

BLUEWAVE® Technology: The most effective light therapy

- **BLUEWAVE® elicits a quicker response than 10,000 lux light**
- **BLUEWAVE® is more convenient to use, ensuring continued compliance**
- **Clinically proven in National Institutes of Health testing**
- **Apollo's exclusive assessment yields 2 fold increase in response**

Quicker Reaction

Since the early 90's researchers have noted the correlation between high response and photoreceptor stimulation. Light therapy is most effective when the all of the photoreceptors in the eye become illuminated. This saturation of photoreceptors is known as 'spatial summation.' The quicker these photoreceptors become saturated with light, the quicker people respond. Because BLUEWAVE® only produces the effective bandwidth of light, it causes this reaction much more efficiently than standard technology. By contrast, other products which use additional wavelengths of light must be as much as 25 times brighter to be effective, and increased intensity increases risk of side effects.

More Convenient

By isolating the specific bandwidth of blue light, we can produce the necessary amount of BLUEWAVE® light from a hand-held device. Apollo's goLITE® produces more of this effective bandwidth than other full sized light boxes. Not only is the goLITE® more effective, but its compact size means it can be used anywhere—an advantage other light devices can't offer.

Clinically Proven

A National Institutes of Health grant showed BLUEWAVE to be effective at producing an antidepressant response. NIH clinical trials conducted at Thomas Jefferson University concluded the following:

"Short wavelength light therapy appears to be an effective treatment for patients with major depression with a seasonal pattern. This is an important first step towards optimizing light therapy for the treatment of SAD. . .In terms of potential light safety, not only did a formal hazard analysis confirm there to be no danger to human eyes, but also there were no complaints of headache, eye or vision problems and insomnia,"— Dr. Gena Glickman, April 2004, *Chronobiology International*

After successful NIH trials, Apollo developed the hand held goLITE® with BLUEWAVE® technology. The goLITE® has also been successfully tested at Rush Presbyterian University in Chicago, and is in current trials at Brigham and Women and McLean University. In addition, tens of thousands of satisfied customers confirm the effectiveness of the goLITE.

Higher Response

Since everyone's body clock is different, people need to use light at different times. Knowing the proper time to use light means the difference between responding quickly or not responding at all. In addition, light at the wrong time of day can cause a negative reaction. Apollo's exclusive Circadian Rhythm Assessment determines which circadian rhythm disorder you may have and its severity. The assessment also creates a personalized treatment schedule for best results. A recent report in Archives of General Psychiatry showed a 2-fold increase in response when light therapy was used with proper timing, but only Apollo has the expertise to help people know the right time to use their light.