

A success story from
ORHIDEAL
IMAGE MAGAZINE
July 2011
www.orhideal-image.com

„I want
to help people
protect
their eyes.“

Reinhard Gerl

ORHIDEAL®

IMAGE

Platform for strong brands



For the sake of our eyes

Do you also sit for hours a day at the computer? Worried about long-term damage to my eyes, I consulted Ursula Starke, and ever since I have been wearing PRISMA® tinted glasses for screen work. Being Orhidea – and therefore naturally inquisitive – I wanted to find out more about the inventor of my protective eyewear. And, when you've read the interview below, you too will find this tool indispensable for your work.

Orhidea Briegel, Herausgeberin

augen schule

Orhidea at work -

dank PROLUMENO ohne Augenstress



PROLUMENO: Ein zukunftsweisender Ansatz zur Förderung der Gesundheit für Augen und Rücken am Arbeitsplatz

- Entspanntes und stressfreies Sehen & Rückenfitness am (PC) - Arbeitsplatz
- Visuelles Stress-/ Entspannungs-Management im Arbeitsalltag
- gezielt Augen- und Rückenprobleme lindern
- Voraussetzungen für entspanntes Sehen schaffen
- natürliche Augenfunktionen stärken
- (Seh-)Stress am Arbeitsplatz auf ein Minimum reduzieren
- Konzentration und Leistungsfähigkeit steigern
- Ergonomie am PC-Arbeitsplatz optimieren

Ganzheitliche Augenschule
Ursula Starke • PROLUMENO

Ganzheitliches Seh-Training
Rückenschule, M.E.T, Psychomotorik
Böcksteiner Straße 82
81241 München
Tel.: 089-700 100 2
info@ganzheitliche-
augenschule.de

[www.ganzheitliche-
augenschule.de](http://www.ganzheitliche-
augenschule.de)

Reinhard Gerl
Innovative Eyewear
Muenchener Str. 12
D-82362 Weilheim
GERMANY
Tel. +49 881 1359 4070
info@innovative-eyewear.de



IMAGE: Mr. Gerl, you are the owner of the company 'Innovative Eyewear' and you are the creator of the brand PRISMA®.

'Innovative Eyewear'.

Reinhard Gerl: I trained in industrial administration and studied business management, but I have always had a particular interest in colours. So I did further training as a colour therapist on my own initiative. From my own experience with the effect of colours on the eyes and in collaborating with therapists the idea took root of developing a completely new generation of special glasses using colours that affect our entire organism. This is very much in line with traditional Chinese medicine (TCM), but also according to 'modern' theories of colour therapy that are based on this.

IMAGE: I understand your PRISMA® products are already well known world-wide.

R.G.: Yes, thanks to the many innovations that have and still do distinguish these products, we now have users of PRISMA® products throughout the world. We have marketing partners for example in Switzerland, Austria, Belgium, France, Norway, Canada, Japan, Korea and Australia. The list is dynamic and growing all the time.

IMAGE: Are colours so effective then that they really can promote recovery?

R.G.: In the course of wide-ranging research on the complex, ever more remarkable aspects of colour, I came across the research work of the renowned colour researcher and founder of esoteric medicine, Peter Mandel in Bruchsal, who demonstrates that when the right colour with its specific frequency is applied to the eyes, but also to the skin, it clears blockages allowing the body's energy (Chi, Qi etc.) to flow freely again. This is wholly in tune with the findings of TCM dating back thousands of years, whereby pain is nothing other than the cry of the flesh for the flow of energy. Modern meridian diagnosis (see Prognos or i-health) can demonstrate this effectively and convincingly.

IMAGE: We are reading more and more in the press about the harmful effect of computer screens. Is that an issue you address?

R.G.: My inventions were influenced particularly by the ground-breaking and wide-ranging research work of the Heidelberg physician and light biologist Alexander Wunsch. In particular my development of a brand new type of filter spectacles, PRISMA®, 'bluelightprotect', with amber coloured filter lenses for protection from the blue light emissions of artificial light sources, which have very serious health implications, were heavily influenced by Alexander Wunsch.

IMAGE: What are the important principles in the development of this product?

R.G.: Assisted by the research work referred to, I realised that when it comes to the effective therapeutic impact of colours it is a matter of finding the purest possible frequency of the individual colour oscillations and a precise coordination and in particular high saturation of individual colours if we are going to achieve the most effective colour therapy in the widest sense. 17 years of research and development work have gone into every individual PRISMA® product.



IMAGE: And what is the outcome of it all?

R.G.: The PRiSMA® colours are perfectly coordinated. Many doctors and therapists, but users too confirm time and again this perfect harmony between colour frequency and colour saturation. So today the use of special PRiSMA® colour filters enables us to apply the individual colours of the spectrum of sunlight simply and safely in highly specific doses, often achieving astonishing and rapid improvement in individual wellbeing.

IMAGE: Are PRiSMA® products also used in therapy?

R.G.: PRiSMA® brand spectacles have in fact become the ideal glasses for every form of colour therapy. They are increasingly useful for 'emergency home pharmacy' purposes for their effect on body, mind and soul.

IMAGE: What the qualities of PRiSMA® products?

R.G.: The chief characteristics of Vitalbrillen® or tinted glasses are effective colour filters with exceptionally highly saturated and very clear, pure colours. They are of high optical quality and shatterproof, as you would expect of good ophthalmic products. They are modern and attractive in style. There is a very wide choice of spectacle styles, variants and accessories. Bluelight-protect blue light protection and computer glasses filter out the short wave components from the mercury and LED light of computer monitors and indeed from most 'modern' types of illumination. They eliminate the mercury line in the blue range of the spectrum, and thanks to precisely defined colours they have a very finely adjusted filter effect with very low colour depth, so it guarantees adequate colour recognition when working at the PC or when driving or watching television.

IMAGE: Your protected PRiSMA® brand name is a byword for outstanding quality and yet extraordinarily good value. How do you manage that?

R.G.: You're right, they offer a high-saturation, broad colour spectrum, UVA and B filters, exchangeable frames and exchangeable lenses. Lenses can be individually combined (for example left one red, right green), there are lots of variants and long-term availability of replacement parts is secured. They are recommended by therapists because they are suitable for children, are ultra-lightweight and comfortable and are an excellent fit. They are scratch resistant and shatter-resistant. They have a wide variety of uses for both therapists and end users, they are highly fashionable, the frames are coated and printed with fine decorative motifs, and a unisex style is also available.

IMAGE: Light is the source of life, isn't it, Mr. Gerl?

R.G.: Yes, light is the source of all life. Light creates life. The spectral colours of light are the components of sunlight. Which makes it perhaps the most important, albeit often underestimated element in our life. We can all feel the difference between a day with a dull overcast sky and a bright sunny day that fills you with energy. The different colour frequencies in the visible spectral range from about 380 to 780 nanometres are of crucial importance for the vital processes in our bodies.

IMAGE: The emphasis on energy conservation means an increasing number of artificial light sources with harmful properties, doesn't it?

R.G.: Lots of studies about the harmful effect of blue light make this a worrying issue. These light sources such as fluorescent and low-energy lamps, white-light LED and computer screens have a high blue component, sometimes very high, in the emission spectrum and can cause both unhealthy stress and irreversible damage to the eye, like macular degeneration.

IMAGE: And what about the mercury component?

R.G.: The photons emitted from these mercury-containing light sources contain information – without a doubt – about the extremely dangerous mercury in them, but the potential risk is still quite uncertain and as yet unresearched, though it is definitely to be feared. As we understand our energy processes, however, it poses a risk not only to our eyes, but possibly our brain in the same way, our metabolism etc. I am keen to raise public awareness about the increasing levels of harmful, stress-inducing and unhealthy light we are now exposed to.

IMAGE: And are the great risks of electrosmog now largely uncontested?

R.G.: With the harmful components of the frequency spectrum artificial light can equally create unhealthy light smog. That's why I want to help people protect their eyes.

IMAGE: And what about sunlight?

R.G.: Natural sunlight contains all the spectral components we need for life, and in a relatively balanced ratio. People who regularly wear sunglasses that, for example, filter out 85% of all light are robbing themselves of light that is essential for life. PRiSMA® lenses course have a 100% UV filter and so protect the eyes against UVA and UVB radiation.

www.innovative-eyewear.de

