


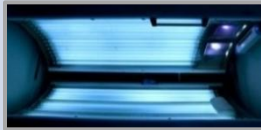



	Real Sunlight	Natural Sunlight	SAD box	Solarium	Infra Red Saunas
Description	<p>Swedish new innovation safely replicating natural sunlight in beautiful multi-sensory environments</p> 	<p>The sun</p> 	<p>Small boxes designed to combat lack of light</p> 	<p>Designed to tan with very high UV exposure</p> 	<p>Small cabins providing infra red heat</p> 
Health Benefits	<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
Downfalls	<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
UV levels	Small dose to meet requirement of 100% safe sunbathing	Varying across seasons and geography	None	Up to five times the natural sun. Most only have UV-A which has proven adverse effects	None
Light Intensity	20,000 Lux	Up to 100,000 Lux on a bright summer day	2,500 to 10,000 Lux (have to sit very close to achieve above figures)	Minimal	Minimal
Spectrum	Full spectrum sunlight from Infrared, visible light to UVA and UVB (UV reduced to safe levels compared with natural sunlight)	Full spectrum in summer. Little UV in winter	Only certain parts of visible light spectrum	Only UV	Only Infrared
Summary	The only 100% safe way to achieve full spectrum sunlight with all its benefits in a wonderfully relaxing multi-sensory environment	Great in small doses during summer. In winter much less benefits	Only beneficial against SAD. No other health benefits and not particularly pleasant light	Suntans however controversial from a health perspective	Provides all the benefits of infrared light only in a claustrophobic environment