

**NEWS RELEASE***For Immediate Release***Is Your Light Therapy Effective?**

BlueMax™ and UltraLux® Light Therapy Lamps Utilize The Most Natural and Advanced Light Technology Available

**JACKSON, MICHIGAN** – October 15<sup>th</sup>, 2012 – Medical researchers have long suspected that a significant percentage of people experiencing mild depression are actually suffering from Seasonal Affective Disorder, a common condition caused by reduced exposure to daylight during winter months or an indoor working environment. Numerous medical studies have also shown that light therapy is effective at treating symptoms of Seasonal Affective Disorder. What qualifies as effective light therapy? 10,000 Lux is a light intensity measurement and indicates lumens per square meter or how much light, where it is coming from, and how it is directed. There are a lot of light therapy products on the market that do provide 10,000 lux but the user would have to be within 4 or 5 inches of the product which would be potentially harmful to be that close for 30-40 min. BlueMax™ and UltraLux® units allow for 18"-30" for a comfortable distance, and a full spectrum quality of light. A light that produces 10,000 lux of full spectrum light is an effective treatment for light therapy.

In terms of light quality and full spectrum light; a lot of units on the market produce one color of light such as a blue color or even a yellow color of light. Exposing your eyes to one color of light for a prolonged period of time can be very harmful. Full spectrum light is the best quality of light for your eye because your photo receptors are designed for the color and clarity of sunlight (or full spectrum light).

A lot of companies advertise their products using terms such as “day light”, “natural spectrum”, “broad spectrum”, “sunlight”, and “full spectrum” to market their products as something that is more like the quality of light that sunlight produces but they do not meet the minimum requirement of a full spectrum light. In order to be considered full spectrum the color temperature (Kelvin) should be between 5,000 and 6,000 Kelvin; as mid-day sun is 5900K. Full spectrum light also has a CRI of at least 90. Sunlight on a sunny day around noon has a CRI of 100 CRI. Of the wide variety of light therapy products on the market today, only BlueMax™ light therapy lamps from Full Spectrum Solutions provide the benefit of the most natural light technology available today and produce a Kelvin of 5900 and a CRI of 96. Using innovations developed by the firm's researchers, BlueMax™ bulbs more closely replicate the sun than any other lighting products ever manufactured. BlueMax™ and UltraLux® light therapy provides for an unmatched 15" – 30" distances for maximum comfort and mobility in addition to the best color (kelvin) and clarity (CRI) ratings in the industry with the closest match to daylight, which means the best quality of light for your eyes.



“In each BlueMax bulb and lamp we use a total of six custom phosphors to create light with characteristics that are virtually identical to real daylight,” said Mike Nevins, founder and CEO of Full Spectrum Solutions, a leader in the healthy lighting industry with a full line of all-season, all-condition lighting solutions. “This is especially crucial for consumers suffering from bouts of depression such as the winter and baby blues because research shows that these conditions can be preventable and treatable with the regular use of indoor lighting that mimics natural sunshine.”

**About Full Spectrum Solutions, Inc.:**

Full Spectrum Solutions, Inc. is the leading innovator in the healthy lighting industry with a full line of all-season, all-condition lighting solutions, including BlueMax™ branded products. BlueMax™ light therapy lamps are available in desk and floor models and various finishes ergonomically designed to save space, energy and work well with any home or work environment.

For more information about Light Therapy lighting solutions and other lighting technologies from Full Spectrum Solutions, visit [www.FullSpectrumSolutions.com](http://www.FullSpectrumSolutions.com), phone 1-888-574-7014, or email [info@fullspectrumsolutions.com](mailto:info@fullspectrumsolutions.com). For press inquiries, contact Kyle Leighton at (517) 783-3800, or email [kyle@fullspectrumsolutions.com](mailto:kyle@fullspectrumsolutions.com).