



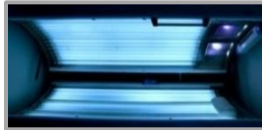

 Real Sunlight	Natural Sunlight	SAD box	Solarium	Infra Red Saunas
<i>Description</i>	<p>Swedish new innovation safely replicating natural sunlight in beautiful multi-sensory environments</p>  	<p>The sun</p> 	<p>Small boxes designed to combat lack of light</p> 	<p>Designed to tan with very high UV exposure</p> 	<p>Small cabins providing infra red heat</p> 
<i>Health Benefits</i>	<ul style="list-style-type: none"> ✓ Sun tan 100% safely promoting healing of skin conditions such as acne, psoriasis and eczema ✓ Most effective SAD treatment on the market ✓ Energises by conditioning pineal glands ✓ Improves sleep ✓ Detoxing ✓ Stimulates blood circulation ✓ Soothes joint, muscle pains and aches ✓ Relief from fibromyalgia and arthritis ✓ Helps to lower blood pressure ✓ Deeply Relaxing and warming ✓ Vitamin D production ✓ Environment to “escape from everyday stress” 	<ul style="list-style-type: none"> ✓ Same as Real Sunlight but higher vitamin D synthesis (only in the summer) 	<ul style="list-style-type: none"> ✓ Strong SAD boxes helps against SAD but only if you sit very close to the lamp 	<ul style="list-style-type: none"> ✓ Only specific solariums generate UV-B which stimulates Vitamin D synthesis. 	<ul style="list-style-type: none"> ✓ Relaxing ✓ Detoxing ✓ Stimulate blood circulation ✓ Better skin ✓ Improves sleep ✓ Soothes back pains
<i>Downfalls</i>	<ul style="list-style-type: none"> x Space requirement x Capital cost 	<ul style="list-style-type: none"> x Can cause skin cancer x Premature skin ageing x Harsh for skin 	<ul style="list-style-type: none"> x You have to sit very close to the box for it to have any effect 	<ul style="list-style-type: none"> x Can cause skin cancer x Premature skin ageing x Harsh for skin 	<ul style="list-style-type: none"> x Claustrophobic and uninspiring environments to endure 30-60 mins x Limited light spectrum
<i>UV levels</i>	<p>Small dose to meet requirement of 100% safe sunbathing</p>	<p>Varying across seasons and geography</p>	<p>None</p>	<p>Up to five times the natural sun. Most only have UV-A which has proven adverse effects</p>	<p>None</p>
<i>Light Intensity</i>	<p>Up to 30,000 Lux</p>	<p>Up to 100,000 Lux on a bright summer day</p>	<p>2,500 to 10,000 Lux (have to sit very close to achieve above figures)</p>	<p>Minimal</p>	<p>Minimal</p>
<i>Spectrum</i>	<p>Full spectrum sunlight from Infrared, visible light to UVA and UVB (UV reduced to safe levels compared with natural sunlight)</p>	<p>Full spectrum in summer. Little UV in winter</p>	<p>Only certain parts of visible light spectrum</p>	<p>Only UV</p>	<p>Only Infrared</p>
<i>Summary</i>	<p>The only 100% safe way to achieve full spectrum sunlight with all its benefits in a wonderfully relaxing multi-sensory environment</p>	<p>Great in small doses during summer. In winter much less benefits</p>	<p>Only beneficial against SAD. No other health benefits and not particularly pleasant light</p>	<p>Suntans however controversial from a health perspective</p>	<p>Provides all the benefits of infrared light only in a claustrophobic environment</p>