

Vielight News

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"It is during our darkest moments that we must focus to see the light."

Aristotle

Vielight sees bright future ahead in sports

Canada-born hockey player Kevin Clark believes he did the 'light' thing when he turned to photobiomodulation for help

CANADIAN professional hockey player Kevin Clark has given a big thumbs-up to photobiomodulation (PBM) by Vielight, as an important avenue for sportspersons looking to improve their performance and concentration when playing extremely competitive and fast-paced sports.

Clark, who has played more than nine professional seasons after completing three years in North America and Europe, tried out the Vielight 633 and the Vielight Neuro Gamma in an effort to boost his overall performance on ice.

While researching new and advanced technologies, Clark stumbled into the world of PBM and one thing after another led him to Vielight.

"As a professional, you are always looking for any edge you can gain on your opponent. You are looking to squeeze that small percentage to get you on top. You are looking to train better, skate faster, recover sooner and make better and quicker de-



isions," he adds.

In May 2017, Clark connected with the Vielight team and began using the Vielight 633 and the Neuro Gamma during his off-season training.

"Keep in mind the summer training months are more vigorous than in season. Yes, the games are tough and can be physically demanding but May, June, July is when you are grinding your body down in the morning, then hitting the ice in the afternoon," he adds.

While using the Vielight devices, Clark regularly measured his heart rate, heart rate variability (HRV) and sleep performance through the WHOOP wristband. "I would use the Vielight 633 after the morning training sessions, and then, if I skated in the afternoon, some days twice a day. In June 2017 before I started using the Vielight, I had HRV weekly averages of 50, 47,

42, 47. Then after consistently using the 633 my HRV scores in July were considerably better. They jumped to 51, 59, 50, 57. That is a difference of 7.75 over the four-week averages. This allows me to push harder and recover faster."

All during this time, Clark followed his normal protocol of eating healthy, sleeping right and no alcohol or smoking. "Nothing had changed but I had added the Vielight," he points out.

"Secondly, my usage of the Gamma has been limited to game days. I wear the device about 3-3.5 hours before our game. I don't consume coffee or any energy drinks at all. My feelings of sharpness, alertness and being more awake were noted with constant usage of the Gamma during the season," he adds.

Clark also reported that he could sleep better and that his

heart rate variability had improved considerably. "It was incredible to see the results I was getting from Vielight. These are the small yet big differences that a professional athlete would look to gain," he added.

In May this year, Clark signed up with the Kontinental Hockey League (KHL), one of the biggest hockey leagues outside of the NHL. Clark believes that he has now found an able partner in Vielight devices that will help him in being at the top of his game.

"I will continue to use my Vielight 633 and Neuro Gamma again as I continue my journey to the KHL and beyond," he adds. "I also have no financial arrangement with Vielight. My interest is to explore whether sports performance can be improved with easy-to-use technology and without the use of synthetic drugs."

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Athletes, coaches turn to Vielight for training & fitness

Top fitness trainer and nutritionist Ben Greenfield describes the Vielight Neuro as “Viagra for the brain”

VIELIGHT is gaining strong support from sports and fitness enthusiasts from across the globe. Not too long ago, former Olympic swimming champion and fitness coach, Siphiwe Baleka, paid a glowing tribute to Vielight 633’s ability to significantly improve his performance.

Now, America’s leading personal trainer, triathlete, nutritionist and health expert Ben Greenfield joins an increasing number of advocates of photobiomodulation who believe that light therapy can give them an edge in their performance. He recently experimented with the Vielight Neuro (now superseded by Neuro Alpha) and described it as “Viagra for the brain.”

In his extremely popular blog, Greenfield writes, “The Vielight Neuro is

something I consider to be the equivalent of a full body cup of coffee, most notably for the head. Photobiomodulation can not only regulate or even ‘hack’ your body’s natural circadian rhythm, it can also shut down inflammation in the brain, and produce copious amounts of nitric oxide in neural tissue (think of this like “Viagra” for your brain), boost oxygenation and enhance memory function and cognition.”

“This type of device used to be something you could only find in a hospital or expensive clinical setting. However, it can now be delivered via a relatively affordable headset device,” he adds.

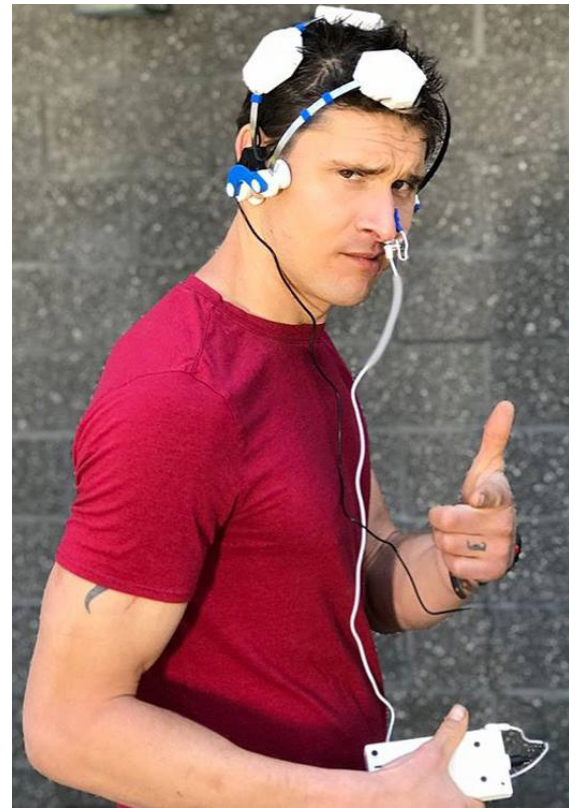
Ben Greenfield, voted America’s Number 1 Personal Trainer in 2008, is a prominent expert voice in the burgeoning triathlon industry. Known around

North America as “The Brain” of triathlon, he holds a master’s degree in exercise science and biomechanics, an ISSN Sports Nutrition Certification, a Serotta Bike Fit Certification, and the highest attainable certification as a Strength and Conditioning Coach by the NSCA.

He has competed in the Triathlon World Championships of Olympic, Half and Full Ironman distances, and is the Number 1 ranked triathlete for Triathlon Northwest.

Further describing the Vielight Neuro’s capabilities, Greenfield writes, “It emits infrared light at a frequency that actually causes nitric oxide production and activates cellular mitochondria activity in neural tissue via light stimulation of blood capillaries in the nasal cavity.”

“Much of the nitric oxide produced by this



Top American personal trainer, holistic nutritionist and health expert Ben Greenfield poses with the Vielight Neuro (now superseded by Neuro Alpha)

effect is not only felt in your head but also crosses through your blood-brain barrier to the rest of your body. This means, you can use photobiomodulation to beat a hangover, assist with sleep, boost blood flow before a workout, or any other time you want to quell brain inflamma-

tion or improve focus,” Greenfield adds.

Dr. Lew Lim, Founder & CEO of Vielight, points out, “Across the world, our clients are experimenting with Vielight devices to give them an edge in sports performance. It is certainly a field that we enjoy being a part of.”



Vielight debuts at IAM’s launch event

VIELIGHT joined some of the leading healthcare innovators and pioneers to put the spotlight on mental health challenges faced by governments across the world, at the launch event organized by the Institute for Advancements in Mental Health (IAM).

The event, *Redesign Society for Mental Health*, held in Toronto on May 28th, brought together senior business leaders, government representatives and other prominent figures to experience select cutting-edge

technologies for improving mental health and wellness. The initiative offered visitors the opportunity to see and experience ideas, technology, and disruptive concepts.

The event was part of IAM’s bold efforts to stimulate a culture of entrepreneurship and innovation in mental health, to redefine public discourse about mental health and, to complement the existing breadth of research with a focus on applying innovative healthcare solutions in the marketplace.

Interested to become a Vielight Reseller or Introducer? Write to us at info@vielight.com