

Press Release

5 July 2018

Light Therapy Specialist Lumie Launches Two New Sleep/Wake Lights

Light therapy specialist Lumie is introducing a **new generation of sleep/wake lights** with the launch of two Bodyclock products today:



Lumie Bodyclock Spark 100 (RRP £75.00) offers the perfect introduction to the benefits of sleeping and waking with light. The essential Bodyclock functionality is the same with a sunrise and sunset of 30 minutes, but with the following new features: adjustable sunrise light intensity; nightlight; light-sensitive auto-dimming display; and tap-control snooze. **Available now from John Lewis, amazon and Lumie.**



Lumie Bodyclock Glow 150 (RRP £90.00) offers the same functionality as Bodyclock Spark but with the option to adjust the sunrise and sunset duration to 20, 30 or 45 minutes; and a choice of nine sleep/wake sounds* including white noise. **Initial launch is exclusively with John Lewis and Lumie.**

The new products also reflect an **upgraded design** for the Bodyclock range that provides a sleek and stylish addition to the bedroom as well as delivering proven health benefits to the user. They simulate a real sunset and sunrise by closely mimicking their colours and using the dome to diffuse the light 360°. Both products, like the rest of the Bodyclock range, are **Class I Medical Devices**, which means they have been rigorously tested to European health and safety standards.

“Light exposure is the most influential external factor on our sleep/wake cycle. We seem quite happy to have all the lights on at night (often increasing our alertness levels), but first thing in the morning we are fumbling around in the dark feeling groggy and grumpy! It doesn’t have to be this way. Light reduces melatonin levels (a hormone that helps us go to sleep) so used in the right way, it can strongly reinforce a feeling of alertness, improve mood and give us the energy we need. That means you can wake up feeling refreshed every morning! And what’s more, light can wake you up much more gently than noise can – making what was once an uncomfortable experience much more of a pleasure!”

Stephanie Romiszewski, Expert Sleep Physiologist, The Sleepyhead Clinic.

Lumie Bodyclock is a range of sleep/wake-up lights, alarm clocks that mimic a sunset to help you unwind at bedtime and a sunrise to wake you naturally with light. **Waking up with light every day helps to keep your sleep/wake cycle on track** and has been shown **to lift your mood, energy and productivity levels**.¹ It has also been proven **to alleviate the symptoms of winter blues and SAD**.² At bedtime, a fading sunset **helps you naturally unwind** by promoting the production of the sleep hormone, melatonin.³

*The nine sleep/wake sounds are as follows: beep, tropical birds, blackbird, café, goats, steam train, thunderstorm, waves, crickets and white noise.

Research refs: ¹Acta Psychiatr Scand. 1993 Jul;88(1):67-71; ²J Affect Disord. 2015 Jun 15;180:87-89; ³Sleep Biol Rhythms. 2016 Jan;14(1):47-53.

Interview with our sleep expert and hi res product and lifestyle images available on request.

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Notes for Editors

Based just outside Cambridge, UK, Lumie has been researching, designing and developing light therapy products for over 25 years. **Lumie lights treat seasonal affective disorder (SAD) and winter blues; boost mood and energy levels; improve sleep and waking; optimise sports performance; treat jet lag and acne.** Our first Bodyclock dawn simulator – an alarm that wakes you up with increasing levels of light – was the world’s first wake-up light and brought light therapy into the mainstream. We’re still at the forefront of new applications for light therapy with innovative products like [Lumie Clear](#) for the treatment of acne and [Lumie Bedbug](#) a unique children’s sleep aid.

As Europe’s leading light therapy specialist with the broadest range of products in Europe, we have strong connections within the scientific community including at Cambridge University. We’re also a member of the Society for Light Treatment and Biological Rhythms (SLTBR), an international group devoted to promoting research and knowledge about the biological effects of light.

Lumie is certified to the ISO 13485 medical device standard and, except for Lumie Bedbug, our products are certified to the Medical Devices Directive (EC 93/42) which means they’re rigorously tested to European health and safe standards and must be backed up with [published scientific evidence](#). The distance and lux level (the standard measure of brightness received) specifications for our lights are all independently verified.

We supply to the NHS on an occasional basis and our lights are recommended by SADA, the UK’s only registered charity dedicated to SAD. Our lights are also enhancing the study environment at Cambridge University Library and supported the University of Cambridge rowing crew for the Cancer Research UK Boat Race 2018. We are also proud to be a long-standing official supplier to the British Swimming team.

Two of our wake-up lights, Luxe and Active, provide **white noise** as an option. If you are trying to sleep in a noisy environment or during the day, white noise helps to muffle other sounds, like traffic or people talking.

In the UK our products are available through www.lumie.com as well as major retailers including amazon, John Lewis and Boots. We also have an expanding network of distributors across Europe and in North America. For consumers buying through www.lumie.com we provide a 45-day trial period on all products and a dedicated customer careline.

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