

December 23, 2024: Sale 8
Email sent to 850 email addresses.
Subject: The website is open

Dear person,

We do not know each other, and yet I feel like I am your brother, or your son. Marcus Aurelius believed that we are all related because we share a common intelligence, and that some people take part in the magnificent harmony of the world without knowing it, while others take part in it consciously.

I chose to be conscious of it in 2020, when I found myself back in my anatomopathology lab, cutting an appendix (to confirm or not the benign origin of appendicitis) after sick leave for Covid, and I told myself: "Loïs, this is not for you, it's over."

I have always loved the outdoors, life outside, the beauty of landscapes, the magic of pushing oneself against the elements and time. I was often alone, or almost alone, in this love. Then, with entrepreneurship, I isolated myself even more, and finally I opened up. In real life and on the internet: I accepted it. I wrote my last email to around 400 people, the one before that to around 360.

Today, I am writing to 850 people. Many of you will have questions about these glasses, will want to choose the best possible option for yourself and your family, and I will guide you through this, not by writing, but by phone calls.

That is why, when you look at my website, it is a bit of a clone of me. Because the problem, although obvious, is actually subtle, invisible, sneaky, chronic. But everyone feels it. As I wrote in my 2021 ebook, it is an inexplicable discomfort.

"Blue light."

In reality, the deeper problem is the overexposure of our eyes to modern artificial light at the worst possible time for our physiology.

So we need to explore these questions: artificial light at what time, in what quantity, under what spatial conditions, and under what usage conditions (looking straight at it or having it above your head).

I chose this problem in November 2020, and one month later I told myself: I'm going to give everything.

And I gave everything.

If you follow my Instagram stories, you know, broadly, what sacrifices I made.

Because this problem has followed me for a long time. It was in my first year of medical school, in lecture halls hidden from the regenerating sun and bombarded with artificial photons, in subways and private prep schools in the same situation, that I developed massive acne, anxiety, insomnia, that I went from -0.5 to -3.75 in my left eye in three years, and that I isolated myself from others. Because the light I was receiving was against my nature, and the light I needed was outside my life.

In my second year, I fell into anorexia because I eliminated foods one by one, even the least inflammatory on Earth, thinking they were the cause of my acne. My heart was beating at 42 bpm easily.

At the end of my second year, I took Roaccutane (which I still have side effects from, 10 years later) after completely disrupting my gut flora with all the oral and topical treatments dermatology can offer. In my third year, I developed a passion-addiction to the suffering-pleasure of giving everything to outdoor sport: trail running, then cycling.

So in my fourth and fifth years of medical school, I wanted to become a professional trail runner. Then a car broke my leg, and I decided I wanted to become a professional cyclist.

In my seventh year, November 2019, at the beginning of my residency, I chose anatomopathology, a medical specialty at the crossroads of all others: we make the diagnosis, guide treatment, we are essential to the patient's fate. But it wasn't my path. And one day, during yet another intense 5-hour bike ride on a Sunday in 2020, I realized something sad but liberating: Lois, right now, you are not improving your health, you are destroying it, because you are simply trying to escape a daily life that doesn't suit you.

Then Covid happened. I lost faith in the established system, I opened myself to investing in myself, I read philosophy and entrepreneurship books. We were told a vaccine would be released and I was asked if I would take it; I said I wouldn't as long as it wasn't forced (it was forced in July 2021). I got Covid in November 2020, and that's when the appendix moment happened.

I had just gone through 10 special days: 4 completely sick, then 6 on my computer which I had just received in my mailbox (I didn't have a computer before — except in first year — so I could learn properly from books). During those 6 days, I researched “blue light” and “blue light glasses” obsessively.

More and more of you tell me you have read a large part of my ebook. If you knew how happy the 2021 version of me, who worked on it every morning from 5 to 7:30, would be to know that.

All of this is only what happened before 2021. What followed was a succession of lessons, trials, discoveries, and encounters that made me the different person I am today. A calm, confident, kind but firm person. “Speak softly and carry a big stick — you will go far,” said Theodore Roosevelt (it was a West African proverb). I tell you, I learned the lessons. One day I will share them with those who want to hear them. And I held on to this brand that does things differently, even when results were zero or almost zero for three years.

It was only when I read “Made in America” by Sam Walton a second time that I understood the importance of offering the lowest possible prices while keeping the value of the product and the human relationship as high as possible. And that within the conditions this brand operates in: nearly unlimited production capacity, nearly unlimited ability to welcome customers online, a deep need felt by 8 billion people in 2024 (56% live in cities, 5 billion have a phone...), a simple, practical (and even beautiful) solution that intelligently blocks destructive artificial light.

That was the first breakthrough.

The second breakthrough was when I understood that no one would read my 300-page ebook or my 4000-word blog articles, but people would listen to me. I overcame my fear of others' gaze, my fear of filming myself, my fear of stuttering, and action truly began: in autumn 2023, I started posting videos on YouTube.

Here are a few sentences you absolutely need to remember to change the conversation with your optician, ophthalmologist, or skeptical entourage about light:

- The Earth has been rotating on itself for 4.5 billion years. Life adapted to this well-regulated exposure to the sun according to a circadian rhythm dictated by light. Wavelengths evolve throughout the day, forming the extraordinary dance of healthy life fulfilling its functions and destiny.
- The light spectrum given by the sun is natural, complete (and even synergistic between wavelengths), evolving in time and space. Its light is continuous when it is present in a given place on Earth.
- The light spectrum of LEDs triggers all possible symptoms of discomfort and disease because of its pulsed nature, concentrated in blue at 450–460 nm (not 420 nm), which happens to be the peak of our light sensitivity (we have sensors, ipRGCs, you know them), discontinuous (no UV, no IR), non-thermal, but above all... artificial. We created it yesterday. No living being evolved with it, except for about 0.03% of human history.
- The “solutions” developed in front of our eyes fall into two groups: transparent lenses sold by opticians and most “blue light glasses” brands, which are 100% ineffective (because 0% of artificial light exists below 440 nm) and harmful because they deprive you of light below 420 nm (many vital processes happen below 420 nm); and lenses that block light sold by brands that understood how to block light at night, but not during the day.
- A lens cannot distinguish between a natural photon and an artificial photon. During the day, it blocks both. It doesn’t block all artificial light, and more importantly, it blocks vital natural light, which is why everyone feels bad wearing yellow lenses during the day. When I sold yellow lenses, they were version 2 of NIGHT lenses, and I recommended them strictly after sunset and before sunrise, not during the day.
- Because of mitochondrial dysfunction, neurotransmitter imbalance, hormonal dysregulation, and cellular over-oxidation, all modern problems are triggered and worsened by destructive light when we understand that our eyes do more than just see. This is why, I tell you, blind people should not wear sunglasses.

The solution is not to block light during the day.

The optimal benefit-risk ratio is found at night, when the sky is dark, artificial light is omnipresent and harmful, and natural light is almost absent. That is when it must be blocked, while keeping the least harmful wavelengths (sometimes yellow, orange, red artificial light) to restore our physiological processes: melatonin secretion, calm, migraine and eye fatigue relief, mood regulation, stress management, faster sleep onset, and truly restorative sleep, leading to better concentration, willpower, memory, and perseverance the next day.

My brand has been about this from the beginning. And when I understood this in early 2021, I was afraid. I thought it was impossible, that it couldn’t be this big. Glasses are just for the eyes.

But since those first studies and experiments, I know it, and you know it: our health depends on the light we perceive, especially through our skin and our eyes.

My real goal is to help people increase their daytime exposure to natural light, which has become a luxury. It’s a luxury because today, statistically, we spend more time at work indoors than with our partner, our community, or Nature. And to change careers, you don’t need money or more time — you need energy, and the ability to think clearly, which is made difficult by artificial electromagnetic waves, of which distorted light is a part.

Once the career change is made, I want to help people create a better world than the one I've seen for 29 years, even though in some ways it is still beautiful. A world more aligned with humans and with Nature (of which we are a part but which we distort). I want them to take risks, to stop caring about negative comments from family dinners, and to fulfill their dream and their destiny.

This is mine, and this is yours. Everyone wants it, and those who cross the mental threshold will succeed.

Alright.

The website is open.

Yes, it might be a bit slow, but it works very well. I strongly recommend the desktop version. Even if you are reading this email on your phone, wait an hour or two until you are home if needed.

I would also like to introduce a list of people who allow this brand to thrive. These people help others become healthier naturally. They are satisfied with their glasses, they talk about them, people hear about them, they buy with a discount offered by these people, and these people are paid in return. These are affiliate partners.

Here is the list. Use one of their codes to thank them for their extremely significant work (personal and collective during Google Meets lasting hours). This is work of understanding and communication. We are not selling T-shirts. You will get 15% off, on prices already low compared to the value you will receive, by using one of the following codes:

[Affiliate list translated as names and codes remain identical]

The site will close on January 3rd at 11 PM.

Thank you all again for allowing me to live under enormous work but in peace.

Loïs

WhatsApp: +41 76 779 09 19 (please tell me your full name)

www.loiskedochim.com

Previous emails: <https://bit.ly/3H3gQcp>

To understand natural and artificial light: <https://bit.ly/3VzScZn>

(Note 2025: During this sale period, I had started to build a small team: Brice Richaud, Emeline Bourroux, Claire Dutheil. They joined all calls as observers. All clients with questions were called by us for full explanations and personalized coaching on light, Nature, and choosing their Loïs Kedochim glasses. I spent an entire week in the swiss mountains, on a balcony, in the sun, making these calls. It was exhausting, because at that time I was the only one actively on the calls. But it was beautiful, and I felt a level of fulfillment I had never felt before.)

Revenue from this sale (counting payment plans as full): 24k CHF.