

Sky Effect™

Think about how good you feel outside when there's a cloudless blue sky. That sense of well-being can be brought indoors with NatureBright's Sky Effect light therapy.

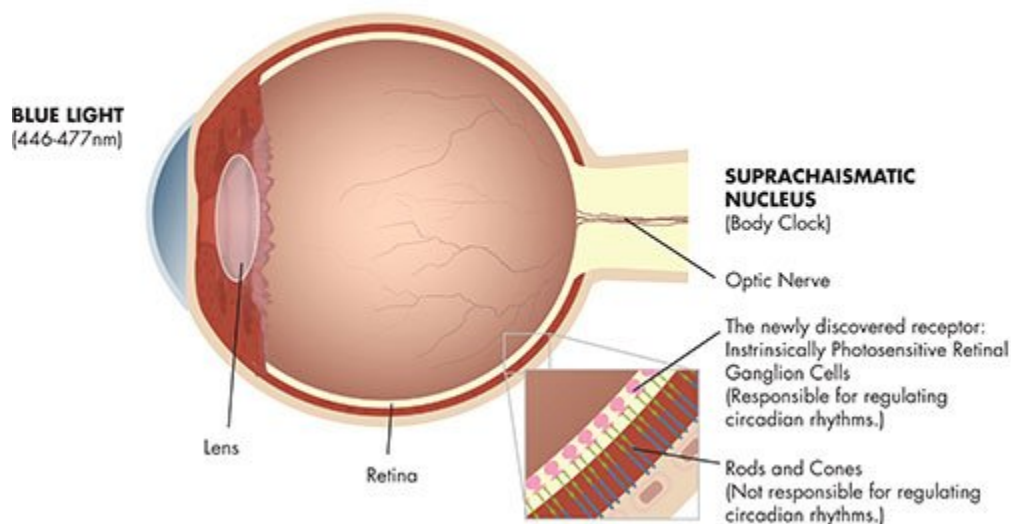
How Does Sky Effect™ Work?

Sky Effect capitalizes on a revolutionary scientific discovery of a third receptor in the human eye. This retinal receptor, found in 2002, is sensitive to light frequencies. It doesn't necessarily "see" color or light but it responds to different wavelengths in light, particularly to the length of blue light.

What's most significant about the way the body "reads" light with this receptor is how it can recalibrate our internal time or body clock based on the information it receives.

How does this work? The receptor in the eye's retina picks up blue light and sends signals to the hypothalamus, that area of the brain where sleep, hormonal, and emotive functions are regulated. It stimulates an area of cells that are seen as the physical locus of our body clock, or Circadian rhythm.

NEWFOUND EYE CELLS REGULATE THE BODY CLOCK



The more in sync our body clock is with optimal natural cycles, the better it will work to stimulate our overall wellness. We'll sleep well, eat regularly, and experience emotional stability and better spirits. If our clock is out of sync, which can happen from illness, night shift work, jet lag, or winter light deprivation, we can experience disturbing symptoms such as insomnia, and other problems that can range from daytime drowsiness to even depression.

This recently discovered receptor also affects the secretion of the hormone, melatonin. Melatonin helps our bodies know when it is time to sleep and to wake. It helps us match our appetite patterns with times of day.

New Frontiers in Health

Sky Effect technology was developed when NatureBright designers began experimenting with light's therapeutic applications. NatureBright collaborated in a study at the renowned Duke University to measure how light therapy could alleviate symptoms of chronic fatigue.

This research led to the introduction of the Sky Effect light range, which contains an optimized amount of blue light that emits a high color temperature. In appearance, the Sky Effect lamps' range of light has the exact same blue quality as in a clear daylight sky.

Sky Effect lamps can be used in two ways. First, these can be used in conventional light fixtures to create a peaceful yet energizing environment. They are also effective for light therapy. As light therapy, these special lamps can be used to simulate natural daylight to improve overall health. They have been found effective in tackling problems like depression, insomnia, sleep irregularities, and fluctuations in levels of daytime alertness.