

# The Enlightened Showroom of Wellness

Energize, relax, or even help your customers fight the winter blues with these lamps and accessories.

Have you considered that a person willing to splurge on a crystal chandelier or trendy-looking portable might also be interested in adding a Himalayan Salt Lamp to his or her home? Don Ardell, Ph.D., of the National Wellness Institute's board of trustees, says, "I'd push retailers to design and encourage clean, well-lighted places with all kinds of things to appeal to the widest range of buyers."

Products that administer therapy based on aroma, color, and healing properties may create a fresh buzz for your business. Studies show that more Americans are enjoying these relaxing experiences at home instead of trekking to the spa or other venues that offer wellness services. According to a report conducted by The Hartman Group, a marketing and research firm, people have a difficult time justifying spending money on treatments that they can do themselves. The personal care products that have infiltrated the market have given hospitality and spa-like service locations serious competition. Imagine your store's Web site filled with consumers' testimonials about a lamp that improved their quality of life.

Lighting has been proven to bring about a sense of well-being. For example, in the mid 1980s, the National Institute of Health suggested light therapy as a treatment for Seasonal Affective Disorder (SAD). Two decades later, there are a host of options and accessories addressing

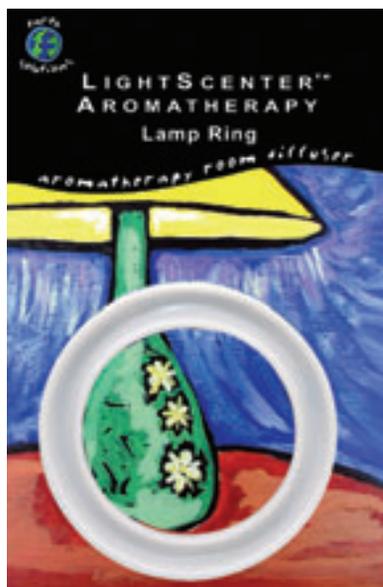
the desires of people seeking self-improvement through goods that integrate seamlessly with their existing décor.

Americans reading Deepak Chopra and perfecting yoga poses want items created especially to lower stress levels. Lighting retailers can take full advantage and ride the wellness wave that has become increasingly significant. However, store owners should remember that while such merchandise can be fun and make for quite the happy patron, they are not cures or finite solutions for disorders or ailments.

Ardell, who is not keen on alternative or theoretical practices, notes that if such products encourage "humor and play" or if the "lamps or accessories in a person's home and office are attractive, appealing, or otherwise positive – that's a good thing. Just be moderate in expectations."

As a gentle nudge toward stepping outside of your lighting showroom's comfort zone, clip out this sell sheet and distribute it among your sales staff to guide them on promoting this unfamiliar category. It includes photos paired with potential objections hesitant customers might raise, plus information from experts that may help boost sales in this area. In addition, a brief glossary and contact information for manufacturers are provided.

— Ayesha Gallion



**LIGHTSCENTER™ LAMP DIFFUSER RING**  
**EARTH SOLUTIONS**  
**(404) 347-9900**  
**customerservice@earthsolutions.com**

This no-fuss product uses about 10-20 drops of essential oil on a ceramic ring to disperse scent throughout a room. The ring is placed on top of an incandescent bulb, which supplies the heat to lift aromas. Essential oil blends such as Lime, Mandarin, and Bergamot are available from the company.

**CUSTOMER'S OBJECTION:**

I already use a plug-in air freshener.

**THE EXPERT SAYS:**

The problem with plug-ins is that their fragrance oils are derivatives of petroleum and are flammable, volatile liquids. They try to mimic natural plant fragrances, but you're really smelling chemicals. With essential oils, you're getting realistic quality essence, which is more attractive and helps eliminate toxicity in the air. Which would smell better, a chemical lavender flower or the real thing?

— Dr. David Epstein, owner of Earth Solutions



**INSPIRATION LED TABLE LAMP**  
**NATURE BRIGHT COMPANY**  
**(800) NBC-0231**  
**sales@naturebright.com**

Fussy sleepers who don't fancy noisy alarms or unattractive bedside lamps will do a double-take on this multifunctional NatureBright® portable. It is an alarm clock that uses LED technology to simulate dawn; a bright white light therapy lamp with 10,000 lux for sufferers of Seasonal Affective Disorder (SAD) and, in general, a glare-free task light.

**CUSTOMER'S OBJECTION:**

What's the benefit of a dawn simulator?

**THE EXPERT SAYS:**

Our body clock becomes incorrect when we rely on a regular alarm clock that beeps before sunrise. This could result in circadian disorder symptoms, which is the cause of jet lag and SAD. With the dawn simulator, you wake up refreshed and will be more energetic throughout the day. The lamp also emits 10,000 lux, the benchmark for SAD therapy. It can be placed on a desk at work. The one drawback of a traditional lighting box is that it looks [odd]. This is stylish and modern; no one will know why you're using it if you bring it to the office.

– Joshua Chen, CEO of Nature Bright Company



**HIMALAYAN SALT LAMP**  
**SOLAY, INC./NATURAL-SALT-LAMPS**  
**(312) 224-2710**  
**natural-salt-lamps.com**

More than a cool desk accessory, the Himalayan Salt Lamp has been praised for assisting with better air quality. How? It neutralizes positive ions in the atmosphere and releases negative ones back into the environment. Plus, there's no maintenance of the lamp besides changing the bulb.

**CUSTOMER'S OBJECTION:**

If the lamp is made out of salt, won't it degrade over time?

**THE EXPERT SAYS:**

This lamp will never lose ionizing ability. And if you knock it down, it probably won't shatter. You might lose a small chip, but [the lamp] has such mass you wouldn't even notice. They are really solid – the small ones weigh about five to seven pounds. The Himalayan Salt Lamp is made of the healthiest salt on the planet – not the processed kind. People actually use [this salt] to make a detox solution called sole (pronounced SO-LAY). It's not for task lighting – it's more for an ambiance with a lot of relaxing, soothing energy. You can put them on your desk next to your computer, which gives off positive ions. It can be a night-light for kids' rooms or even put in the bathroom for odors. It's also hygroscopic and absorbs moisture from the air. People with asthma and sinus problems love these lamps. They give off the spectrum of the sun, too, so it's good for light therapy.

– Isabella Samovsky, owner of Natural-Salt-Lamps



**MOOD-LITES®**  
**MOOD-LITES**  
**(866) 353-MOOD**  
**mood-lites.com**

Instead of a pint of ice cream, these colorful bulbs may be an alternative solution for someone who's had a bad day. Choose from these moods and colors: Renewal™ (jade), Tranquility™ (sapphire), Serenity™ (turquoise), Passion™ (crimson), Creativity™ (purple), Happy™ (yellow), and Energy™ (orange).

**CUSTOMER'S OBJECTION:**

Light bulbs can set a mood? I thought only candles did that.

**THE EXPERT SAYS:**

Mood-lites offer the same incandescent radiance that consumers have found in candles, but with an infinitely safer delivery mechanism. People are beginning to prefer them instead of candles to avoid the flickering flames associated with fires. What people really desire is illumination that enhances their environment, and allows them to apply lighting in an artistic, decorative, or spiritual sense as opposed to just a novelty.  
 – *Katheryn Goetzke White, founder of Mood-lites*



**BAMBOO TABLE/FLOOR FOUNTAIN**  
**HUNTER KENROY/HUNTER LIGHTING**  
**(904) 642-4340**  
**hunterkenroy.com**

*Calling all meditation fans!* The sound of flowing water has been touted as a soothing, calming element ideal for high-strung, caffeinated super-people. In Feng Shui practices moving water brings good luck and prosperity to the home. Polished river rocks, a variable speed pump, and a natural stone finish make it easy to quench the thirst of any dry, dull décor.

**CUSTOMER'S OBJECTION:**

How do I clean this? Will the bamboo get moldy over time? Won't the rocks collect dust?

**THE EXPERT SAYS:**

The great thing about this fountain is that the "wood" is made of resin for added durability. The stones can also be taken out and washed. Customers will enjoy classic design elements, such as the sound of water movement and being able to see it flow out of the bamboo.  
 – *David Lasch, director/marketing for Hunter Kenroy*

## GLOSSARY

**LIGHT THERAPY** (also called phototherapy): a treatment for various ailments including seasonal affective disorder (SAD), depression, hypersomnia, and delayed-phase sleep disorder. It involves properly timed exposure to bright light to promote a normal sleep-wake cycle and decrease sleep disturbances.

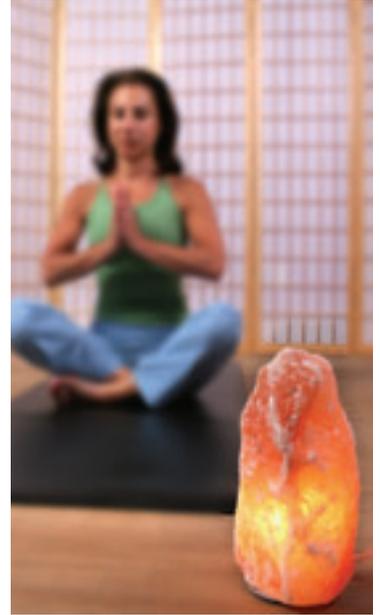
**COLOR THERAPY** (also called chromatherapy): the use of color to bring about a desired atmosphere or balance in one's being. It may involve exposure to tinted lights, massages using color-saturated oils and salves, meditation and visualization of certain hues, or wearing certain shades of clothing.

**HYDROTHERAPY**: any use of water for healing purposes.

**AROMATHERAPY**: the use of fragrances through various mediums to encourage a feeling of well-being.

**FENG SHUI**: a Chinese geomantic practice in which a structure or site is chosen or configured to harmonize with the spiritual forces that inhabit it.

Sources consulted for glossary: The Sleep Dictionary from [talkaboutsleeper.com](http://talkaboutsleeper.com); Healthy Sleep: A Guide to Natural Sleep Remedies on [GetHealthTips.com](http://GetHealthTips.com); The Merriam Webster Dictionary, and [NaturalHealers.com](http://NaturalHealers.com).



The Himalayan Salt Lamp has been used to alleviate sinus problems and facilitate cleaner air.

PHOTO: Courtesy of Natural-Salt-Lamps

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