

HelioVital® – Best of Sun

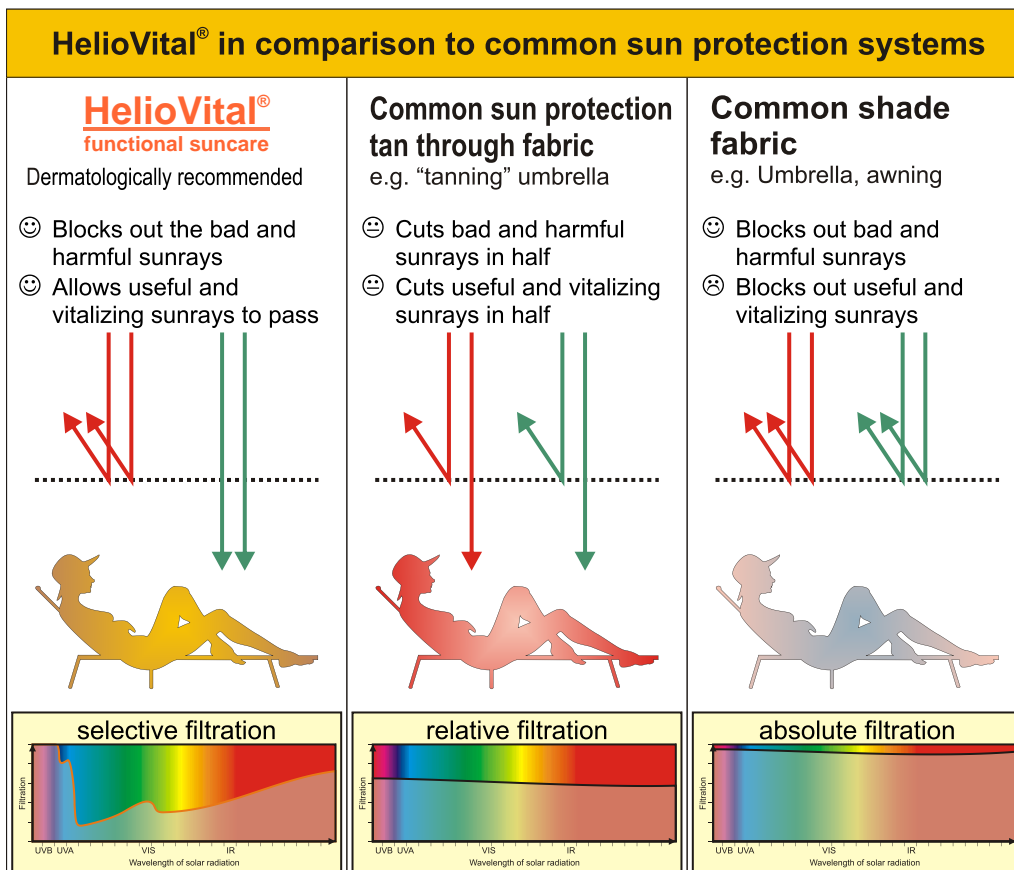
(Empfingen/Cologne, 2006-09-03)

HelioVital is the innovative solution for healthy sun use, as too little sun can be harmful. In the last few months alone, four scientific studies have been published which warn of too little sun exposure. Lack of sunlight is the cause of many illnesses. The American Cancer Society (ACS) reconsiders its sun exposure guidelines. Apart from the emotional well-being and an uplift in spirit – as sunlight strengthens the production of the messenger substance Serotonin in the brain – sunlight activates the formation of vitamin D in a natural way, to which a protective effect against different forms of cancer (such as skin cancer, prostate cancer, lung cancer, bowel cancer) is attributed. Suntanned skin signals physical fitness and dynamic – preconditions for success in today's business and society.

HelioVital is a sun filter membrane, newly developed & dermatological tested for healthy sun use as well as medical applications and people suffering from sun allergies. HelioVital filters only the invisible harmful UV rays of the sun. That is specifically different from conventional shading fabrics (whether with or without light protection factor). The almost 100% transparent HelioVital sun filter membrane allows only bio-positive, pleasant sunrays and those that cause long persistent suntan to pass through. So one can enjoy all the advantages of sunlight and avoid the risks that come with it, like harmful UV radiation, against which all dermatologists worldwide are warning. Harmful UV radiation is regarded as the main cause for sunburn, sun allergies, skin cancer and premature skin ageing.

Against these dangerous sun rays HelioVital offers specific protection.

And while enjoying a sun bath you do not have to sweat unpleasantly with HelioVital: the new HelioVital filter membrane reduces heat generated on the skin through a special IR-Reflection to a pleasant level.



As a result of special high-tech manufacturing procedures the HelioVital sun filter membrane can be used in shading devices like parasols, awnings or suchlike. The sun filter membrane is tear proof, weather-resistant, it doesn't contain any health endangering substances and it can be recycled, ergo it is environmentally friendly. Furthermore, the HelioVital sun filter membrane is cost effective, comparable to a good awning material.

It is not surprising that HelioVital products have been included in the list of authorized medical products. The membrane opens various medical treatment possibilities – with moderate costs – in the range of various skin diseases (psoriasis, neurodermatitis, vitiligo and others), as well as various chronic illnesses (osteoporosis, high blood pressure, diabetes and others), and emotional illnesses (depressions a. o.).

There are a number of applications existing already, others are under development:



HelioFlex: *(in testing phase)*

The shapely designed sunscreen bow is adjustable in height. HelioFlex is a multifunctional and easy to use arc-shaped sunscreen bow or tarp. Comes in carrying bag.



HelioShade:

An attractively designed aluminium-frame tanning umbrella that protects the sunbather in an easy and convenient way, on the balcony or in the garden.

HelioBow:

The sturdy light-weight and stylish arc-shaped sunscreen bow is specially designed for use on beaches, lakeshores and swimming-pools. The HelioBow is easy to put up and quickly packed in its carrying bag.



For further Information: www.heliovital.com

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HelioVital® – let the sun be your friend