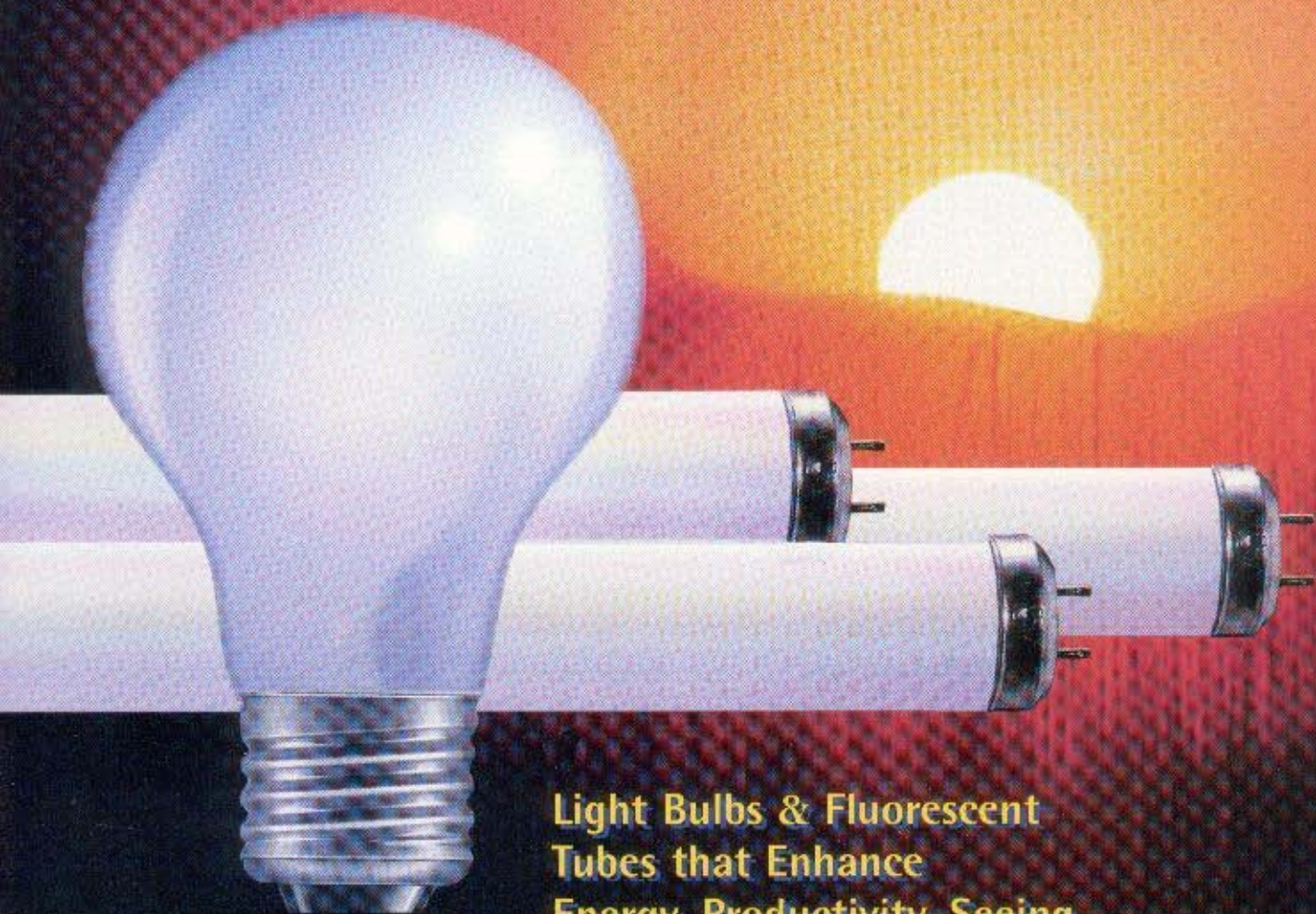


# STARLITES™



Light Bulbs & Fluorescent  
Tubes that Enhance  
Energy, Productivity, Seeing,  
and Well-Being. . .  
and Outlast Ordinary  
Bulbs and Tubes by Years

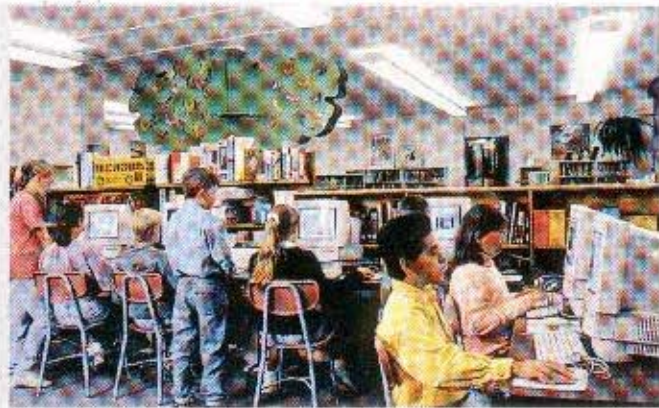
# Your Daily Dose of Revitalizing

**F**rom maintaining proper levels of vital nutrients to stimulating our production of hormones, the natural spectrum found in sunlight plays an important role in our essential biological processes. Unfortunately, most people today don't get enough of it.

Sunlight is made up of balanced energy from across the entire light spectrum. Artificial light from conventional light bulbs and fluorescent tubes contains only a narrow part of that spectrum. In recent years, a significant body of research has linked conventional artificial lighting to many problems and disorders ranging from depression and increased stress levels, to headaches, eyestrain, afternoon tiredness, sleep disturbances, and difficulty with concentrating and learning.

## STARLITE™ Fluorescents and Bulbs Duplicate Outdoor Light's Naturally Balanced Spectrum

**S**tudies show that this kind of lighting facilitates greater visual ease, increased energy, higher performance levels, and enhanced feelings of well-being. By simply putting STARLITE™ fluorescents and bulbs into the lamps and fixtures you already have, you can bring a close approximation of outdoor light into your home and work environments.



## Plants, Animals, and the Human Body All Require Nature's Balanced Light Spectrum

**T**he scientific study of how light affects living things started in the early 1960's when Dr. John Ott, then a time-lapse photographer, was hired by Walt Disney to film plants growing and blooming. Ott discovered that a plant's growth and development

is affected by the color of the light it is exposed to. Significantly, Ott discovered that the color distortions found in ordinary indoor lighting could drastically alter a plant's normal growth and reproductive cycles.

If indoor lighting could do this to plants, Ott wondered, what was it doing to animals and humans? In recent years, the new science of photobiology has been finding important answers.

**I**ndoor lighting can make you tired. In 1980, Dr. Alfred Lewy published a study at the National Institute of Mental Health that showed how different types of light act on human bio-rhythms. When darkness falls, the brain produces a hormone that makes us sleepy. The study found that conventional indoor lighting – which lacks the full natural spectrum – “is interpreted by the brain's pineal gland as darkness.”\* This explains why many people feel depleted after being indoors all day.

**T**he American Medical Association recognizes a distinct form of depression caused by lack of natural light. The high rate of depression people experience in winter has been linked in recent years to inadequate light stimulation. In 1984, the American Medical Association officially recognized a form of depression called Seasonal Affective Disorder, or SAD. In late autumn and winter when people are exposed to less outdoor light, SAD sufferers become depressed, tend to oversleep, and crave carbohydrates. A commonly prescribed treatment for SAD is exposure to high levels of natural spectrum lighting.

**T**he right light increases productivity in the workplace. Companies that use natural spectrum fluorescent lights have reported reductions in absenteeism, accidents, and error rates and increases in productivity. In *Light – Medicine of the Future*, Jacob Liberman, O.D., Ph.D. writes that natural spectrum lighting in the workplace “creates significantly lower stress on the nervous system than standard cool white fluorescent lighting and reduces the number of absences due to illness.”

**T**he wrong light may interfere with learning ability. In *Health & Healing*, Julian Whitaker, M.D. writes, “prolonged exposure to conventional light may make children hyperactive and interfere with their ability to learn.” In a study conducted by Dr. Ott at a Sarasota, Florida, elementary school, students

\*Cited by science writer Susan Seliger, “The Right Light,” *Home Office*, Fall 1986.

# ... Sunlight...

exposed to natural spectrum lighting were less hyperactive than those in the control group. A 5-year Canadian study conducted by Dr. Harry Wohlfarth also indicated a link between lighting sources and levels of stress, absenteeism and overall achievement in the classroom.

## Vivid, Glare-Free Illumination Lets You See More Comfortably and Accurately

The natural spectrum of STARLITE™ fluorescents and bulbs also improves your ability to see. Reading, computer work, and close work become easier and your eyes feel refreshed and stay relaxed longer. A study done at Cornell University found that students who studied under natural spectrum light experienced less perceptual fatigue and better visual acuity than students who studied under ordinary light.

Our customers report that STARLITE™ fluorescents and bulbs are also of particular value when it is important to see colors accurately. They are a special boon to design studios, photography studios, printing plants, art galleries, furniture stores, paint stores, clothing and jewelry shops, dental labs, medical facilities, and museums. And because they let you see colors the way nature intended, they make indoor environments appear brighter and more cheerful. In fact, a number of users have remarked, "it's like having a skylight."

## The Longest Lasting Bulbs and Tubes You Can Buy

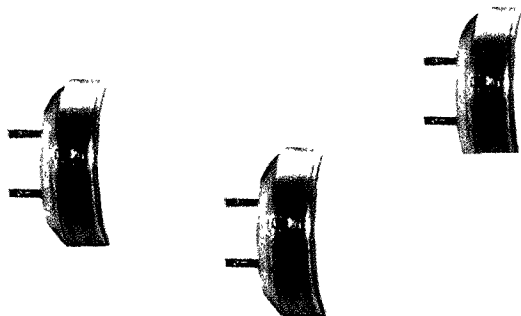
The superior technology that lets STARLITE™ fluorescents and bulbs deliver true-to-nature illumination also makes them uniquely long-lasting. STARLITE™ light bulbs typically last at least 20,000 hours, and STARLITE™ fluorescent tubes last at least 30,000 hours. You'd have to replace an ordinary light bulb at least twenty-six times and an ordinary fluorescent tube as many as five times for every one time you'd replace a bulb or tube from Star Lighting Products.

## Star's Double Guarantee

**Guarantee #1:** All STARLITE™ fluorescents, bulbs, and floodlights come with a no-questions-asked, hassle-free 60-day money-back guarantee so you can experience them risk free. If you don't feel and see a very real difference, send them back within 60 days for a full refund of the purchase price.

**Guarantee #2:** Plus, there's a 2-year replacement guarantee on all STARLITE™ fluorescents, bulbs, and floodlights. If a STARLITE™ burns out before its time, you will get another one free of charge.

# STARLITES™



# What people are saying about STARLITES™

## Energy Level and Attitude

"We noticed an immediate change in the staff's energy level and attitude. We have in fact had comments from people who visit our office. They know that something is different and that the atmosphere of the office has changed. They are often surprised when they hear it was simply a change of the light bulbs that is having such an impact."

- Linda C. Walker, Walker Publications, Fort Worth, TX

## Eliminated or Greatly Reduced Eye Fatigue

"I was skeptical about these lights but the president of the company told me to try them. Now our employees feel that this light has eliminated much of the glare coming from their computer terminals which in turn has eliminated or greatly reduced the eye fatigue and headaches normally attributed to this glare. In general, our employees are more comfortable in their work environment which results in happier, more productive employees."

- Gene Fahrney, Manufacturing Superintendent, Baker Manufacturing Co., Evansville, WI

## Significant Improvement in the Children's Behavior

"I put the lights in the cafeteria at the elementary school and noticed a significant improvement in the children's behavior. In classrooms with learning disabled children, it has calmed them down and significantly improved their behavior."

- Ed Timlin, Principal, Virginia Beach, VA

## Changed With the Lighting

"I used to tell people that I was a 'morning person' because by 3:00 p.m. I would want to take a nap. Well, that has certainly changed with the lighting. I no longer feel tired in the middle of the day and feel that the day goes by more quickly."

- Judy Carberry, Legal Administrator, Bourne, Noll & Kenyon, Summit, New Jersey

## The Sun is Shining

"Light makes such a difference! No more falling asleep or dragging in the afternoons. It feels like the sun is shining 24 hours a day around here!"

- Sarah Harrison Samuel, Managing Broker, Long & Foster, Norfolk, VA

## Best Investment in Office Productivity

"People are left with no eye fatigue and no headaches. There is no question in my mind that they work very well and are the best investment in office productivity that we have made."

- John B. Neighbors, Kitty Dunes Realty, Kitty Hawk, NC

## Increased Energy... Heightened Sense of Well-Being

"The entire staff has reported increased energy, fewer headaches, less problems with moodiness, and a generally heightened sense of well-being. Naturally this has translated into less absenteeism."

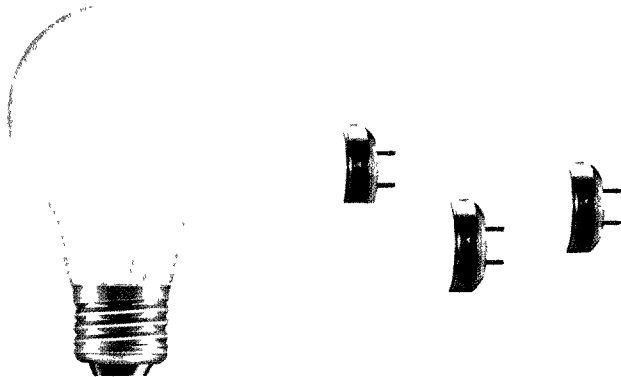
- Claudia Rico, Monterey Peninsula Board of Realtors, Monterey, CA

## More Relaxed at the End of the Day

"The people who work for me are more relaxed at the end of the day and no longer complain to their spouses about being tired when they go home."

- Dr. Randy Savage, Dentist Norfolk, VA

# STARLITES™



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