

## **Fairhaven Health Now Carries Luness, a New Product Designed to Promote Menstrual Cycle Regularity in Trying-to-Conceive Women**

*The Luness Fertility Light is an innovative device designed to combat cycle irregularity in trying-to-conceive women, a potential impediment to achieving pregnancy. Luness was developed following pioneering research from Harvard University and the U.S. Air Force, which indicates that regular nighttime light therapy helps normalize a woman's monthly cycle.*

Bellingham, Washington ([PRWEB](#)) November 27, 2012 -- Fairhaven Health, a leading distributor of trying-to-conceive, pregnancy, and nursing products, is offering an innovative bedside device called [Luness](#) designed to help naturally regulate a woman's menstrual cycle. Luness delivers a carefully designed regimen of light while you sleep. Luness retails for \$169.95 on the [Fairhaven Health website](#) and comes with a money-back satisfaction guarantee.

Luness is designed to help encourage cycle regularity in trying-to-conceive women by projecting specific intensities of light based on the moon's natural cycles. With nightly use, Luness helps synchronize a woman's menstrual cycle with the moon cycle, which typically lasts 29 days. Once her cycle has been restored to a "normal" length, Luness provides a color-coded fertility status each day to help trying-to-conceive couples time intercourse during their most fertile days.

Throughout history, women's menstrual cycles have closely matched the cycles of the moon. Natural moonlight acts as a "zeitgeber" and provides important cues that help synchronize sleep and hormonal patterns in women. Unfortunately, these important cues are not as strong as they once were. Our modern society relies heavily on artificial light and few women are sufficiently exposed to regular moonlight.

Dr. John Rock from Harvard University and Dr. Edmond Dewan at the U.S. Air Force Research Lab developed the technology behind Luness, which is called "photic simulation." They conducted several clinical trials that showed menstrual cycles become more regular with simulated moonlight therapy.

### About Fairhaven Health

Fairhaven Health manufactures safe, doctor-designed products to promote [natural fertility](#), pregnancy, and breastfeeding health. They provide ovulation prediction tools, fertility supplements, prenatal vitamins and breastfeeding support with all U.S. manufacturing governed by strict Good Manufacturing Practice Regulations overseen by the Food and Drug Administration. Distribution partners include hospitals, clinics, pharmacies, specialty retail stores and online retailers such as CVS.com, drugstore.com and walgreens.com.



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