



100% safe health-giving sunbathing in the UK all year round

It is widely accepted in medical circles that regular sunlight (20 minutes per day for fair skin) is a necessity for our bodies to remain healthy. With people working longer hours in office environments, having to use sun block due to the risk of burning in natural sun and lack of daylight during winter months, sunlight deprivation is having serious adverse effects on our health and wellbeing. This fact sheet aims to educate on the proven benefits of sunlight and why this new Swedish innovation is critical to help people stay healthy all year round as demonstrated in over 50 installations.

Some comments from our clients that have tried Real Sunlight:

"The response has been fantastic. We have one lady who was healed after half an hour on the beach from aching muscles due to lack of sunlight. She is coming in 3 times a week to see if there can be more permanent or longer lasting relief"

"This certainly brings the WOW factor to our Spa"

"It's an incredible relaxing feeling! I feel transported to another world and feel the benefits for days after"

"Ladies are coming in with their friends just to have a relaxed time together"

"Fantastic results from our clients suffering from SAD"

"For our dementia sufferers, we have been able to reduce and in some instances fully eradicate medication"

A sun deficient nation

A study from 2008 on 637 Arizona residents highlighted that only 22.3% had the minimum recommended level of 30 nanograms/ml of vitamin D; the reason for the low levels is two-fold and important to understand from a UK perspective. Firstly, in Arizona like the rest of the developed world the majority of people spend most of their time indoors due to modern way of life. Secondly, the northern hemisphere is tilted away from the sun for several months during the winter meaning that even if you are able to spend time in the sun, the vital UV-B spectrum of the sun doesn't reach the surface in Arizona or the UK due to our distance from the Equator.

It is estimated that up to 90% of the UK population are vitamin D and sun deficient which means they are living with an increased risk of dangerous diseases and conditions such as cancer, multiple sclerosis, osteoporosis, obesity, high cholesterol, Alzheimer's, diabetes, weak immune system, SAD and high blood pressure. In addition survival rates of many cancers, including skin cancer, can be significantly boosted by regular safe sunbathing.

In general, even on a nutritionally balanced diet including plenty of oily fish, only 25% of the body's vitamin D comes from food. The rest is generated through sun exposure.

Why the UK has an unhealthy if not dangerous relationship to sunlight

Unfortunately due to the state of the environment the sun has become harsher meaning that there is a real risk of pre-mature skin ageing and skin cancer if you expose yourself to too much UVA and UVB. Due to this risk a proportion of the population is choosing to avoid the sun altogether or always use sun block when exposed to the sun. Another proportion is simply too busy or live in inner city areas with little access to being able to sunbath, even during the summer months. Another proportion gets too much sun endangering themselves through excessive use of sun beds and burning in the natural sunlight.

These trends coupled with the difficulty to get enough sun in the UK, especially during the darker 6 months of the year makes for a population chronically sun deprived or over exposed to UV.

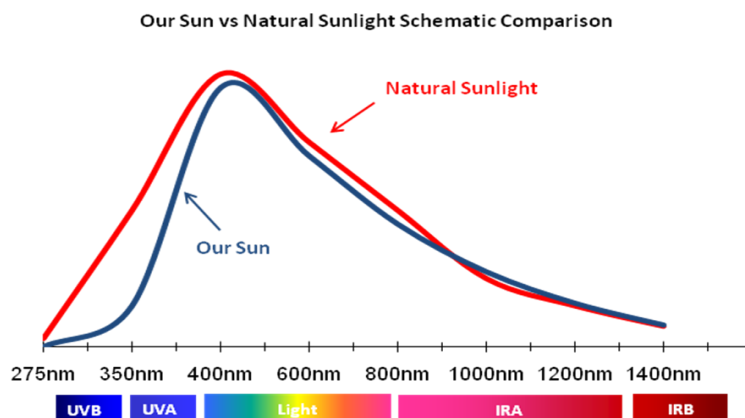
The rise of a new safe sun!

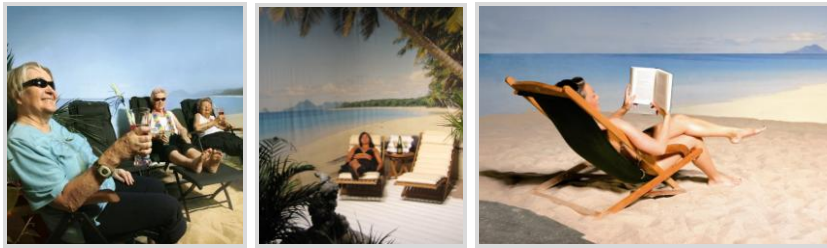
Our extraordinary sun environment, currently the first and only invention of its type in the world fully replicates natural sunlight and sunbathing. The innovation generates full spectrum sunlight with reduced UVA and UVB, full spectrum visible light and infrared heat leading to a unique new relaxing and health giving experience.

Sunbathing is not only beneficial from a pure health perspective. It is also one of the best ways to de-stress and rejuvenate. With the option to add a gentle breeze, the sound of waves, sand or grass under your feet and lush surroundings, Real Sunlight have developed a whole new concept ensuring all your senses will be treated to an authentic “holiday experience”.

Natural Sunlight vs. Real Sunlight

Sunlight or solar rays have different health properties pending on the wavelength of the rays. Solar rays between 380 and 760 nano meters are visible to us and lights up our planet. Rays under 380 nm are called ultraviolet (UV) while rays above 760 nm are called infrared (IR). As illustrated below our new Swedish sun replicates the entire spectrum of natural sunlight, reducing the UV levels to ensure safety.





Why is sunlight critical for our health? ¹

UV rays produces Vitamin D

UV rays stimulate the skin to produce Vitamin D, also called the wonder vitamin. If you have sufficient levels of vitamin D you are significantly better protected against a whole host of diseases such as colon, prostate, breast and lung cancer, multiple sclerosis, osteoporosis, obesity, Alzheimer's, diabetes I and II, weak immune system and various eye conditions. Your survival rates of many of the above conditions are also significantly boosted as long as you have adequate vitamin D levels.

Additionally, when sunshine in the UV-B spectrum strikes the skin, it synthesises cholesterol into vitamin D thereby reducing cholesterol levels. On a sunny summer day the average body can synthesize 10,000 iu of Vitamin D from the UV-B after just 20 minutes of sunlight.

Infrared rays detoxes and soothes joints and muscles

The infrared spectrum is invisible to the human eye, however we feel them since these are the solar rays that heat us and warms the planet. These rays have many benefits to us such as the soothing of joint pains, stiffness, rheumatism and muscle aches. Additional benefits include the detoxification of heavy metals and organic chemicals stored in fat cells, acceleration of the breakdown of fat and cellulite, assists with weight loss and increases metabolism, helps to lower blood pressure, increase male sexual function, boosts the immune system and promotes skin tone, elasticity, pore cleansing and healing of skin conditions such as acne, eczema, psoriasis and dermatitis. Sufferers from conditions such as fibromyalgia and arthritis can testify how much better they feel after sunbathing.

Full spectrum light helps against SAD

The solar rays between the UV and IR spectrum are the rays which provide us with light and enable us to see. During a sunny summer day, light intensity is around 100,000 Lux. In the winter, especially on cloudy days it is only a fraction of that causing seasonal affective disorder (SAD), a medical condition similar to depression. For light therapy to be effective a light intensity of 5,000 Lux is believed to be required. Sunlight also energises us by conditioning our pineal glands to block melatonin, the body's own sleep hormone. Our sun generates in the region of 15,000 to 20,000 Lux.

¹ "Nutrition and Healing" by Dr Jonathan V. Wright June 2009

"Sunlight could save your life" by Dr Zane Kime

"Healing Sun: Sunshine and Health in the 21st Century" by Richard Hobday

"The UV Advantage" by Michael F Holick

"Light: Medicine of the Future - How We Can Use it to Heal Ourselves Now" by Dr Jacob Liberman

UK Case Studies

Wholistic Medical Centre, 57 Harley Street, London

This practice is run by Dr Shamim Daya, who takes a holistic approach to General Practice, with her team of highly skilled practitioners in the field of energetic medicine. Their main focus is on primary preventative care with an emphasis on early detection and early intervention, bringing together the best of both medical and holistic perspectives towards better health. Their Zen garden sun therapy room is used by patients, staff and colleagues to safely treat vitamin D deficiency, SAD and other medical conditions caused by lack of sunlight.



www.wholisticmedical.co.uk

The Spa at Presence, Watford

Set in the middle of Watford's main shopping street, The Spa brings the quality and tranquillity of a countryside spa combined with the convenience of a town centre location. The Spa offers a full range of treatments and recently launched its indoor beach room creating a "wow factor". Walk into this wonderful sun room through a beach hut created with authentic bamboo and thatching and feel the soft warm sand under your feet as you relax under the sun.



www.thespa-at-presence.co.uk

Grange St. Paul's Hotel, London

This stunning brand new 5 Star contemporary hotel situated in the heart of London sets new standards for luxury and elegance. Their state of the art Spa, due to be launched in Q4 2009, includes a Zen garden sun therapy room where guests can relax and improve their health and well-being.

www.grangehotels.com/Hotels-London/Grange-St-Pauls-Hotel/Grange-St-Pauls-Hotel.aspx

Bamboo Sun, Burton-on-Trent

Bamboo Sun is an indoor beach environment targeted at the whole community for fun, health and well-being. It has a fun, friendly and relaxed atmosphere with children playing in the warm sand while their parents relax in the sun. Even the older generations enjoy the benefits from the sun and social aspects of sunbathing together. The venue also has a small beach bar, and is available to hire for beach parties, general group meetings and get-togethers. www.bamboosun.co.uk



Leaf Lifestyle and Beauty, Cheshire, England.

A place of quiet luxury with stunning views across the rolling Cheshire countryside, this lovely day spa offers natural and holistic treatments, including sunlight therapy. This new Spa has recently been nominated for the "Best new Spa of the Year" award. Known locally as "the spa with the sun", you can come here to relax and enjoy sunbathing on the deck of an ocean liner listening to the sound of waves and feel healthy and rested. www.leaf-lifestyleandbeauty.co.uk