

# Vielight News

Volume 2 Issue 2

February 2018

*Wellness is the complete integration of body, mind, and spirit - the realization that everything we do, think, feel, and believe has an effect on our state of well-being.*

- **Greg Anderson**

## Vielight to participate in Arnold Expo

**Sport & fitness festival will see more than 200,000 attendees**

**V**IELIGHT has confirmed that it will participate in the 2018 Arnold Sports Festival, which is celebrating its 30th anniversary this year. The four-day health and fitness celebration presents more than 75 sports

and events and will be held March 1-4, 2018 in Columbus, Ohio.

Launched in 1988, the festival has expanded to become the world's largest multi-sport fitness weekend, when it debuted as the Arnold Classic, a one-day professional men's



body-building competition. Today, the event is being held annually across six continents, attracting thousands of fitness enthusiasts worldwide. The event is co-promoted by celebrity bodybuilder and film star Arnold Schwarzenegger.

This year, the Arnold Sports Festival is expected to attract an estimated 200,000 sports and fitness fans who will gather to watch 18,000 athletes

from 80 countries compete in 75 sports and events, including 17 Olympic events, at the Greater Columbus Convention Center in downtown Columbus, the Ohio Expo Center and other Central Ohio venues.

Vielight will showcase its devices at the Arnold Fitness EXPO, March 2-4 at the Greater Columbus Convention Center, which will also feature more than 1,000 booths of the latest in sports equipment, apparel and nutrition and three stages that host competitions and entertain-

ment.

Describing the 2018 Arnold Expo as a golden opportunity to reach out to fitness enthusiasts, Dr. Lew Lim, CEO and Founder of Vielight Inc, said, "Vielight is pleased to make its debut at such a prestigious event that identifies with many of our healthy customers."

"Vielight devices are used by many physically active people worldwide who continuously explore ways to maintain focus and enhance their performance. This show is therefore a perfect opportunity to showcase our product options to our customers," he added.

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Check [Vielight.com](http://Vielight.com) for regular updates

# Alzheimer Society calls to end stigma

**L**IFE doesn't end when Alzheimer's begins. That's the message the Alzheimer Society of Canada wants people to remember, as it launches a new social media campaign aimed at reducing the stigma associated with the condition.

The Society announced that awareness around dementia has increased, although the stigma and negative attitude around it continues to live on in modern times.

In January 2018, Vielight embarked on a pilot controlled clinical trial to evaluate the effectiveness of the transcranial and intranasal photobiomodulation-based Neuro RX Gamma on the cognition, memory

and behavior of people with moderate-to-severe Alzheimer's Disease.

Alzheimer Society's online survey of 1,500 Canadians from ages 18-65 determined that one in four Canadians think their friends and family would avoid them if they were diagnosed with dementia, and only five percent of

Canadians would learn more about dementia if a family member, friend or co-worker were diagnosed with the condition.

The new statistics coincide with January's Awareness Month and its new social awareness campaign, "I live with Dementia."

"For the most part, stigma and negative

attitudes around any issue, tend to be a result of a lack of knowledge around the subject," said Senior Manager, Regional Services Julie Hockley.

The goal of the campaign is to have people look up how to be more dementia-friendly and how to take action against the stigma, the Society said.

## KEY FINDINGS

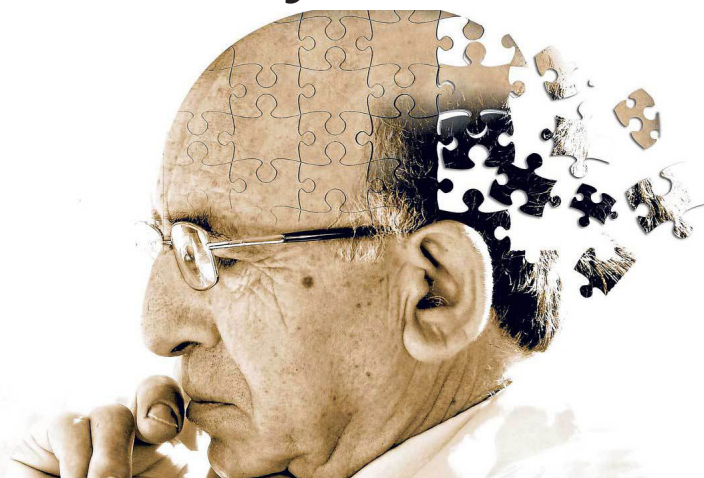
- 56 per cent of Canadians are concerned about being affected by Alzheimer's disease

- Of greatest concern is their fear of being a burden to others, losing their independence and the inability to recognize family and friends

- Only 39 per cent would offer support for family or friends who were open about their diagnosis

- Three-in-ten Canadians (30 per cent) admit to using dementia-related jokes.

SOURCE: Alzheimer's Society of Canada



## Huff Post highlights photobiomodulation

**H**UFFINGTON Post, one of the highly popular online news portals, has recommended photobiomodulation as one of the four recommended wellness trends for 2018.

In its recent editorial, *Huffington Post* short-listed photobiomodulation, far infra-red saunas, Photic Stimulation and Binaural Beats, and grounding (earthing) as some of the essential therapies to transform all-round wellness.

Speaking about light therapy, it says, "Photo-

biomodulation can be leveraged to address brain-related disorders: traumatic events (stroke, traumatic brain injury, and global ischemia), degenerative diseases (dementia, Alzheimer's and Parkinson's), and psychiatric disorders (depression, anxiety, post traumatic stress disorder)."

"PBM could be used for inflammation reduction and cognitive enhancement in normal healthy people and performance enhancing for peak performing athletes," it adds.

## Dr. Lew Lim to speak at NYC integrative health event

**V**IELIGHT will be participating in the Integrative Healthcare Symposium, taking place at the New York Midtown Hilton, in New York City from February 22-24.

In this event, Dr Lew Lim will share his experience and knowledge in addressing Alzheimer's disease with photobiomodulation in a breakfast symposia on Friday, February 24th.

This clinically relevant, evidence-based medical conference is designed to educate, inspire and engage integrative practitioners and those interested



in learning more about integrative and functional approaches to healthcare.

Along with a host of pre-conference workshops and exhibitions,

the three-day conference will feature a range of speakers addressing the challenges facing the integrative healthcare sector.

**Interested to become a Vielight Reseller?**  
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