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History

NatureBright®, founded in 2001 and based in Irvine, California, is dedicated to improve people's sense of well-being by delivering products that harness the healing power of light.

Mission Statement

Our motto *Bright Light, Brighter Future®* carries our stamp and promise that all our products are designed to promote wellness, easeful lifestyle, innovative technology, and energy-efficiency to conserve our earth's natural resources.

Technological Innovation

Our goal is to bring you the best technology. As a recognized leader in light therapy and dawn simulation therapy products, NatureBright® is continually innovating to incorporate the latest scientific discoveries. Over the last decade, we've registered over a dozen patents worldwide. SkyEffect™, our patent-pending light therapy technology, brings you the benefit of new research findings on the way our body absorbs the signals in light.

Wellness

We combine our expertise in cutting-edge innovative technology with the clinical know-how of our customers to resolve problems. Originally focused on the treatment of seasonal affective disorder (SAD) and winter blues, NatureBright products have evolved to assist people with mood and cognitive problems, chronic fatigue, jet lag, sleeplessness, and restlessness. We believe everyone deserves to have a good morning wake-up as well as a productive day provided by NatureBright's light year round.

Lifestyle

NatureBright makes light therapy products attractive and affordable so everyone can benefit. People around the world now experience the healing and uplifting results of daily light therapy treatments.

Conservation

LED lighting, the known energy saver, is built into our products. With a long lasting lifespan, LED bulbs help save un-renewable resources for our future.

Design

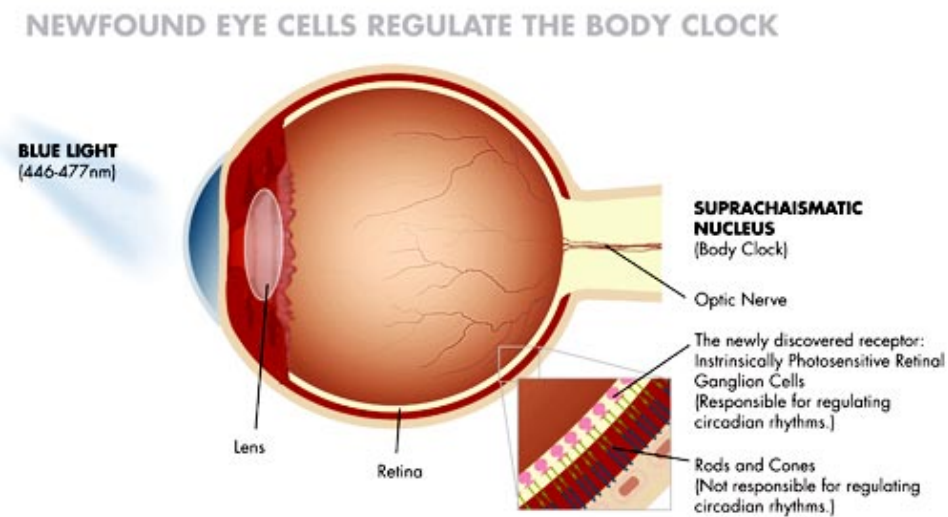
Sleek, modern, and stylish, NatureBright products enhance any home, office, clinics or beauty salon. Carrying the signs of distinction and uniqueness, these lights are chic as well as effective.

SkyEffect™ Technology

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 blue wavelength.

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.

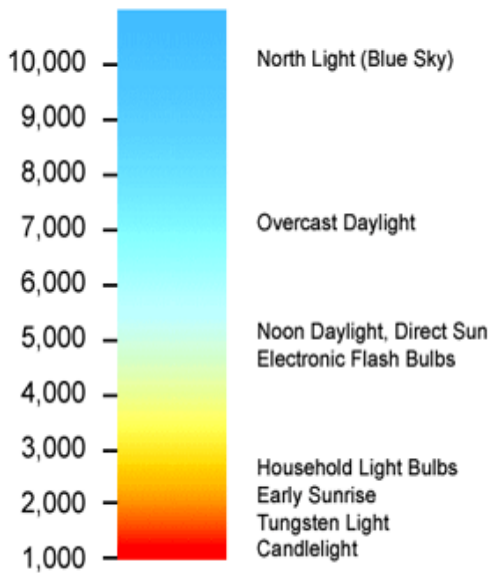
How does this work? The receptor in the eye's retina picks up blue light and sends signals to the hypothalamus, the area of the brain where sleep, hormonal, and emotive functions are regulated. It stimulates cells that are at the locus of our body clock, or Circadian rhythm.



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 winter light deprivation, illness, night shift work or jet lag, 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.

Colour Temperatures in Degrees Kelvin



New Frontiers in Health

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. 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.

Clinical Studies

The Can-SAD Study: A Randomized Controlled Trial of the Effectiveness of Light Therapy and Prozac in Patients with Winter Seasonal Affective Disorder

Conclusions: Light treatment showed earlier response onset and lower rate of some adverse events relative to Prozac, but there were no other significant differences in outcome between light therapy and antidepressant medication.

Controlled Trial of Naturalistic Dawn Simulation and Negative Air Ionization for Seasonal Affective Disorder

Conclusions: Naturalistic dawn simulation and high-density ionization are active antidepressants that do not require the effort of post awakening bright light therapy. They can be considered candidate alternatives to bright light or medication.

HARVARD GAZETTE: When the Blues Keep You Awake

Researchers at Harvard Medical School demonstrated this by showing that your eyes are part of a light reception system that can keep you alert when sleep starts to fog your brain. When the researchers exposed people to blue light at night, this system immediately increased their alertness and performance on tests.

Yale, Columbia, University of Pittsburgh: Light for Depression in Pregnancy Study

This site introduces you to a new and ongoing clinical trial which provides light treatments for depression during pregnancy at Yale University, Columbia University, and the University of Pittsburgh.

Study Shows Light Therapy to Effectively Treat Mood Disorders, Including SAD

A study commissioned by the American Psychiatric Association and led by a psychiatrist at the University of North Carolina at Chapel Hill School of Medicine has found that light therapy effectively treats mood disorders, including seasonal affective disorder (SAD) and other depressive disorders.

Practice Parameters for the Use Of Light Therapy In The Treatment Of Sleep Disorders

Summary: These clinical guidelines were developed by the Standards of Practice Committee and reviewed and approved by the Board of Directors of the American Academy of Sleep Medicine. The guidelines provide recommendations for the practice of sleep medicine in North America regarding the use of light therapy for treatment of various sleep disorders.

Effect of Bright Light on Fatigue in Breast Cancer

Summary: "Women with breast cancer undergoing chemotherapy often report disturbed sleep and increased symptoms of fatigue and depression. These patients also exhibit a disrupted circadian rhythm, also known as the "biological clock." This internal clock is driven by exposure to bright light. In a previous study we found that women with breast cancer are exposed to less bright light during chemotherapy, and that less light exposure is related to increased fatigue."

Conclusions: "Preliminary results suggest that bright white light may increase the number of hours of sleep in women undergoing chemotherapy, as well as decreasing the amount of time it takes to fall asleep and improving sleep quality."

Western Michigan College of Aviation SkyEffect Survey Report

Conclusion: In a 2009 study at Western Michigan University College of Aviation, 98.11% of the student pilots reported favorable experiences with SkyEffect lights in their lecture hall. The effect was so positive, the students asked to have SkyEffect light installed in more areas of the University. Students reported a positive change in the environment, comfortable, and alert.

Our Products



Nature Bright® Sun Touch Plus Light & Ion Therapy

Benefits

- **S.A.D.** or Winter Blues
- Sleep difficulties and excessive tiredness
- Low spirits
- Poor concentration
- Shift work fatigue
- **Jet Lag**
- **PMS** and Menopause irritability

Specifications

- 10,000 LUX **broad spectrum at 20 inches**
- 4.5×10^{14} Ions per second
- 120 V; 45 W, AC Power
- Dimensions – 13.375"H x 8.125"W x 7"D
- Weight – 9 lbs



NatureBright® Dia2 Light & Dawn Therapy Lamp

Benefits

- Winter Blues
- Low Mood
- Low Energy
- Low Sexual Desire

Specifications

- 4500-LUX at 20 inches
- **Li-ion** rechargeable battery
- **Universal Power adaptor** – 100-240 V/50-60Hz
- Dimensions – 6.4"W 6.3"H 1.4"D
- Weight – 1.79 lbs



NatureBright® SkyEffect™ Office Lighting

Benefits

- Low focus, alertness, and concentration
- Low workplace performance
- Fatigue during work and office tension between workers
- SAD

Specifications

- Case contains - 48 T6 bulbs
- Bulb Length - 48 inches
- Energy used - 32 Watts
- Light Output - 2800 lumens
- Life - 10,000 hours
- Color Temperature - 16999 K
- Color Rendering Index - 90
- Use with electronic ballasts only

Online Assessments and Advisors developed by Dr. Chris Idzikowski

Dr Chris Idzikowski has been involved in sleep research and medicine for more than 20 years. He is the director of Edinburgh Sleep Center, board member of Sleep Medicine Research Foundation, European Sleep Research Society and U.S Sleep Research Society, and an advisor for British Airways and GSK.

Online Assessments and Advisors:

- SAD
- Low Mood
- Shift Work
- Sleep Patterns