest introduction to the Mercola Standup Tanning System family... The **Mercola 30 Refresh Booth** is our all-new standup system!

Imagine three of our innovative **Refresh** standup units surrounding you with invigorating light. That's exactly what you get with our **Mercola 30 Refresh Booth**.

The ultimate in standup tanning, the **Mercola 30 Refresh Booth** has 2 Refresh bulbs and 2 Renew bulbs on a single panel for your face and 26 tanning lamps on its two other panels that produce both UVA and UVB rays for all-over tanning and vitamin D production.

In each brief 10-minute session, you'll enjoy a faster tan along with a healthy dose of vitamin D from 60 percent more lamps.

Plus, the **Mercola 30 Refresh Booth** offers both red and blue light for skin health and a more youthful appearance (more about these exciting breakthroughs in just a moment).

Here're a couple of extra bonuses... Because your sessions take less time, your bulbs will last longer. And the Refresh Tanning Booth is space-efficient, making it ideal for situations where a larger tanning bed won't work.

All of these upright tanning systems are easily portable and plug into any standard 120v outlet in your home.

Their simple design allows them to fit on most any door or wall in your house, condo, apartment, dorm... wherever they'll work best for you!

In the **privacy, comfort and cleanliness of your own home**, you simply stand in front of your personal unit and enjoy a full body exposure. Ten minutes maximum is all you need for what I feel is the fastest session in the tanning industry!

**And your unit will never be in your way.** You'll never have to worry about having too much of your valuable floor space taken up, or bumping into it all the time.

**Talk about convenience.** Whether it's day or night, rain or shine, or even snow, beneficial ultraviolet rays can be yours!

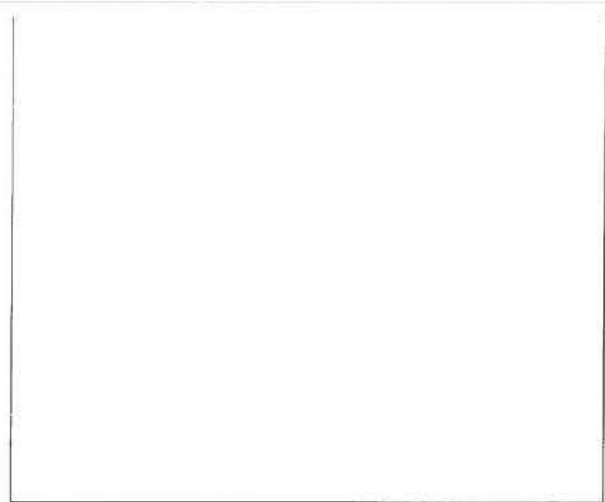
Think about what this means to you, your family or any one you care about (unless they can't tolerate any UV rays for some reason)...

- ☀ **Enjoy the benefits of the sun's UVA and UVB energy**
- ☀ **Relax in the comfort and sanctity of your own home**
- ☀ **Feel peace-of-mind knowing privacy and sanitary concerns are no longer issues for you**

Throw dinner in the oven, toss in a load of laundry, put the little one down for a nap, then go into the other room and treat yourself to the same beneficial rays as the sun!



The SunSplash Renew System combines the benefits of both the SunSplash and D-Lite Systems by providing you both UVA and UVB rays as well as red visible light.



Your Best Sources for Obtaining Vitamin D Levels for Optimal Health

## Save Time and Money While Supporting Your Optimal Wellness

The luxury of owning your own **SunSplash** or **D Lite System** gives you more than just the benefit of the sun's rays and high level of convenience.

Exhibit E, p. 3

Think of all the ways you'll be saving valuable time and money by staying home to get those essential rays:

- ☀ **No longer having to pay for tanning salon visits...**
- ☀ No more burning through expensive gas driving to the nearest tanning salon...
- ☀ **No more having to waste your precious time making appointments...**
- ☀ Never having to look for a parking spot, or driving out of your way...
- ☀ **Reducing (but not eliminating) your worries about getting a sunburn...**

Yes, having to pack up the car (nuisance), fill the gas tank (expensive) and drive someplace sunny or to a tanning salon (loss of valuable time) can be a show-stopper for you.

And for those reasons, you may be depriving yourself of getting an ample amount of ultraviolet rays everyday.

*No more!*

Just picture yourself with a **nice healthy skin tone**. Your friends and coworkers can only admire your color while they spend the off-season all wan and pale. (Tell them you just came back from Aruba!)

## Maintenance? What Maintenance?

In addition to being conveniently mountable and out of your way, and all the time and money you'll save, there is extremely little maintenance associated with your unit. Each lamp in your unit is rated for at least 1,000 hours of heavy duty usage.

You can use them for many years before having to make any replacements.

And if you do need to replace a lamp for any reason, it's as easy and as fast as replacing a bulb in a fluorescent lamp. **No tools required...**

Every unit is built using the **most energy efficient electrical components** on the market today.

**Each SunSplash tanning or D-Lite session costs you only pennies!**

These units are all manufactured in the USA. The 16-year-old company that makes them is a **leader in the home tanning industry**.

And of course, your unit comes with a timer. But there is also a backup timing device which will automatically turn your unit off after 11 minutes. **This feature isn't even required by the FDA yet.**

Rest assured, these innovative units are well ahead of the curve.

## Wait A Minute! I'm Supposed To Avoid the Sun's Rays These Days, Right?

Despite the health benefits you can derive from the sun's ultraviolet rays, they've still gotten a lot of undeserved bad press lately.

Everyone from health officials to your well-meaning friends seems to have the same advice: The sun is your enemy. They tell you that it will wrinkle your skin and cause you to look older prematurely -- even increase your risk of cancer.

It is true that anything, no matter how healthy it might be for you, can be **harmful in excessive amounts**. Remember:

*Always avoid overexposing yourself to the sun's rays!  
This applies to tanning beds or systems as well.*

You should definitely avoid sunburn at all costs.

With that being said, **in moderation, ultraviolet rays from the sun or a tanning system can have many benefits for you.**

On the other hand, in my opinion, **avoiding the sun's ultraviolet rays can have detrimental effects on your health** simply because you are depriving yourself of the solar nourishment you





were meant to have.

Of course, the amount of exposure depends on you, so if you're not sure, start out by getting just a few minutes a day and gradually build your way up.

Just don't expose yourself long enough to get sunburned. Make your exposure to vitamin D-stimulating rays a positive one.

UV Rays from the Sun or a Tanning System Have Many Benefits, in Moderation.

## Avoid the Winter Blues with "The Sunshine Vitamin"

Why does it seem that more people are "under the weather" during the months November through March?

Or why many people feel fatigued and run-down during that time?

Coincidence? I don't think so.

During that period, in most of the United States the sun won't stimulate vitamin D in your body, due to its increased distance. **Your vitamin D levels can drop as much as 50% in the winter.**

Depleted of vitamin D, your immune system may not be up to its full potential, leaving you more susceptible to certain health concerns. In fact, I strongly believe that **vitamin D deficiency is a growing epidemic!**

Vitamin D has demonstrated support for:

- ☀ **Your healthy immune system**
- ☀ Your cardiovascular system
- ☀ **Your prostate**
- ☀ Helping increase your level of white blood cells
- ☀ **Your healthy skin**

Your body doesn't produce vitamin D on its own. You need exposure to ultraviolet rays to stimulate the production of vitamin D in your body.

Yes, there are vitamin D supplements on the market, but I feel that the best place for you to get your vitamin D is from ultraviolet B rays.

Many of these supplements are synthetic, which you should avoid. Also, vitamin D in excessive doses can lead to other health concerns (visit my website to learn more about that).

So get some exposure -- the good kind!

Guess what? The **SunSplash** and **D-Lite Systems** are excellent sources of UVA and/or UVB rays...



The SunSplash Tanning System Provides You with Both UVA and UVB Rays While Supporting Your Optimal Wellness.



## Want to Reverse Your Wrinkles? Then Go To the Light... For Younger Looking Skin

There's another way that light benefits you, specifically light produced in 633 nanometer (nm) waves. (Incidentally, the **D-Lite**, **SunSplash Refresh**, **SunSplash Renew Systems** and **Vitality Beds** produce light in this range.)

When you are exposed to light in this 633 nm range, your skin cells are naturally stimulated, leading to the production of collagen, elastin and certain enzymes that support your skin.

As you age, collagen and elastin break down and you begin to see wrinkles, creases and folds in skin that was once taut.

This process may accelerate if you smoke or have poor eating habits.

Light in the 633 nm range pulls collagen back to the surface of your skin to fill in lines and wrinkles, and help reverse the appearance of aging.

Also, light in this range helps strengthen the walls of the small blood vessels in your skin, which results in improved oxygenation and detoxification. Hydration is increased, and the ability of your skin to retain moisture improves.



Improved natural healing and the creation of healthy conditions for your skin will follow.

Another important effect of 633 nm light is that it affects the permeability of the membrane of your skin cells. What this means is that it becomes easier for the important active ingredients of topical skincare products to pass through the walls of your skin cells, increasing their effectiveness.

In a nutshell, light in the 633 nm range can improve the clarity, tone and texture of your skin, basically giving you a more youthful appearance.

### New Blue Light Can Promote Even More Skin Benefits for You

There is one more truly special type of light from the visible spectrum. Gentle blue light in the 417-419 nm wavelength has some extraordinary properties that your skin will love.

According to the American Academy of Dermatology, blue light can actually help your skin health.

Best of all, blue light is totally safe and generates no additional heat or harmful radiation. Indeed, blue light therapies are known to help support your body's skin health.

Now, you've seen how important all four of these light forms are to your overall health and wellbeing. So wouldn't it be great to have them available to you 24/7?

### Night or Day, Rain or Shine -- Get Some Rays

#### Don't be underexposed!

You need to get some exposure to beneficial ultraviolet rays **regularly** to help achieve your optimal wellness. Now you can! Winter, night-time, rain, while supper is cooking -- anytime is a good time to catch some vitamin D- stimulating rays.

The luxury of owning your very own unit is almost like owning a little bit of sunlight to use whenever *you want*. And the benefits will improve your life in so many ways:

- Bask in the relaxing glow of the powerful UV rays available from Body Sunergy Selectra VHO lamps (and help reverse the signs of aging)
- **Easily mount your system to a door or wall with simple hanging brackets** (wall mount not included)
- Realize years of usage with bulbs rated at up to 1000 hours (saves you money on maintenance)
- Quickly tan in just 10 minutes a day -- whenever *you* choose (Tanning System only)
- Get the perfect amount of rays with the automatic shut-off timer and backup timer (no worries here)
- Rest easy knowing your eyes are protected with your included free pair of UV goggles (included with your system)
- Save money by using standard 110V outlets (you don't need any expensive electric work done)

I think you'll agree -- these units will quickly pay for themselves in tanning salon costs, gas, time and convenience. And when your friends and coworkers see your great looking skin, the look on their faces will be priceless!

#### Plus Another Bonus...

And when you order today, you'll also receive **FREE SHIPPING** on your System! (Limited time offer only...)

Turning heads, feeling good, being well -- what is all that really worth to you?

#### Your UV Light System May be Tax-Deductible!

According to the manufacturer, the IRS may subsidize your UV Light System if your doctor recommends light therapy at home. A doctor's written order could turn your home System into a piece of tax-deductible medical equipment, as long as you satisfy a few IRS conditions. Please consult your tax professional to see if you could qualify for this benefit!



#### Recommended by the Vitamin D Council

Scientists at the Vitamin D Council agree that both children and adults should have a Vitamin D level of 50 ng/ml all year-round. They recommend the use of any Mercola Tanning Systems as a safe and effective way to help you achieve natural levels of Vitamin D. The Vitamin D Council is a nonprofit organization whose aim is to educate the public about Vitamin D deficiency and how to prevent it.





Call Toll Free: 877-985-2695

## Slash Your Risk of Cancer - by Breaking This Cardinal Rule

April 12, 2012 | 276,388views

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By Dr. Mercola

UV light from the sun and tanning beds is the main vitamin D source for humans, and researchers have identified an astonishing number of health benefits of vitamin D in the past decade.

But since UV exposure has been suspected of causing skin cancer, many conventional health authorities still warn against it.

A recent review of studies sought to review the health effects of solar radiation, tanning beds and vitamin D.

The researchers looked at data from different time periods for populations at different latitudes, with the aim at looking at the relative risk for cutaneous malignant melanoma associated with tanning bed use, vitamin D and UV effects.

They found that increased tanning bed use was NOT associated with melanoma.

According to the authors:

*"Due to the fear of skin cancer, health authorities warn against sun and sunbed exposure.*

*This policy, as well as the recommended vitamin D doses, may need revision."*

And:

*"... The overall health benefit of an improved vitamin D status may be more important than the possibly increased [cutaneous malignant melanoma] risk resulting from carefully increasing UV exposure."*

In fact, Ivan Oransky, the editor of Reuters Health, has previously noted that the real risk of getting skin cancer from a tanning bed is less than *three-tenths of one percent*—and even then, this is likely only from those who habitually overexpose themselves.

## Sun Exposure and Skin Cancer

The authors of the featured review state that while sun exposure is commonly assumed to be the main cause of cutaneous malignant melanoma (CMM hereafter referred to simply as melanoma, the most lethal form of skin cancer—the matter is actually NOT "settled."

The theory is *still under dispute*, and in their analysis, they reviewed the arguments for and against causation.

With a hint of irony, the authors state that "several factors are probably involved, as exemplified by a relationship sometimes found between gross domestic product and melanoma incidence." They also list a number of associations between sun exposure and melanoma found in the medical literature, such as:

- Intermittent sun exposure and severe sunburn in childhood are associated with an *increased* risk of melanoma
- Occupational exposure, such as farmers and fishermen, and regular weekend sun exposure are associated with *decreased* risk of melanoma
- Sun exposure appears to protect against melanoma on skin sites *not* exposed to sun light, and melanoma occurring on skin with large UV exposure has the best prognosis
- Patients with the highest blood levels of vitamin D have thinner melanoma and better survival prognosis than those with the lowest vitamin D levels.

So what about tanning beds—are they more dangerous than regular sun exposure? As you may recall, the Senate's health-care overhaul bill now includes a 10 percent tax on tanning services to dissuade you from engaging in such "health-harming" activities; a move that is unquestionably short sighted and counterproductive considering the fact that vitamin D deficiency is rampant in the U.S.

Where tanning beds are concerned, the science is more conflicted, with some studies finding no detrimental impact from tanning beds on skin cancer rates while others have found that rates of skin cancer are higher in those using tanning beds than those who do not tan. The reason for these conflicting findings, the authors speculate, could very well be due to differences in UVA/UVB ratios and intensities between different types of tanning beds.

## What Makes a Tanning Bed Safe?

I believe they're likely correct in their speculation that the type of tanning bed may be a major factor in whether or not it will have a beneficial or detrimental impact on your cancer risk. Safe tanning beds have *less* of the dangerous UVA than sunlight, while unsafe ones emit more UVA than sunlight, and it is the *UVA rays*, which penetrate your skin more deeply than UVB, that appear to be a much more important factor in causing photoaging, wrinkles and skin cancers.

Another important factor when selecting a tanning bed is the type of ballast it employs, to avoid excessive electromagnetic field (EMF) exposure. Most tanning units use magnetic ballasts to generate light. These magnetic ballasts are well known sources of EMF fields that can contribute to cancer.

If you hear a loud buzzing noise while in a tanning bed, it has a magnetic ballast system. I strongly recommend you *avoid* magnetic ballast beds, and restrict your use of tanning beds to those that use electronic ballasts.

High-quality indoor tanning devices are safe if you precisely follow the simple guideline of never getting burned. Your skin should only get the lightest shade of pink after using them. The FDA has very strict guidelines that seem overly restrictive and will likely impair most people from getting enough vitamin D.

The FDA also recommends waiting 24-48 hours between doses. The reason for this is that it takes at least 24 hours for the erythema to go away. This exposure schedule can be described as CONTROLLED SUNSHINE, making it a very safe way to receive the benefits of the sun while indoors. Ideally you should do this also when you are initially exposed to sunshine. But once you have a tan you can easily and safely increase exposure to once a day.

Tanning is your body's natural protection against sunburn; it's what your body was created to do. Some physicians falsely refer to tanning as "skin damage," but calling a tan "damage" isn't telling the whole story.

In an apt analogy used by the Indoor Tanning Association (ITA), calling a tan "damaged skin" is much like saying that exercise "damages muscles." When you exercise, you are actually tearing tiny muscle fibers in your body. At first glance, when examined at the micro-level, this tearing could be called "damage." But this tissue breakdown is your body's natural way of building stronger muscle tissue.

Similarly, tanning is your skin's natural way of protecting you from the dangers of sunburn and further exposure. So, be it from the sun or from a safe indoor tanning device, avoiding sunburn is crucial.

It is the burning of your skin and chronic excessive exposures -- not the limited, sensible exposure to ultraviolet light or sunlight -- that increases your risk for skin cancer.

## A Healthy Tan Will Actually Reduce Your Risk of Deadly Skin Cancer

Dermatologists and government agencies are quick to hold on to their mantra that sun exposure increases your risk of skin cancer.

But melanoma, the most dangerous form of skin cancer, is actually more common in people who work *indoors* than in those who work outdoors. Further, melanoma most commonly appears on parts of your body that do not receive regular exposure to sunlight -- and rarely occurs on your face.

Why would this be?

To understand, you first need to know the difference between the two primary types of UV rays from sunlight, the vitamin-D-producing UVB rays and the skin-damaging UVA light.

Both UVA and UVB can cause tanning and burning, although UVB does so far more rapidly. UVA, however, penetrates your skin more deeply than UVB, and may be a much more important factor in photoaging, wrinkles and skin cancers.

A recent study found that indoor workers may have increased rates of melanoma because they're exposed to sunlight through windows, and only UVA light, unlike UVB, can pass through window glass.

At the same time, these indoor workers are missing out on exposure to the beneficial UVB rays, and have lower levels of vitamin D.

As you probably know by now, vitamin D is formed in your skin from exposure to sunlight. The sun, in turn, does increase genetic damage in your skin and can cause skin cancer, but nature has designed a clever system to help prevent this risk.

Dr. John Cannell, one of the leading authorities on vitamin D and founder and executive director of the Vitamin D Council, does an excellent job of explaining the system in this video but to give you a summary, when vitamin D is produced in your skin, it goes directly to the genes in your skin where it helps prevent the types of abnormalities that ultraviolet light causes.

To date, no well-designed studies support the connection between melanoma and UV exposure from tanning beds, while research continues to pour in that lack of sun exposure will virtually be guaranteed to increase your cancer risk.

## A Lack of Vitamin D is a Major Risk Factor for Cancer

The production of the activated form of vitamin D is one of the most effective ways your body controls abnormal cell growth.

Exhibit G, p. 1



Several researchers, most notably Dr. William Grant, have published peer-reviewed articles demonstrating that in America, for example, increased sun exposure would result in 185,000 fewer annual cases of internal cancer and 30,000 fewer deaths from cancer of the breast, ovaries, colon, prostate, bladder, uterus, esophagus, rectum and stomach.

By comparison, about 7,500 people die each year from skin cancer.

However, many people, including many of you reading this right now, are essentially modern-day cavemen, spending the majority of the daylight hours indoors and away from healthy, vitamin-D-producing sunshine. Still others live in climates that are too cold for sun exposure for a many months out of the year.

The solution then, for many, to receive this health-promoting and vital vitamin D is to use a tanning bed! In fact, if you cannot get outdoors for natural sun exposure, my next top recommendation is to use a healthy tanning bed.

## You Can Safely Tan Indoors

The FDA strictly controls the indoor tanning industry by setting standards for proper use of equipment -- they have endorsed indoor tanning devices as safe. All tanning equipment manufacturers must use the same set of guidelines so that UV exposure levels are standardized.

The FDA uses a unit called "one erythemal dose" as a means of calibration for the indoor tanning industry -- which is just a fancy word for one tanning session.

One erythemal dose equates to the amount of time it takes for a tanning device to produce erythema (slight pinkening of your skin), and this erythema indicates you have achieved a safe dose of UV -- which translates to an optimal dose of vitamin D.

One erythemal dose differs for each person based on skin type and strength of lamps -- just as a safe "dose" of sunshine differs for people based on their skin type, geographic location, and time of day.

The FDA also makes recommendations about how often you should receive a dose, stating you should wait 24-48 hours between doses. The reason for this is that it takes at least 24 hours for the erythema to go away.

The FDA's exposure schedule can be described as CONTROLLED SUNSHINE, making it a very safe way to receive the benefits of the sun while indoors.

## Choose a Tanning Bed with Electronic Ballasts Only

Aside from avoiding sunburn, the next most important fact you need to know to tan safely is how to avoid EMF exposure.

Most tanning equipment uses magnetic ballasts to generate light. These magnetic ballasts are well known sources of EMF fields that can contribute to cancer.

If you hear a loud buzzing noise while in a tanning bed, it has a magnetic ballast system.

I strongly recommend you *avoid* these types of beds and restrict your use of tanning beds to those that use electronic ballasts.

## The Tanning Smear Campaign Will Likely Continue ...

The tanning industry has become a marked target and been outrageously compared to carcinogens like arsenic and mustard gas. So you can expect the media to continue running stories designed to propagate further fear about sunlight and tanning.

Exhibit G, p. 2

## Using the Sun for Skin Cancer Prevention

The key to effectively using the sun for skin cancer *protection* is to find a healthy balance between getting enough natural sunlight to maximize your vitamin D production and maintain your optimal health, while at the same time protecting yourself from damage that occurs from overexposure to the sun.

A good rule of thumb to follow is once your skin turns the lightest shade of pink (if you're Caucasian), it's time to get out of the sun. Past this point of exposure your body will not produce any more vitamin D and you'll begin to have sun damage -- and sunburn anywhere on your body is not good for your health.

You should seek to use natural sunlight as your primary source of vitamin D, but during the winter a safe tanning bed (one that uses electronic, not magnetic, ballasts and has lower levels of UVA than even the sun does, as most non-safe beds have higher UVA levels than the sun) is the next best alternative.

If neither of these options are available to you then you can use an oral vitamin D3 supplement, but keep in mind you may miss out on all of the benefits, and researchers have found that daily intakes of vitamin D by adults in the range of 8,000 IU are needed so your blood levels are in the therapeutic range. You can find out more about how to use vitamin D therapeutically to protect your health here.

[Download Interview Transcript](#)

## Your Diet Can Also Help Protect You from Skin Cancer

Consuming a healthy diet full of natural antioxidants is a useful strategy to ensure your body is primed to have the best defense against overexposure to the sun's harmful UVA rays at all times.

Fresh, raw, unprocessed foods deliver the nutrients that your body needs to maintain a healthy balance of omega-6 and omega-3 oils in your skin, which is your first line of defense against sunburn. Fresh, raw vegetables also provide your body with an abundance of powerful antioxidants that will help you fight the free radicals caused by sun damage that can lead to burns and cancer. As Wright also recommends, some of the most important foods and nutrients to focus on for skin-cancer prevention include:

Nutrient	Found in these foods ...
Beta-carotene	Sweet potatoes, spinach, kale, collard greens, and most yellow/orange veggies
Lycopene	Tomatoes (including in cooked form in sauces, etc.), watermelon, papaya, pink guava
Lutein	Spinach, kale, peas, Brussels sprouts, zucchini, pistachios, broccoli, egg yolk