



SOLshine Photo-Nutrition™ . . . *Fullest-Spectrum Led Therapy*

Summary: SOLshine LED therapy is also known as [photobiomodulation](#) —the modulation of the cell by light. It's a scientific method that allows the use of specific wavelengths of the light spectrum for therapeutic purposes to stimulate the metabolic activity of cells.

SOLshine technology has the potential to disrupt the escalating LED (light emitting diode) lighting industry. SOLshine's *pending patent* is the only therapeutic, full-spectrum light (FSL) bulb that provides a *balanced* full-spectrum of 'visible and invisible' light wavelengths similar to sunshine. The sun is a primary source of human [vitality](#).

Market: SOLshine targets the general LED lighting market projected to reach \$54.28 Billion by 2022 and our *niche*, the therapeutic lighting market, is projected to reach \$1.16 Billion by 2026.

Problem: LED light bulbs and light therapy devices emit an excessive amount of high energy blue light and lack the counter-balancing healing and regenerative red and near infrared frequencies. Excessive blue light has stress consequences in the retina associated with age-related macular degeneration (AMD) and has adverse consequences in our endocrine system as well.

Natural sunlight is loaded with red and near infrared light, whereas LED light exposure that does not include sufficient red and near infrared light like the sun – can be damaging to human biology.

Competition: There are many global LED manufacturers of full spectrum light for general lighting and therapy use. However, none mimics the essential full-spectrum of visible and invisible wavelengths of natural sunshine.

Offering: SOLshine's patent pending technology provides a solution for "unbalanced" full-spectrum light. Daily exposure to natural FSL is essential for optimum wellness and is beneficial for reducing the risk of disease. Beyond just competing, SOLshine technology initiates a nutritional paradigm shift — photo-nutrition — that expands the FSL market from general and therapeutic light to [light hygiene](#).

Online Direct Sales Business Model: The internet and the wellness industry have come together to create the perfect storm where more than 60% of the millions of daily search queries are health related. Science of Light (SOL) has been awarded an on-going \$120,000 annual Google Grant (search engine advertising). SOLshine is a natural for online affiliate marketing through the huge network of health professionals and health related websites that promote wellness and disease prevention. SOLshine Photo-Nutrition™ may be covered by most medical insurance companies when prescribed by a doctor; however a prescription is not necessary for purchase.

Marketing / Sales Projection: SOLshine is priced at \$127 with an initial sales incentive at \$97. Cost of goods (COGS) is expected to be 35-40% of sales and gross profit margin is anticipated to be 55-65%.

- The 2016 US market for LED light therapy (our niche) was \$309,000,000. We project that SOL will capture a minimum of 1% (\$3+ million) market share within the first 18 months through online direct-to-consumer marketing. Subsequent year market share is anticipated to grow exponentially.

Management: Ken Ceder, CEO and Len Ceder, CFO both have a deep passion for light and health that has spanned thirty years and produced / sold three successful full-spectrum light brands: OTT Light, Winter Bright and Natural Bright.