

# THE LIGHT EDIT

VOL 20. ISSUE 02



Good lighting works  
with your body.

*Bad lighting works against it.*

Most people never question their lighting. They just wonder why they're tired.

SEE THE DIFFERENCE

**THE PROBLEM**

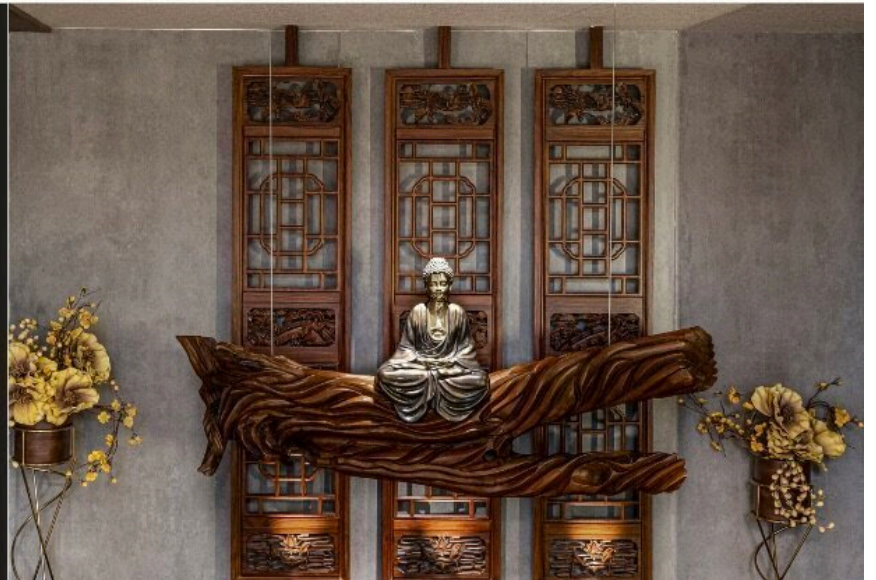
# Your body reads light. Wrong lighting costs you.

- **Poor sleep** - Cool light after sunset blocks melatonin. Your brain never gets the signal to wind down.
- **Low mood** - Dim daytime light suppresses serotonin. You feel flat before the day has even begun.
- **Constant fatigue** - A misaligned circadian rhythm means your body never fully recovers, no matter how long you sleep.
- **Stress & brain fog** - Harsh glare raises cortisol. Focus and clarity suffer all day long.

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*If your home's illumination doesn't sync with your daily rhythm, you're missing the ultimate lifestyle essential.*

Aryaman Jain  
CEO, Innovative Lighting Designs Ltd.

**THE FIX**

## How to get your lighting right

- **Go warm after sunset** - Switch to below 3000K in the evening. Amber tones signal wind-down and restore melatonin naturally.
- **Let daylight in** - Morning sunlight is the most powerful serotonin trigger you have. Make it the first light your space sees.
- **Install tunable LED's** - They shift from cool and energising in the morning to warm and restful by

night. Automatically.

- **Layer, don't just brighten** - Ambient, task, accent. No single overhead source. No glare. Just light that works with you.



## THIS IS WHAT ILDL DESIGNS FOR

Not just how a space looks under light, but how it performs around the people in it.

[VISIT WEBSITE](#)

At Innovative Design Group, we are dedicated to transforming spaces and shaping the future of lighting. To explore more, visit us now!



## Innovative Design Group

At IDG, we believe that a space transcends its physical dimensions, becoming an amalgamation of artistry, technology, and purpose. Rooted in the fusion of technology and aesthetics, our expertise extends beyond interiors, encompassing the intricate interplay of crafts and architecture.

**Our mailing address is:**

Innovative Lighting Designs Ltd.  
D-14/9. 1st Floor, Okhla Industrial Area, Phase - 1,  
New Delhi - 110020

[media@ildlimited.com](mailto:media@ildlimited.com) | +91 99 9935 5990

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**Innovative Lighting Designs Ltd.**

EO Physical Return Address

[86-90 Paul Street](#)

[London](#)

[EC2A 4NE](#)

[United Kingdom](#)

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