

A Seasonal Approach to Light Therapy

Helping clients transition into fall with intentional light exposure .

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As summer gives way to fall, our routines naturally begin to change. We swap flip-flops for sweaters, spend less time outdoors, and start preparing for the cooler months ahead. One of the biggest changes, however, often goes unnoticed: our exposure to light.

With shorter days and earlier sunsets, many of us spend significantly more time indoors under artificial lighting. While we cannot replace the sun, today's indoor tanning and wellness facilities have a unique opportunity to educate clients about the different types of light available and how each may support their cosmetic and wellness goals throughout the changing seasons.

As salon owners, fall isn't just the perfect time to reset our equipment. It's also the perfect time to reset the conversation.

Instead of simply asking clients what service they would like today, consider asking, "What are you hoping to accomplish?" That small shift allows you to recommend services based on their goals rather than the equipment itself.

Understanding the purpose of each wavelength allows salon professionals to confidently recommend services that align with those individual goals while helping clients better understand the value of the treatments available to them.

Not All Light Is Created Equal

Different wavelengths interact with the body in different ways, and understanding those differences helps clients make informed decisions.

UV Light (280 to 400 nm)

Ultraviolet light remains the foundation of the indoor tanning industry. UVB wavelengths (280–315 nm) support the tanning process, while UVA wavelengths (315–400 nm) are primarily responsible for the oxidation and darkening of melanin, producing cosmetic color.



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As outdoor UV exposure naturally decreases during the fall, many clients appreciate maintaining a consistent tanning schedule instead of trying to build color quickly before a vacation or special event. This season is also an excellent opportunity to reinforce proper tanning schedules, hydration, and responsible exposure practices.

Blue Light (405 to 470 nm)

Blue light is commonly incorporated into cosmetic light-therapy experiences designed for blemish-prone skin. After a summer filled with sunscreen, sweat, humidity, and increased oil production, some clients may notice seasonal changes in their complexion. Blue light can be a valuable addition to a skin-care routine for those looking to support clearer, healthier-looking skin.

Green Light (520 to 565 nm)

Green light is an emerging area of interest within cosmetic photobiomodulation. While research continues to evolve, green wavelengths are often used to support a calming treatment experience and to help clients feel more relaxed while enhancing the appearance of balanced-looking skin tone. As schedules become busier heading into the holiday season, many clients appreciate having a quiet place to unwind.

Amber Light (570 to 620 nm)

Amber, sometimes called yellow light, is frequently used in cosmetic light-therapy environments to support hydrated, radiant-looking skin and to reduce the appearance of



redness. As cooler temperatures and lower humidity begin drying out the skin, amber light can complement a client's seasonal skin-care routine.

Red Light (620 to 700 nm)

Red light therapy is one of the most recognized cosmetic light modalities. Most wellness systems utilize wavelengths around 630, 633, 660, or 670 nm. These wavelengths are commonly used to support smoother-looking skin, enhance overall skin appearance, and provide a relaxing wellness experience. As clients notice seasonal dryness or simply want to maintain healthy-looking skin throughout the colder months, red light therapy often becomes a valuable part of their routine.

Near Infrared Light (700 to 1100 nm)

Although invisible to the human eye, near infrared light is widely used in wellness environments for its warming, comfort-focused experience. Many systems utilize wavelengths such as 810, 830, 850, 904, or 940 nm. These wavelengths are commonly incorporated into sessions designed to support relaxation and overall comfort — especially as clients tackle fall yard work, return to school sports, or simply feel the effects of cooler temperatures.

Building Intentional Service Plans

One of the greatest opportunities for salon professionals is moving beyond recommending individual pieces of equipment and instead helping clients build intentional routines. Someone maintaining a tan may also benefit from red light therapy to support healthy skin. An athlete may pair tanning with near infrared sessions to support recovery. Another client may simply be looking for a relaxing experience after a long workday.

The recommendation should always begin with the client's goal.

As our industry continues to evolve, education remains one of our greatest strengths. Clients want to understand what they're using, why they're using it, and how often they should incorporate it into their routine. When staff members can confidently explain the purpose of different wavelengths and recommend services based on individual needs, they build trust that extends far beyond a single visit.

The seasons may change, but the importance of light remains constant. By helping clients understand the unique benefits of UV, blue, green, amber, red, and near infrared light, salons can transform routine appointments into meaningful wellness experiences. This fall, don't just reset your equipment. Reset the conversation, and let education become one of the most valuable services you provide. ●