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Bringing to market their dpl® Oral Care for Healthy Teeth and Gums, Lookbook™ for treating the face for Anti-Aging, Acne, Rosacea or Discoloration and Waterproof UV balls that kill Fungus, Bacteria and Microbes in Shoes, LED Technologies, Inc. is leading the way in Light Therapy

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CEOCFO: *Mr. Nelson, according to your site LED Technologies, Inc is the leading company in Light Therapy. How so?*

Mr. Nelson: It all depends on how you look at it. From our standpoint we are the leader in innovation as we have the broadest range of products out in the marketplace. We also have the broadest array of products to work different functionalities. We have the most FDA clearances within light therapy and also manufacture for a good chunk of the major brands out in the marketplace outside of our own brands.

CEOCFO: *Would you explain what light therapy is?*

Mr. Nelson: Originally, light therapy was developed by NASA to simulate some earth activities for astronauts that were up in space, where there was negative gravity and the environment devoid of light. Our bodies naturally absorb light and that is the life energy that is on planet earth. Without light eventually your body metabolism starts to degrade and your personality starts to degrade as well. That would include things like being able to heal from wounds or injuries to just standard metabolic activity in your body is virtually void up in space. Therefore, NASA created a mapping technology where they mapped all the spectrums of the sun and how they interact with the body; whether it is things like blood, Cellular organisms, organs, muscles tissue, circulation, etc. From there, those of us that are in this business have taken that mapping technology and applied it to skincare, wound healing, injury recovery, exercise recovery, de-aging processes and so forth. It is basically using a high dosage of natural light spectrums that are emitted from the sun, replicated by LED lights, into our tissues and stimulating them with the natural metabolic process of the body to perform its function; whether it is recovery or de-aging or so forth.

CEOCFO: *What do you understand about light therapy at LED Technologies that perhaps other companies in the industry do not?*

Mr. Nelson: I would say that we take great pride in understanding the science and staying on the cutting edge. My background is from technology, so when we developed this medical technology and paired it with lifestyle technology, that is where we think the magic happens. When we are dealing directly to consumers and delivering a product that is efficacious and is FDA cleared and it does what it is supposed to do. However, we pair it with the symbiotic relationship of lifestyle convenience and make it easy for the consumer to use and integrate into their lifestyle; you get the magical response of people seeing great results without taking time out of their day and altering their behavior.

CEOCFO: *What is happening today in light therapy? What are some of the places or conditions where light therapy is most effective? Would you walk us through the range of what you have available?*

Mr. Nelson: What is happening today is that light therapy is going through an absolute boom in growth and acceptance across the board, from consumers to medical professionals. You are going to find light therapy activities all the way from treating brain tumors and cancerous brain tumors, chemo therapy to treating blood diseases all the way down to just treating a simple acne spot on your face. It is not so much that there is a simple single source mechanism around light therapy as much as how broad it is and how there are incredible people finding that their body responds to light. The ability to actually pinpoint where your chemo therapy needs to go hit your cancerous cells by directing the light is something that the medical community is doing in a much greater scale than what we are at. We are an over the counter type of light therapy. Recently, the FDA just approved the ability to insert an LED UV light spectrum probe into your arteries to actually purify your blood while it is inside your body, rather than actually taking it out and going through one of those dialysis machines. There are so many things that are happening with light therapy outside of the scope of what we do. It is a very broad thing to say, "Hey, this is what light therapy is going to do and where it is going to go." We are focused on the over the counter skincare, health, recovery. However, there are so many different ways that science is using it and the medical field is using light therapy to help people live a better life and to cure diseases and to impact medical procedures and so on.

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CEOCFO: *Is it commonly accepted that light therapy works or is there still some skepticism?*

Mr. Nelson: I would say it is fifty/fifty today. Back in 2004 when we started I would have said that it was maybe fifteen percent of the people who were aware of light therapy and understood it and were accepting of it. That is because it was those people that had experienced light therapy at the dermatologist's office. That was the primary use of it. However, over the course of the years it has one, dropped in price, two, companies like ourselves are creating devices that are much more affordable and easier to use and effective and so on as the technology improves and it is becoming more mainstream. I think we are probably at a fifty/fifty place right now where fifty percent of the population is not aware of light therapy, but fifty percent is. We are seeing huge category growths as more and more of the population starts to understand it and bigger players with larger marketing budgets are getting into the field and bringing that consumer awareness up.

CEOCFO: *Would you tell us about your dpl® Oral Care for Healthy Teeth and Gums?*

Mr. Nelson: I would tell you that is one of the reasons why we claim to be the leader in the industry for light therapy. That is because we have many products that are first to market, first to category and the only type of its kind out there. dpl® Oral Care for Healthy Teeth and Gums is one of them. Most people use light therapy for blue light just to do teeth whitening and things like that. However, we have integrated some different light spectrums that are used for increasing the circulation and recovery aspects of soft tissue. Therefore, when you are using that oral care system you can diffuse the blue light for teeth whitening or bacterial help with disinfection of certain bacteria within the teeth and gums. However, the other spectrums that we are using that no one else is using is actually stimulating the circulation, which brings nutrients and oxygen to the gums and is doing the recovery process. That is the key to reversing gum lines, gingivitis issues and things like that. We have seen tremendous results from this device. We have quite a few dentists and orthodontists that are involved with us right now to private label these products and sell them in their services.

CEOCFO: *Are there precautions that the user needs to take?*

Mr. Nelson: There are very few precautions. They are listed in all the user guides and the precautions are these: one, if you are an individual, one of the very few individuals in the world that are allergic to the sun and have sun sensitivity you probably should not be using any light based product, because it is replicating the sun and your body is going to react to that. If you are under medication, like heavy antibiotics or it could even be chemo therapy or things like that, that could have some side effects due to light then you need to be cautious of those. We always tell people that if you are light sensitive or you think you are, do a test and if you find out that you are then discontinue or talk to your physician. If you are pregnant or going through cancer treatment talk to your physician about the cocktails of vitamins and drugs that you take during those types of treatments. Some of them are very light sensitive, so you have to be careful with that stuff. However, in general there are no real negatives side effects to it at all, unless you are taking something that is going to create that sensitivity.

CEOCFO: *How do you decide what to work on as far as new products?*

Mr. Nelson: First and foremost, it has got to hit a couple of things for us. One is that we do not only do light therapy, but that is one of our core products. However, if it is a light therapy product we are always looking to find out if it is going to solve something in the consumer's world. Is it going to solve a need out there; number one? We do not just want to put out a product just to put out a product. Making money is all good, but it is not the only reason that you go to marketplace. Then, we will look to see if it is innovative. That is because we will not put something out there that is just "me too". If someone else is doing it we are not going to just do the "me too" thing. We always want to stay on the cutting edge of innovation and leading this category forward into a lifestyle product that people will embrace every day. Then, the most important thing is can we achieve both of those things with delivering the highest level of efficacy. That is because we pride ourselves on being the most efficacious products out there. If we can hit all three of those things then we move forward with our product. We will also watch consumer trends. We launched a product that was strictly just for treating the lips, de-aging the lips, the lines around the lips, the lips themselves, helping create new collagen and building lip volume. That all came about just by watching the trends and seeing what was going on in the beauty industry about the desire of having fuller, higher volume lips and more youthful looking lips. Therefore, we created a very natural way of creating collagen, rather than going to a dermatologist for fillers or vegetable collagen injections. That is what we look for. We look for areas where we see trends. We look for things that we know we can be effective at and we know it is going to be innovative and cutting edge and then we go to market with it. Some work and some do not. We have a strong history of providing product that deliver strong consumer acceptance to our products while one out of twenty we say, "It did not really take off so well." We would be liars to say that we do not have some designs that did not take off so well.

CEOCFO: *What is getting the most traction these days? What do you know is really good, but just is not hitting the right tone with people?*

Mr. Nelson: Today we have a whole different segment of business that we are just starting out on and that is our environmental hygiene side of the business. That is using light to treat the environment that we live, work and play in. Again, being on the forefront, the cutting edge and the innovation of all of this is one that I think we have about a ten percent consumer alignment factor and it is the one piece that I think is going to take a little bit of effort. I would not say it is not working as much as we have to lay the ground work on consumers to make them understand why it is important with keeping air quality clean, with keeping your environmental surfaces clean, with keeping the shoes that you wear clean from the bacteria and things that are in them from all of the perspiration and sweat. It is how to keep those things clean, how to keep your water clean and all that kind of stuff. That is something that we all take for granted here in the United States. We have great drinking water out of the faucets. However, we started a whole environmental hygiene area because of the work overseas with third world countries and getting them clean drinking water and so on, that we realized it could be better and we can make things a lot cleaner and easier for humankind. The tough part is making people aware.

CEOCFO: *How do you keep your shoes clean, free of bacteria?*

Mr. Nelson: We use UV lights, spectrums as a disinfecting light spectrum that kills fungus, bacteria, microbes, single cell microbes and things like that. We have developed these waterproof UV balls called Orb's, that you can use in humidifiers to kill algae, so you can throw them in your shoes and they just irradiate your shoes for about ten/fifteen minutes and kill all the bacteria and odor causing things that are in there and help keep you from having toenail fungus and similar ailments in the future.

CEOCFO: *Would you tell us about ElevenSkin and how you got into complementary products?*

Mr. Nelson: ElevenSkin is a friend of mind Nikki Odem and she is the founder of ElevenSkin. She and I have been working together on many things. She has many other brands and products that we have partnered up with as business cohorts and so on. She has a very unique formulation of skincare with is based on many sea elements, hemp, oil and some very unique other ingredients that historically have been difficult in terms of mixing them and having them stay without separation. She has found a very unique formulation that is very easy to use, non-allergenic and works for both oily skin and dry skin and so on. We are very big on natural items and using nature's resources to help you live long. Therefore, we have partnered with her as a skincare product. That is not our core competency. We are not formulators; we are technology people. We know that our technology works very well in conjunction with skincare products. It actually increases the performance of the skincare product. We have partnered with her and said we are going to list her products on our site," and vice versa. She is listing on her site and we are creating a symbiotic relationship so that we can have a full circle skincare treatment.

CEOCFO: *What is Lookbook™?*

Mr. Nelson: Lookbook™ is our most recent panel. We make these larger panels that we call dpl2 and dpl2A, that are primarily designed for use in professional applications. They are available to the public, but we sell them primarily to spas,

salons, dermatologists and so on. It is an easy, very effective way to treat your whole face in one setting. You can treat your full face for either anti-aging or acne problems or other skincare issues like rosacea, discoloration, etc. As we continued to sell that product we had a strong push by the consumer side of the business asking for us to find something that would be a little but more home friendly or consumer friendly, and not so industrial; something that would be light and easy to carry, easy to pack, to take with them on trips, something more economical that you could use it at home. Therefore, we designed a whole new version of the panel that is primarily designed to be sold direct to the consumer verses a professional friendly product.

CEOCFO: Your site indicates, “Giving back is important for LED Technologies.” Why and where do you focus your efforts?

Mr. Nelson: Today we focus our efforts primarily in Haiti and the Dominican Republic. That is something that my family has been involved in since the big earthquake in Port Au Price, Haiti. We picked up and headed out to Haiti for fourteen days right after the earthquake to go help with the relief efforts and so on; my wife and my two kids back when they were six and eight. We fell in love with the community and the people out there and ever since we have been working with villages up in the mountains that are not really well supported by the government there, to help them get sustainable activities going on in their villages; whether it is wells or water purification, which is usually the first place that we work with because that is the basis of health. We help with clinics to teach them personal hygiene and healthcare and so on. Then we move into sustainable farming practices, sustainable livestock practices. We just basically try to keep the villages and these people in a place where they can actually take control of their own destiny and make their villages sustainable. That is because they all want to stand up on their own two feet and they all want to take care of themselves. Giving them the tools, the resources and the education on how to do this is very important for us. We try to have a ten year cycle with each village and get them from a point A to point B with their active involvement. We do not just go in there and hand over money. We go over there and we raise the funds, we help them buy materials, but we ask them and encourage them and actually in many cases require them to actually be the labor force to do these things. That is because when they put their efforts into it, when they build something the pride stays with it and they keep it working and they keep it functioning well and they treat it nice, instead of just like, “Hey, here is something somebody gave me.” That is where we focus most of our energy. Then we have migrated to the Dominicans to do this on the same island and now we are starting to look at other places like Guatemala and Nicaragua, but mostly in the Western Hemisphere, because it is easy for us to get there and to have a personal relationship with these people.

