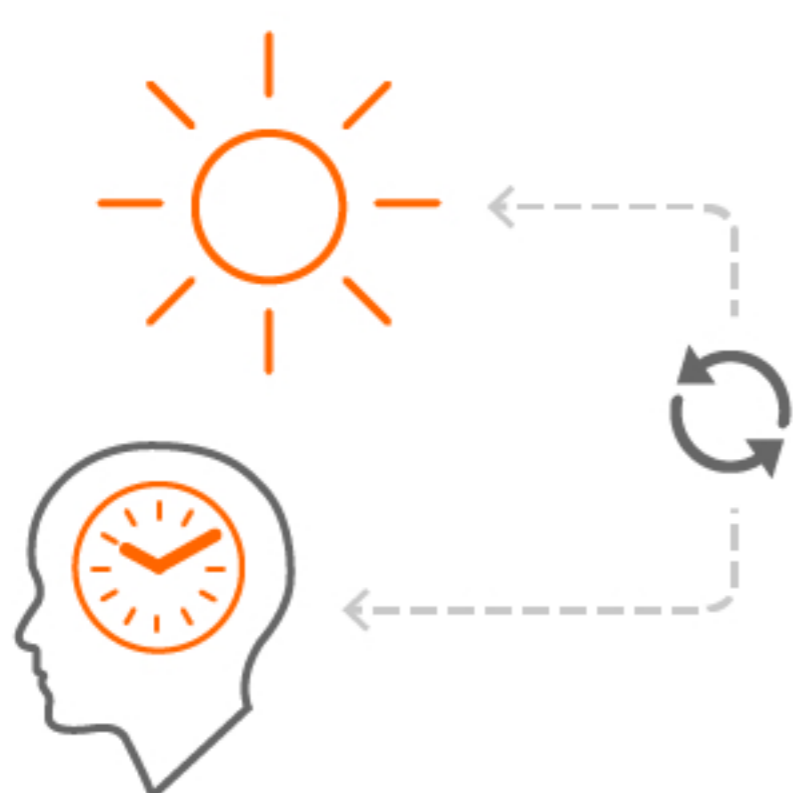


# LET THERE BE LIGHT

10 illuminating facts about the impact of light (and dark) on our lives



## LIGHT REGULATES OUR 'INTERNAL CLOCK'

Daylight is the most important trigger in the circadian rhythm of the human body, which regulates behavior such as sleeping and eating. That is why night shift workers never fully adapt to their unnatural sleep patterns.

## THOMAS EDISON WAS SCARED OF THE DARK

The inventor of the first commercially viable light bulb apparently suffered from nyctophobia: fear of the dark. Upon his death, people around the world turned off or dimmed their lights as a sign of respect.

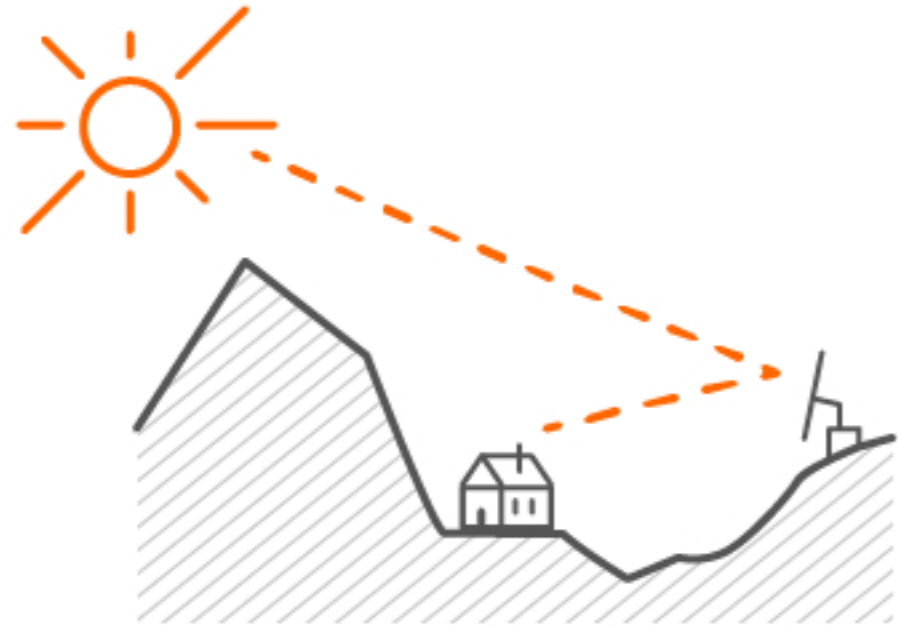


## THE LIGHT BULB CHANGED THE WORLD

With darkness no longer an issue, work hours increased as did the profits of many companies. The night life business also expanded.

## LACK OF LIGHT MAKES PEOPLE SAD

Seasonal Affective Disorder (SAD), also known as winter blues, is caused by an over-production of melatonin resulting from a lack of light. SAD even affects the stock market, with people being less likely to take risks as the days get shorter.

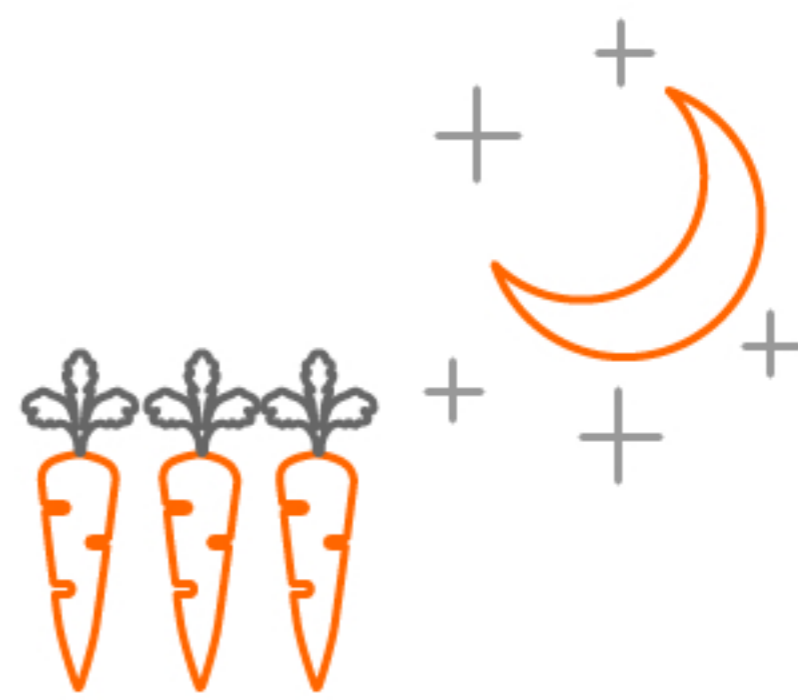


## SOME TOWNS INSTALL GIANT MIRRORS TO GET SUNLIGHT!

The town of Viganella in the Italian Alps is cut off from sunlight for 83 days a year. They have fixed the problem by installing a giant mirror on a nearby mountain.

## CARROTS DO HELP PEOPLE SEE IN THE DARK

Containing vitamin A, carrots help prevent night blindness. They will never however let you see in complete darkness.

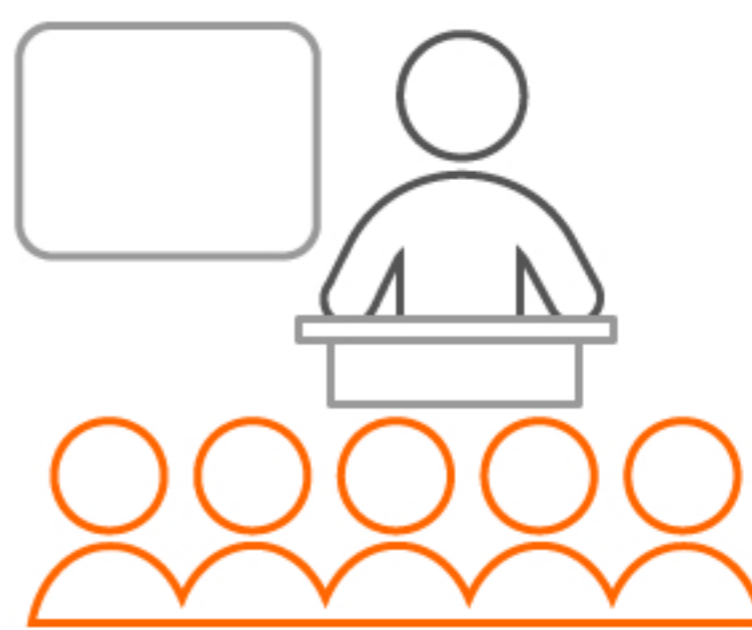


## LIGHT MAKES PEOPLE SNEEZE!

Between 18% and 35% of the human population is estimated to be affected by a so-called photic sneeze reflex. Bless you!

## LIGHTING AFFECTS CONCENTRATION

A study has revealed that daylight-similar light can help students concentrate in class, especially during winter. A seasonal excuse for why you haven't done your homework?



## THE RIGHT LIGHT INCREASES YOUR WELL-BEING IN AIRPLANES

A study on long-distance flights has shown that passengers sleep better and are more alert upon arrival if the lighting is varied: Warm-white light relaxes people, whilst blue-rich cold light in the morning increases alertness.

## LIGHT AFFECTS DECISION MAKING

Emotions are experienced more intensely under bright lights, studies suggest. For example, people might be more prone to buying emotional products, such as flowers, when the light is bright. Could save you some hints!

