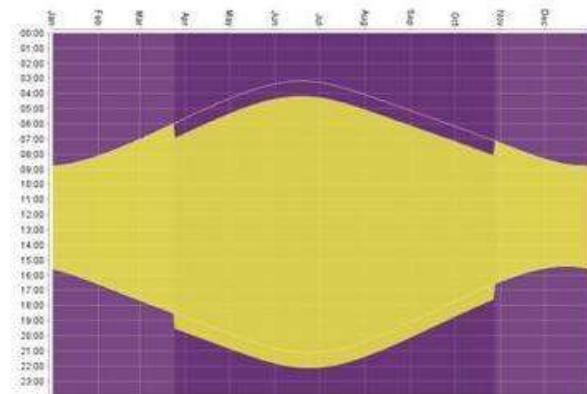


DON'T LET YOUR MOOD CHANGE WITH THE SEASONS

LIGHTEN UP WITH [LUMIE](#)

Cambridge-based light therapy specialist, Lumie, and scientific experts reveal how the change in seasons can have an effect on our health.

November 2011: Now the clocks have 'fallen back', this time of year marks the start of winter. With russet red leaves falling from trees, temperatures plummeting and available light levels taking a dip, we move one step closer towards winter. With an estimated seven per cent of people in the UK thought to suffer from [Seasonal Affective Disorder](#)¹ leading light therapy specialist, Lumie, is launching new [Lumie Desklamp](#) to help those affected by the condition.



Graph highlighting annual available daylight in Aberdeen

Light has a massive impact on our health; not only is it an important stimulant that helps people feel positive, upbeat and full of life, it also plays a key factor in our overall physical well-being as it keeps our circadian rhythm (our internal body clock) on track so that our daily rhythms (i.e. when we eat and sleep) and our mood stays aligned with each day.

During the winter months, especially when it's grey and miserable outside and there is reduced available daylight, people can find it difficult to function as they lack energy, feel low in mood and are constantly tired.

Like animals that hibernate in winter, humans are also affected by the change in season; a new study published by Arhus University Hospital in Denmark², showed that those working in the great outdoors were less likely to be affected by seasonal mood and winter depression as they were exposed to more natural daylight. This however simply isn't a practical option for the majority of people in Britain who work inside in an office environment.

In winter, many workers are faced with months of waking up in the dark and commuting to and from work in dim light. Lighting conditions in the work place are often not bright enough to keep the circadian rhythm aligned and then many people chose to take their designated lunch breaks at the desk surfing the internet instead of opting to get outside in natural daylight.

SAD symptoms

- **Sleep problems:** can't get out of bed, sleeping more but still tired
- **Overeating:** carbohydrate cravings, leading to weight gain
- **Depression, despair, misery, guilt, anxiety:** normal tasks become frustratingly difficult
- **Family / social problems:** avoiding company, irritability, loss of libido, loss of emotion
- **No energy:** too tired to cope, everything's an effort
- **Physical symptoms:** joint pain, stomach problems, lowered resistance to infection
- **Behavioural problems:** especially in young people

If you think you may be suffering from SAD, Lumie would advise that you consult your GP as soon as possible to seek medical advice.

When our bodies are exposed to continuous weak light signals, our circadian rhythm can become disrupted and levels of sleep hormones like melatonin can stay high. So on gloomy winter days, this explains why we feel permanently sluggish.

Over a prolonged period of time, being exposed to such inconsistent light levels can have a profound effect on one's health, causing hormonal and chemical imbalances – this can lead to the medical condition, SAD. Another key factor found in those affected by the condition is low serotonin levels (also commonly found in those suffering from depression) – these improve significantly in the summer and with light therapy.

More recent research provides a further insight into how people are affected by the general change of seasons, showing that we eat more and exercise less during the winter months³. These studies fall in line with findings from a poll Lumie conducted whereby:

- *93% of respondents say they tend to eat more comfort foods in winter, compared to summer*
- *88% also reported they tended to gain weight more in winter, than summer*
- *A staggering 72% of respondents also reported they tended to be more productive at work during the summer months.*

Seasonal depression has also made recent discussion around movements in the financial market. Researcher Lisa Kramer found that people who experience seasonal depression shun financial risk-taking during seasons with diminished daylight, but are more willing to accept risk in spring and summer⁴.

Although getting outside in the natural light is the best treatment for those affected by SAD, this isn't always possible for those with busy working lifestyles. Light therapy products like new [Lumie Desklamp](#) (see embargo) therefore provide a practical alternative and based on research, can help alleviate symptoms of SAD and restore natural energy levels.

See the light this winter with
New Lumie Desklamp – RRP £129



Available from www.lumie.com

For those affected by the milder form of the condition, commonly referred to as the winter blues, using a wake-up light such like [Lumie Bodyclock Active](#) can also help.

Jonathan Cridland, CEO of Lumie, said: “After the winter clock change at the end of October, many will first enjoy the added benefit of the extra hour in bed. Soon after however it is apparent that the number of daylight hours have dropped as many people will return back to work after the weekend and face a gruelling commute to and from work in the dark.



“SAD can have a massive impact not only on the person affected by the condition, but on family and friends, too. Although getting outside in the natural daylight is the best treatment (as is going on a winter holiday to somewhere bright), when you’re busy at work and have to commute in the dark, it’s not always easy to fit this in to our busy days.

“Our products are designed to facilitate light into one’s life and based on research, can ease the debilitating symptoms of SAD. Products like new Lumie Desklamp have been specifically designed for use in the office so busy working people can incorporate light therapy in to their busy working days”

Doctor Victoria Revell PhD, Chronobiologist at University of Surrey, said: “Light is critical for our health and well-being; ensuring that we receive adequate light levels at the appropriate time of day will benefit our alertness, mood, productivity, sleep patterns and many aspects of our physiology.

“Light can directly and rapidly boost our level of vigilance and ability to perform such that using a light therapy product during the day at work or at home can be very valuable. In addition, light is the crucial element involved in synchronising our circadian body clock to the 24 hour day.

“In the majority of people the clock runs at slightly longer than 24 hours and requires daily resetting to remain in tune with the day/night environmental cycle. Exposure to morning light provides this cue to the clock and ensures the clock remains synchronised to the 24 hour day. The lack of morning light in winter can result in the body clock drifting slightly later in time which makes it difficult to wake up and get up at the required time for work or school. Using a light therapy product such as Lumie Desklamp, or a wake up light like Lumie Bodyclock Active in the morning will prevent this from happening and help you to be ready for the day ahead.”

Sue Pavlovich, a spokesperson for SAD dedicated charity, SADA, said: “SAD can have a devastating effect both on those who have it and on the people around them. The SAD Association (SADA) is a charity whose aim is to ensure that SAD is recognised and accepted in every part of the UK, and that those who suffer from the condition can maintain a productive life with the support of doctors, employers, family and friends. While public recognition of SAD has changed drastically in the last twenty-five years since SADA was founded, we still have a long way to go. There are people with SAD all over the country who do not have access to a sympathetic and knowledgeable GP or psychiatric unit, and many more who manage their condition with light therapy, unknown to their doctor. For more information, see www.sada.org.uk.”

ENDS

Notes to editor:

If you would like further information, access to scientific research, case studies or comments from academic experts, please do not hesitate to contact Lindsay Stanley from the Lumie press office on 01954 780 500 or email lindsay@lumie.com

New products launches:

Lumie is launching two new products this winter (please note embargoes within). Please click on the links below for full product descriptions: Please click [here](#) for the new Lumie Desklamp product description.

Research:

- ¹ Lumie survey interviewed a random sample of 3072 adults aged 18+ (through ICM) via an online panel between August 2007 and March 2008. Panelists were recruited from across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules. Further information at www.icmresearch.co.uk
- ² Does outdoor work during the winter season protect against depression and mood difficulties?, *Scand J Work Environ Health*. 2011 Sep;37(5):446-9. doi: 10.5271/sjweh.3155. Epub 2011 Mar 1.
 - UK adults exhibit higher step counts in summer compared to winter months. *Ann Hum Biol*. 2008 Mar-Apr;35(2):154-69.
- ³ - Summer to winter variability in the step counts of normal weight and overweight adults living in the UK. *J Phys Act Health*. 2011 Jan;8(1):36-44.
 - Differences in reported winter and summer dietary intakes in young adults in Spain. *Int J Food Sci Nutr*. 2005 Sep;56(6):431-43.
- ⁴ Effects of daylight-saving time changes on stock market volatility: a comment. *Psychol Rep*. 2010 Dec;107(3):877-87.

About Lumie:

Cambridge-based Lumie offers 20 years experience and expertise in light therapy and light therapy only for consumer healthcare and wellbeing, and invented the dawn simulator / wake up lights, with our Bodyclock range so that anyone could feel the benefits of waking up to light all year round.

As Europe's leading light therapy specialist, Lumie offers a wide selection of products, including Bodyclock dawn simulators, lightboxes and LED treatments, all of which are certified as medical devices and are available to customers on a 30 day home trial.

Based on scientific research, Lumie has lights for skincare, the treatment of mood and circadian rhythm disorders such as Seasonal Affective Disorder (SAD) and sleep issues, and for the relief of allergies like hay fever.

Working in association with leading experts in Dermatology, Psychiatry and Chronobiology, Lumie has earned the respect of the medical profession by innovating products that are based on developments in scientific research and clinical trials. Lumie is a massive success in the mainstream health and wellbeing arena and prides itself on providing the highest level of personalised care to customers by offering knowledgeable, friendly advice through its customer care team and via its internet forum, www.lumie.com/forum.

In the UK our products are available through www.lumie.com as well as major retailers like John Lewis, Boots, Tesco and Selfridges and we have an expanding network of distributors across Europe and in North America.