

## Manufacturers prepare for increased Vitamin D demand

TORONTO (CP) - A Canadian Cancer Society call for adults to take more vitamin D to reduce the risk of cancer could be good news for pharmaceutical companies, drug stores and grocery chains if consumers buy more of the vitamin this fall and winter, when it is most needed.

The latest buzz surrounding the so-called "sunshine vitamin" comes after a new study linked vitamin D to reduced risk for colorectal, breast and prostate cancers.

Michelle Lee, manager of public relations for Rexall family of pharmacies said the company is already preparing for a surge in demand.

"We've definitely ordered more vitamin D product in our Rexall brand as well as national brands in anticipation of increased demand, and we've communicated with our suppliers and stores," said Lee.

Rexall owns and operates Pharma Plus, I.D.A., Medicine Shoppe and Guardian drug stores.

Lee said it's too early to track the impact of the announcement on consumer spending on the vitamin. Rexall has priced its 1000 IU tablets - the daily recommended dose for a fair-skinned adult over the winter months - at \$5.99 for 90 tablets. The cancer society recommends dark-skinned people, those who don't get much sunlight, or those who wear clothing that covers their entire body, should take 1000 IU all year.

"Any time there is a positive news story about health care we're very pleased about it," Lee said.

Jamieson Laboratories, which manufactures vitamins in Canada at its operations in Windsor, Ont., said sales increases probably won't be seen until the fall, since the need for vitamin D is greatest over the winter months, when sunlight is scarce.

John Challinor, director of communications for Jamieson, said the category for vitamin A and D combined is worth at least \$17 million per year in Canada. He said his company had about 40 per cent of that market share as of April 17.

Industry observers say the market value is probably significantly higher though, since the market research only covers major retailers and does not include sales at health food stores or on the Internet.

Challinor said the company won't know the latest study's impact on sales until it gets its next report from consumer research company ACNielcen.

"Certainly this is nothing but good news for vitamin D and great news for Jamieson," Challinor said.

Rohit Rajey, a pharmacist at a Shoppers Drug Mart in Toronto, was not sure why all of a sudden the vitamin D shelf at his store was cleaned out Friday morning.

"Some people came to me and asked how much they should take, while others just picked it off of the self-selection area," said Rajey.

Other pharmacists across the city also noted an increased interest in vitamin D.

"We don't know if after a while the sales will continue to be strong," said Rajey. "If they do, we will have to order more supplies."

Peggy Powell, had been taking 400 international units of vitamin D daily, as recommended by her family physician.

"When I read about the study this morning, I decided to up it to 1,000," said the 57-year-old Torontonian who admitted she is "not much of a sun person" and takes the supplements year round.

Powell said that when a similar study was released a few years ago, she rushed to the drugstore to stock up on supplies of vitamin D, only to find out later, very few people had paid any attention to the study's findings.

But Gerry Harrington, the director of public affairs for NDMAC, a national lobby group representing over-the-counter drug and supplement manufacturers, said he doubts this study will be ignored.

"These results are very dramatic. It's a very significant finding," Harrington said. "My guess is that it won't be an overnight phenomenon. It will build over time."

Harrington also said some multivitamins will likely be reformulated as a result, with the amount of Vitamin D being increased to the recommended daily does of 1000 IU.

NDMAC has 22 members including such industry heavy weights as Bayer, manufacturer of One-A-Day multivitamins and Flintstones, and Wyeth Consumer Healthcare Inc. which makes Centrum vitamins.

## About the Author

From money.canoe.ca:

Animal Pharmacy is a veterinary compounding pharmacy, veterinary medical supply and veterinarian supply firm, supplying veterinarian.

Research information about Medicine Shoppe and thousands of other franchise opportunities, businesses for sale, franchises for sale, and other related.

Cardinal Health is the leading provider of products, services and technologies supporting the health.

The Main Line Chamber of Commerce. Enabling members to succeed, Promoting economic growth in the region, Developing an informed.

Medicine Shoppe International, Inc. to Provide Charter Membership to More Than. The charter membership, among other things, will provide.

Welcome to The Medicine Shoppe! Below you will find links that will take you to where you can find lots of things you need, or just plain want.

Medicine Shoppe India, the second largest pharmacy chain in India, is establishing health centers in rural India aimed at providing.

The clinics will open in Medicine Shoppe and Medicap Pharmacy Stores in Indiana and Ohio, with the first one to open in September.

Source: <http://www.productsherbal.com>