



## FOR IMMEDIATE RELEASE

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### LET THE SUNSHINE IN WITH VERILUX® HAPPYLIGHT® SERIES **Send the “Winter Blues” Packing with Bright Light Therapy**

WAITSFIELD, VT (November 17, 2009) – Vital to our well-being, natural light can be in scant supply, especially as fall and winter descends, and the nights grow longer, the weather gets colder, and our work, daily routine and leisure activities pull us back indoors. To keep the “winter blues” away, Verilux®, “The Healthy Lighting Company” offers its successful HappyLight® Sunshine Supplement Light Systems – an expansive series of healthy lighting products, featuring the company’s advanced Natural Spectrum® Light technology.

“Many of us are not getting enough light for optimum well-being,” says Nicholas Harmon, President of Verilux, Inc. “Besides having less natural daylight in the fall and winter months, cloudy and rainy days, working the night shift or having a windowless cubicle at work, jet lag, and other conditions can lead to a lack of energy and the winter blues.”

When it’s just not possible or practical to spend time outdoors in the daylight, the HappyLight series from Verilux brings the natural power of light indoors to help elevate mood and energy levels and encourage the body to maintain good sleep patterns without artificial stimulants or drugs.

#### The Verilux HappyLight Sunshine Supplement Light System

For optimum light therapy benefits, the HappyLight Deluxe (model HPLD) delivers up to 10,000 LUX of light – the level recommended for alleviating seasonal depression by the National Institute of Mental Health. The HappyLight Deluxe

features patented, energy efficient Verilux Natural Spectrum light bulbs, which emulate natural daylight without exposure to UV rays. Handsomely styled with modern, clean lines, HappyLight Deluxe has a frosted white lens and ivory body with grey accents. Portable and easy to carry, it's designed to be set on a table or desk, and can also be wall mounted for space-saving convenience. HappyLight Deluxe weighs just under 7 pounds and measures 13.375 inches high by 19.5 inches wide. Available now at [www.amazon.com](http://www.amazon.com) and [www.verilux.com](http://www.verilux.com), HappyLight Deluxe is priced at \$189.95 suggested retail.

Offering up to 6,000 LUX of Natural Spectrum light, new HappyLight 6000 (model VT05) is perfect for boosting your natural energy enhancers while on the computer, reading the newspaper, preparing a meal in the kitchen, or enjoying breakfast. An easy to use flip switch on the base of the light provides control on preferred level of brightness. Sleek, space saving and portable, HappyLight 6000 is crafted in neutral white, measures 12 inches high (the compact base is 5.6 inches long by 3.9 inches wide) and weighs 2 pounds. At home in any environment, including the office or dorm, HappyLight 6000 is available now at [www.amazon.com](http://www.amazon.com) and [www.verilux.com](http://www.verilux.com) for \$89.95 suggested retail.

Bathe in "morning daylight" anytime of the day with HappyLight 2500 (model VT01), a space saving unit that provides up to 2,500 LUX of Natural Spectrum light to small spaces in the home or office. Weighing just over one pound, and standing a mere 9 inches tall (the compact base measures 4.75 inches by 2.25 inches), the versatile and portable HappyLight 2500 can easily be moved from room to room, ensuring every moment is spent in a bright environment with soothing, energizing illumination. HappyLight 2500 is fashioned with a silver base and white body, and is available now at [www.verilux.com](http://www.verilux.com) for \$34.95 suggested retail.

For further information about the Verilux HappyLight Sunshine Supplement Light System series, please visit [www.verilux.com](http://www.verilux.com), <http://www.verilux.com/>, or call toll-free 1-800-454-4408. For press inquiries, please contact Julia Stambules at JS Public Relations in Westchester, New York (914-961-0282), email: [Julia@jpublicrelations.com](mailto:Julia@jpublicrelations.com).

The “winter blues” is a milder form of Seasonal Affective Disorder (SAD) and can be characterized by melancholy, lack of motivation and low energy that many people experience during the winter season. For more information about the “winter blues” or SAD please visit <http://www.mayoclinic.com/health/seasonal-affective-disorder/DS00195>.

Founded in 1956, Verilux, Inc., the “Healthy Lighting Company,” designs and manufactures environmentally friendly lifestyle products utilizing Natural Spectrum® lighting technology to improve people’s vision, well being and environment. A pioneering company in light technology products for healthy living, Verilux offers a wide range of high quality home, office, travel and skincare products engineered to improve reading, help alleviate the symptoms associated with seasonal light changes, aid sleeping, sanitize surfaces without the use of chemicals, and clear and rejuvenate the skin. Best-selling products include the expanding Verilux HappyLight® series for light therapy and the Verilux CleanWave UV-C Sanitizing Wands and Toothbrush Sanitizer for chemical-free sanitizing from harmful bacteria and viruses. Verilux’s message and products are focused on creating a balanced and healthy lifestyle that benefits everyone and the world around us. Verilux calls this “living life in a better light.” The name Verilux is Latin and means “true light.”

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