

Philips introduces light therapy device to offer quick relief from winter blues

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Royal Philips Electronics today introduced the goLITE BLU, a natural, convenient way to offer quick relief from seasonal mood-related problems. With the end of Daylight Saving time many Americans are affected by the increased darkness and experience what is known as the winter blues. Symptoms of the winter blues may include lethargy, lowered mood, problems sleeping, carbohydrate cravings and weight gain.

The Philips goLITE BLU is a new therapy light designed as a safe, simple and effective solution to help beat the winter blues. In scientific research, light therapy has been shown to improve mood and energy by regulating our internal body clock or circadian rhythms – the body's

24-hour cycle of activity and sleep related to light. According to Dan Adams, a research manager at Philips Home Healthcare Solutions, “The body clock is stimulated by blue light like the blue found in the summer sky. In the winter we get less of this light and so many people suffer from the winter blues. “

Light therapy is a natural way of beating the winter blues without the use of drugs or artificial stimulants. Results can be felt within a few days with as little 15 to 20 minutes of use per day. “The goLITE BLU represents significant improvements in portable blue light therapy,” says Adams. “Science has shown that to stimulate the body clock we don’t need intense white light. This is because a person’s body clock can respond up to two times greater to blue light than to white light and white light is 50 times more intense. Our Bluewave technology, which is incorporated into the goLITE BLU, dramatically reduces the overall intensity of light as compared to bright white therapy devices and can help minimize potential side effects such as eyestrain, glare and headaches.”

The new goLITE BLU has been enhanced with innovative aesthetics and advanced features to provide a comfortable user experience. Features include:

- A soft, even, comfortable light that helps to eliminate the harsh glare and contrast problems associated with traditional light therapy products.
- A wide viewing field to enable the user to perform routine activities such as reading, eating, watching television or computer work while using the device.
- A sleek design that makes the device easy to use, pack and store. It also fits in nicely with any room or office décor.
- Backlit touch screen controls that are simple to use and program.

The stylish device, which measures 5.3” x 5.5” and weighs only 12

ounces, is equipped with a built-in clock and timer, rechargeable battery and protective storage case for convenient transport from home to office or while traveling. Designed to be safe and easy to use, the goLITE BLU passes ocular safety testing and all government and industrial ocular safety standards. It does not emit any harmful ultraviolet (UV) or near-UV light.

The benefits of light therapy can include improved mood, energy, sleep and a sense of relief from the winter blues. Light therapy can also be used by shift workers or those who travel across time zones and have issues pertaining to jet lag.

The suggested retail price for the goLITE BLU is \$279. The goLITE BLU is available for purchase at LightTherapy.com and at leading online retailers.

Provided by Philips

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