

JOOV - the LED MIRACLE

The New York Times

MEN'S JOURNAL



SHAPE

Men's Health

BALANCED, MORE EFFICIENT CELLS

Better cellular health = systemic improvements across your body

Red Light

Delivered at 660nm, red light is readily absorbed by surface tissues and cells, leading to enhanced skin health and healing.

Near-Infrared Light

Delivered at 850nm, near infrared (NIR) light is invisible to the human eye, and penetrates into deeper tissues, leading to enhanced recovery and inflammation support.

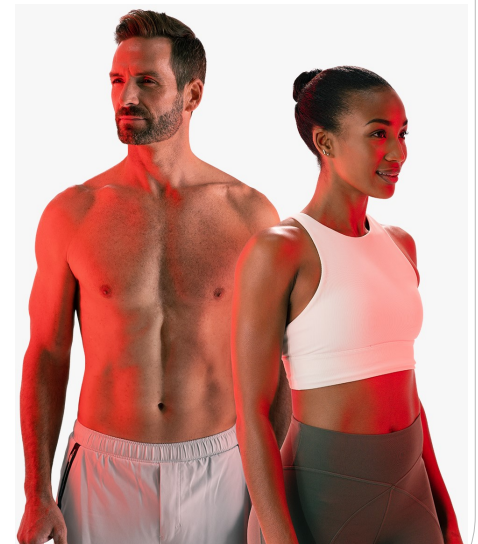
SKIN BOOST ON CELLULAR LEVEL

Red light therapy is one of the safest, most effective natural skin & body treatments available. It brings you more than just youthful, healthy, glowing skin—it is used by the world's top bio hackers to improve sleep & rebuild health in the body. In **SHORT**— it is concentrated wavelengths of natural light **stimulates the mitochondria & ATP** energy in your cells, reducing oxidative stress and increasing circulation, so your body is able to make more core energy to power itself. It is also used in treatment of traumatic brain injuries and Alzheimer's.

7 KEY BENEFITS

- **Anti ageing powerhouse—skin & body**
- **Fast & Affordable**
- **Increased recovery and wound healing**
- **Healthy skin—boost collagen, reduces wrinkles**
- **Improved physical function & muscle recovery**
- **Enhanced fat loss**
- **Sleep optimisation**
- **Anti inflammatory (skin, bones, organs)**
- **Brain function & memory improvement**
- **Supported by numerous clinical trials**

WOMEN'S
Running
healthline.



WHAT IS LIGHT: Light is electromagnetic radiation, or radiation in the form of a wave. You can think of light as energy that travels through the air with a specific frequency, or wavelength. The shorter the wavelength, the more energy the wave contains; the longer the wavelength, the deeper the wave can penetrate into human tissue. Wavelengths of light are measured in nanometers (nm). Nano means 10⁻⁹ or a billion times less than a meter. The full spectrum of light (also called the electromagnetic spectrum) includes numerous wavelengths of light with different frequencies and colors, like red light (in the mid-600s nm range) and blue light (in the 380-500nm range)

RED LIGHT: Red light comes from wavelengths in the mid-600nm range. Red light is visible and has been studied in thousands of clinical trials and medical studies. The health benefits of red light are well-established. In the early 1990s, NASA found that red light could activate plant growth in space, in the absence of sunlight. This and other earlier discoveries led to far greater clinical interest in red light therapy. Red light has been shown in numerous studies to enhance cellular function, by stimulating the mitochondria in our cells to produce more ATP cellular energy, which powers everything humans do. Research has also found numerous skin health benefits, inflammation and recovery benefits

NEAR INFRARED (NIR) LIGHT: Near infrared light (in the mid-700 to 1000s nm range) has a much longer wavelength than the previous colors we've mentioned. That allows wavelengths of NIR light to penetrate deeper into the body, for further-reaching deep tissue healing and regenerative effects. NIR light can support muscle health and enhance the body's natural recovery and healing processes

WHY SHOULD I DO IT: The cellular benefits provided by the wavelengths have been proven in many studies. Red and near-infrared light are energy for your cells. Exposing your body to this light enhances your cells to function as they are designed to. The human body is complex yet amazing! It is hard to predict the way your body will respond to Photobiomodulation and how quickly you will see results. Your cells will decide what healing needs to take place first.

ANTI-AGEING | RECOVERY | SLEEP | DETOX | IMMUNITY