

Gather Around Light



LIGHT NUTRITION

Neina Sheldon

WHY IS LIGHT NUTRITION IMPORTANT?



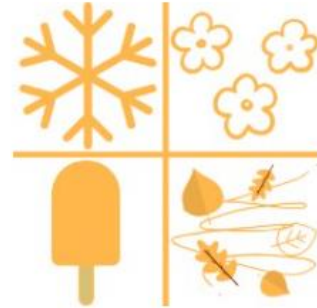
Your chronotype



Your environment



Your geography



Your seasonality



Your demographics

- Right light (intensity and colour) at the right time of day for you
- Affects every cell in our bodies so, therefore, all our physical and mental health
- Individual, so you might have slightly different needs to others you live and work with

WHEN WE DON'T MEET OUR NEEDS...





We spend around 90% of our time indoors.



THE LIGHT NUTRITION ECOSYSTEM



CHALLENGES

- Lack of awareness at all levels
- Lack of joined-up thinking
- Trust issues - bandwagons
- Life cycle planning
- Value engineering
- Changing lifestyles and work patterns

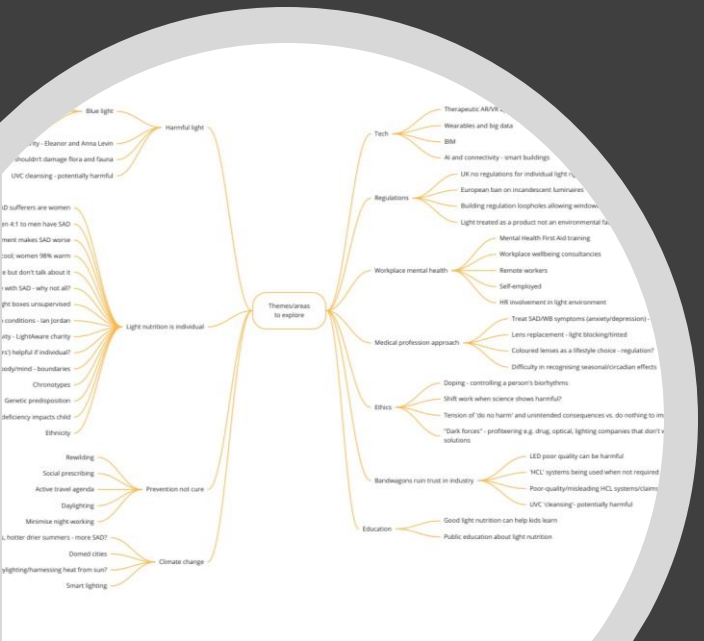
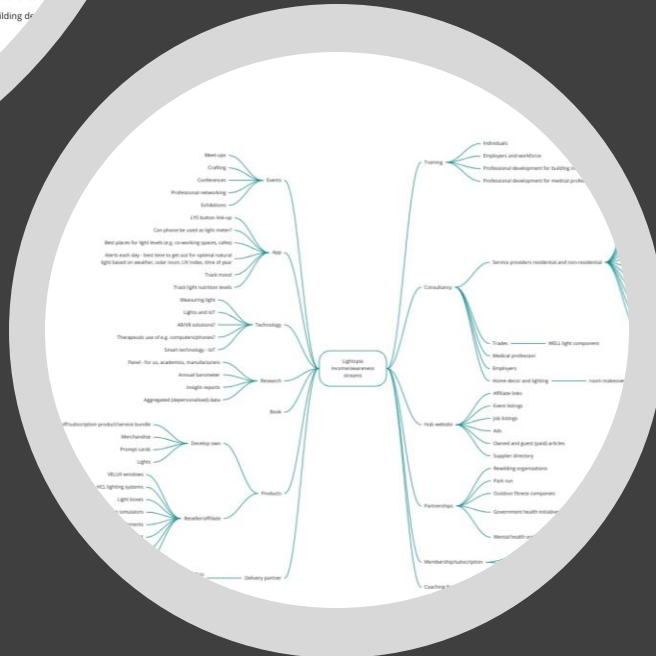


Tell me, what else should I have done?
Doesn't everything die at last, and too soon?
Tell me, what is it you plan to do
with your one wild and precious life?

Mary Oliver - extract from The Summer Day

MORE THAN THE SUM OF OUR PARTS

- Founder + two other directors
- Advisory board
- Consumer panel
- In-depth primary and secondary research
- Stakeholder engagement and collaboration
- Professional networking events



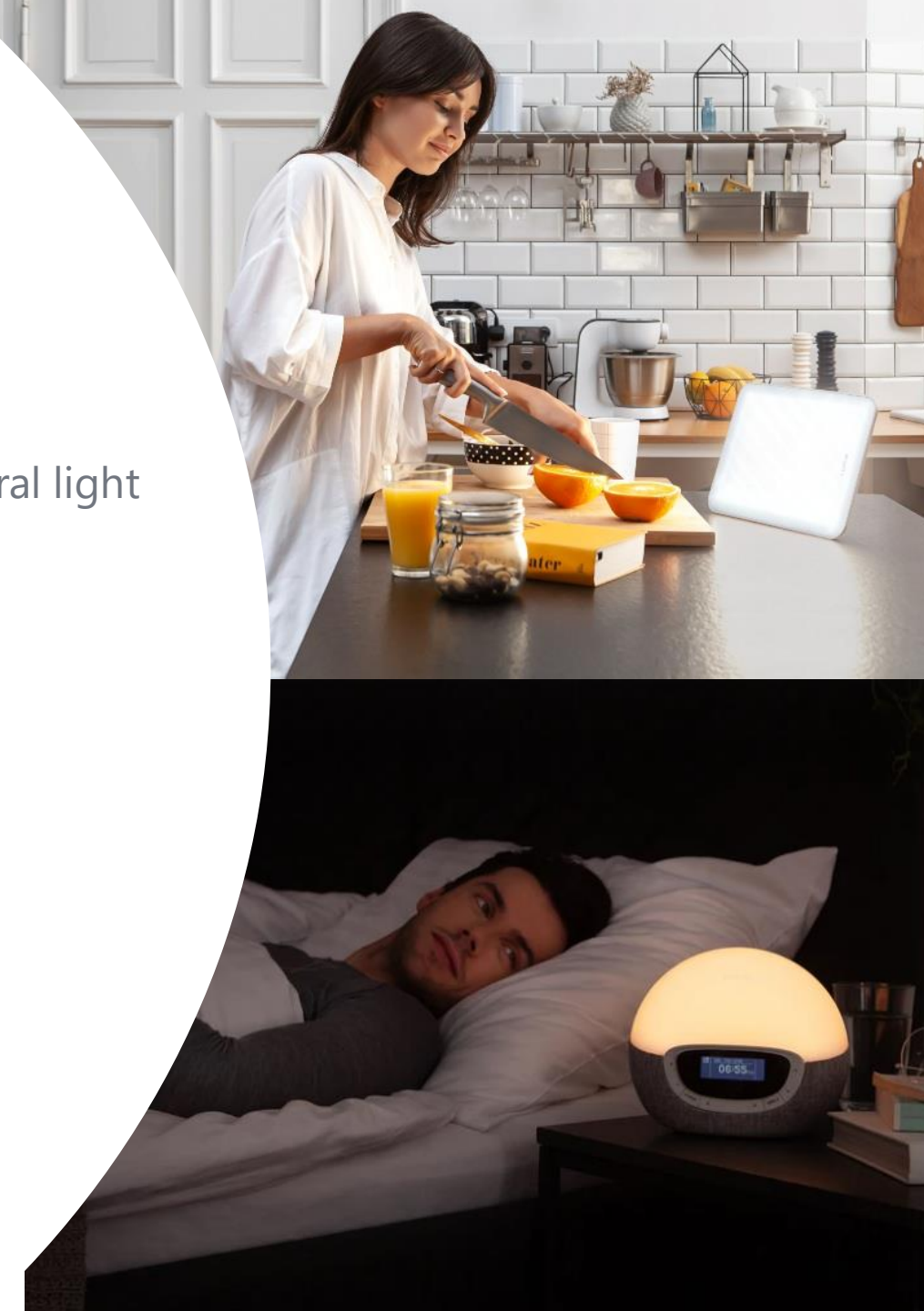
BASICS FOR EVERYONE



- Morning daylight as often as you can
- Sit/stand near a window
- Limit blue and intense light in the evenings for at least the hour before you go to bed
- Vitamin D supplement in autumn and winter months or all year round if needed
- Keep your sleeping environment dark and cool – try blackout blinds/curtains or a sleep mask

OTHER THINGS YOU CAN TRY

- Talk to your doctor about concerns – conditions often overlap
- Bright light therapy and/or dawn simulation in addition to natural light
- Cognitive Behavioural Therapy (CBT)
- Antidepressant or mood stabilising medication
- Behavioural and environment changes
 - Blackout blinds/curtains/sleep mask
 - Outdoor exercise
 - Sit outside or by a window for morning coffee
 - Take a walk at break times
 - Change your lighting



THANK YOU

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