

Vielight News

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"Health is like money. We never have an idea of its true value until we lose it."

- Josh Billings

Vielight ends 2017 on a high note

Light Therapy leader set to enter new year with fresh initiatives

2017 proved to be yet another ground-breaking year for Vielight as light therapy finds increasing acceptance among health-care practitioners and consumers worldwide.

Vielight continued to engage with its key target audiences through a series of initiatives to spread the photobio-modulation message worldwide. The company advanced important research which presented breakthrough clinical data and participated in several key events to spread awareness about Vielight's pioneering efforts.

Vielight concluded its

2017 calendar by participating in the American Academy of Anti-Aging Medicine's (A4M) World Congress 2017 in Las Vegas from December 13-17. Events such as A4M are opportunities for Vielight to create awareness about its products. Other notable exhibitions where Vielight showcased its leadership in the light therapy business included the North American Association for Light Therapy (NAALT), Institute for Functional Medicine (IFM), Brain Futures, Alzheimer's Association International Conference (AAIC), International Society for Neurofeedback and Research (ISNR), Integrative Medicine for Mental Health (IMMH) and TransTech.

"This has been a brilliant year for Vielight and has set the tone for our outreach for 2018," explained Dr. Lew Lim, Founder and CEO of Vielight Inc.

"Our pioneering efforts in photobio-modulation are



being recognized the world over and many are watching our next moves to improve the quality of life for people," he added.

In October 2017, the Centre for Aging and Brain Health Innovation (CABHI) recognized Vielight's efforts to improve the quality of life and

care for older adults with dementia and cognitive health issues.

The recognition comes at an important

time for Vielight, which has started its pilot controlled clinical trial of 40 participants and will soon embark on a larger trial of 228 participants.

The trials are to evaluate the safety and effectiveness of the transcranial and intranasal photobio-modulation-based Neuro RX Gamma on the cognition, memory and behavior of people with moderate-to-severe Alzheimer's disease.



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AARP singles out Vielight for special mention

THE AMERICAN Association of Retired Persons (AARP), a non-profit, non-partisan, social welfare organization with a membership of nearly 38 million people aged 50 and above, featured Vielight as an important frontrunner in the international light therapy sector.

In its December 2017 article, AARP focused on the capabilities of light therapy in treating health conditions such as skin cancer, Alzheimer's Disease, and depression. The report points to a clinical trial where researchers

applied LED lights to Alzheimer's patients with two Vielight devices – one worn like a headset and another that clips to the nose – for 20 to 25 minutes twice a week.

Over 12 weeks the subjects reported a dramatic improvement in their cognitive abilities, according to one of the study's co-authors, Michael Hamblin, principal investigator at the Wellman Center for Photomedicine at Massachusetts General Hospital in Boston. "Then they removed the device, and they all got worse," Hamblin says. "But when they



Photo taken from the AARP website article

were given their own device to use at home, they all improved for a second time."

The treatment seems

to work because a small amount of the light is able to reach the brain, which is extremely sensitive to

light. Scientists say the light stimulates new cell growth and connections between neurons, AARP said.

Two new faces at Vielight

VIELIGHT'S leadership team in Toronto is expanding quickly. This month, Vielight welcomes two experienced hands – Genane Loheswaran and Katherine Spencer – in its growing team.

Genane joins Vielight's research department while Katherine will look after office administration and customer service.

As Research Manager, Genane will be overseeing activities focused on studying the neuro-physiological mechanisms underlying the therapeutic effects of Vielight's technology.

She will also be involved in the implementation of advanced EEG systems to gain better understanding of Vielight's neuro devices on brain activity.

Genane brings over 10 years of research experience and knowledge, including expertise in clinical research, neuroscience, pharmacology



Genane Loheswaran (top) and Katherine Spencer



and addiction. She holds an HBSc in Neuroscience from the University of Toronto, an MSc in Neuroscience from McMaster University and a PhD in Pharmacology from the University Toronto.

Genane has previously conducted research at the Centre for Addiction and Mental Health using transcranial magnetic stimulation and EEG to study the effects of commonly abused drugs on the brain.

Katherine Spencer previously worked for non-profit organizations across Toronto, overseeing services and social programs developed to prevent older adults living in the community from becoming isolated.

She has also volunteered with initiatives focused on incorporating music into care plans for people who have been diagnosed with Alzheimer's disease or other types of dementia.

Vielight to boost its presence in selected events

VIELIGHT plans to continue its participation in selected events in 2018. Some of the events for its schedule for early 2018 include the Integrative Healthcare Symposium (IHS) in New York City in February, Science of Consciousness conference in Tucson, AZ in April and the Association for Applied Psychophysiology and Biofeedback (AAPB) in Orlando, FL in April and the American Psychiatric Association (APA) in New York City in May. More events are being considered and information will be provided as participation is confirmed.

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