

**LOOK**

**LOOK INDUSTRIES LTD.**

2024

# Life's too short for normal

It starts as a simple story; two guys get into a design school. Kevin and Ivar, both vagabonds from the deep south of Finland, arrive on the first day to find out that they're the only guys in class. Quickly, they realize that not only do they share the same passion for the craft, but also the same tendency to get into trouble.





**We believe that all the things  
we surround ourselves with  
can have a story to tell.**

**It's up to you to give the  
products a new meaning.**

# NEURON ACTIVATION POD

NEW 2023

The award-winning **Neuron Activation Pod** by Look Industries uses Neurosonic™ technology to enhance physical and mental well-being.

The technology's impact is based on vibration, which directly affects the autonomic nervous system, activates metabolism, blood circulation and relaxes muscles.



Youtube / Look Industries

An illustration of a person sleeping in a bed in a room at night. The person is wearing a dark cap and is covered with a light blue blanket. The room features a window with a crescent moon, a boombox on a shelf, a framed picture of a cat, a framed picture of a fish, and a framed picture of a dog. A nightstand with a lamp and a container labeled 'Beans' is visible next to the bed. The text 'zzzzzzzzzz' is written in white, stylized letters above the person's head.

zzzzzzzzzz

All N.A.P. programs improve the quality of sleep

# NEURON ACTIVATION POD

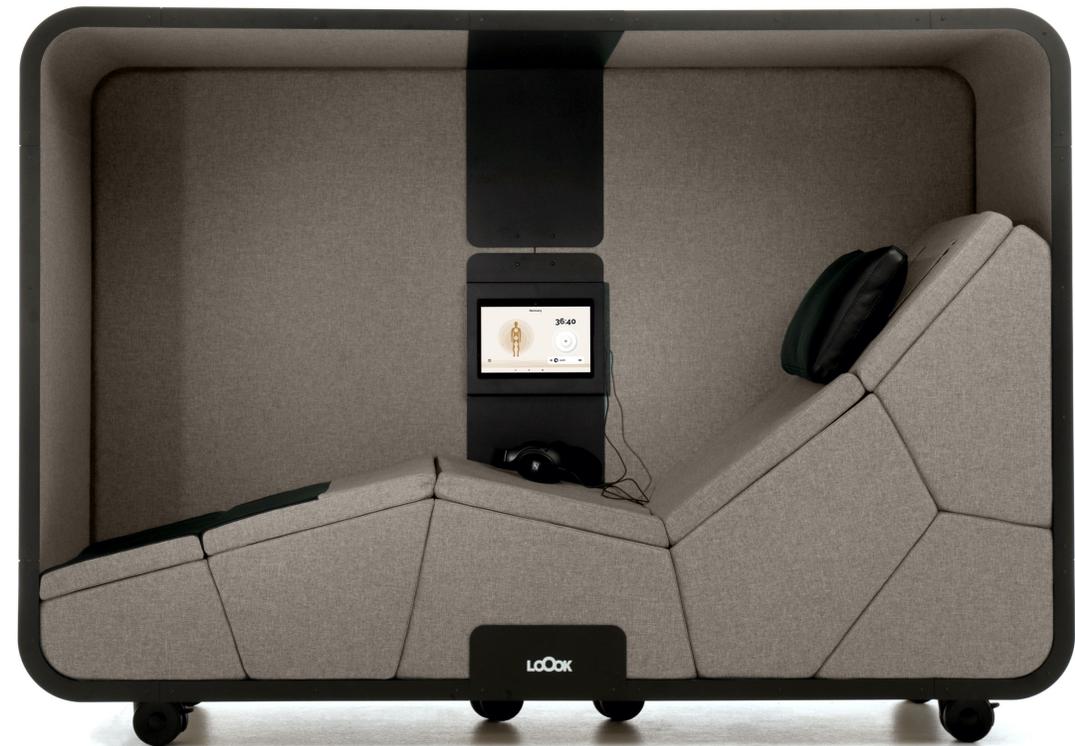
NEW 2023

What does a zebra do when it has managed to escape the lion?

**It shakes.**

The purpose of this natural mechanism is to calm and relieve the stress reaction.

Neurosonic™ technology produces this same natural effect. The vibration works in the same area as the body's own vibrations.



# NEURON ACTIVATION POD

NEW 2023

The vibration directly affects the autonomic nervous system, so the mind does not have to make an effort to relax.

The effects manifest as a calming sensation and a feeling of physical lightness.

The technology is most effective when used daily, but regular use of the device 2-3 times a week is often sufficient.



# NEURON ACTIVATION POD

NEW 2023



**602 / 602S**

NEURON ACTIVATION POD W/ PRIVACY SCREEN



INTERIOR  
DESIGN

2023  
INTERIOR DESIGN  
FINALIST



2023  
INTERIOR DESIGN HIP  
HONOREE



2023  
BEST OF NEOCON

# PROGRAM INFORMATION

---

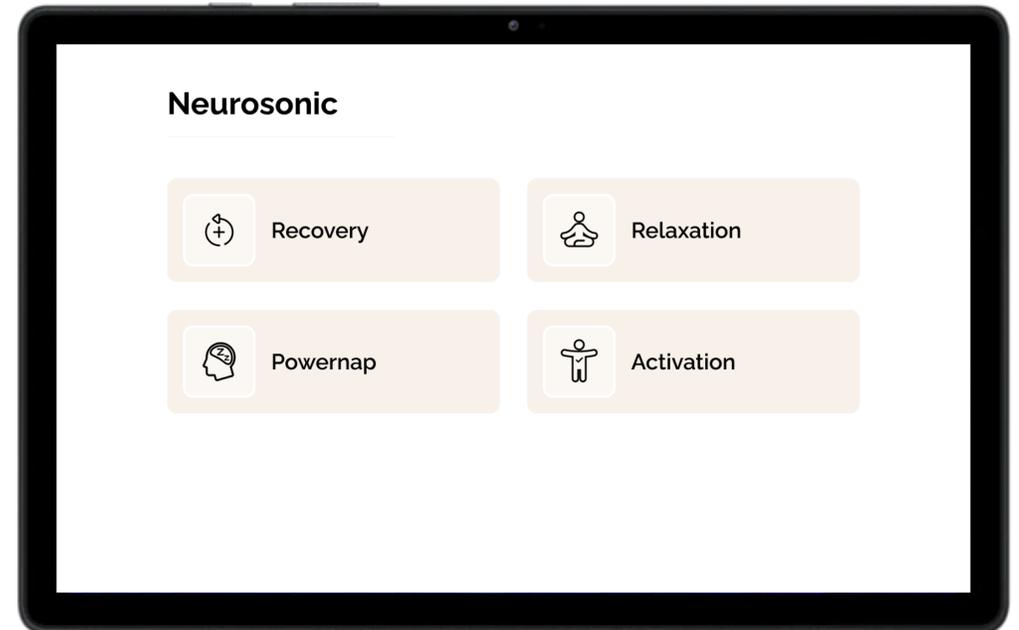
The pod has **three program areas**: relaxation, activation and physical recovery. Each of these has programs with differing durations and the vibration is composed of different frequencies.

All programs promote sleep quality and contribute to both physical and mental recovery.

Take a **relaxation** program during a busy work day or if you have trouble sleeping or feel stressed.

Use an **activation** program to boost your metabolism, to feel more awake and to warm up your muscles.

The **recovery** programs are perfect to use after doing sports or to reduce pain or swelling.



# PROGRAM DESCRIPTIONS

---

## **10 min relaxation programme**

A refreshing relaxation program that covers the entire body.

## **20 min relaxation programme**

The most physical relaxation program. Takes the back area into special consideration, especially good for neck and shoulder tension.

## **25 min relaxation programme**

The best starting program. Works particularly well for improving sleep quality and alleviating stress symptoms. Lower limb-focused deep relaxation.

## **39 min relaxation programme**

Deep relaxation program. Includes one massaging section that also activates metabolism.

## **12 min activation programme**

Alertness-increasing activation program. Suitable for use in the morning and during the day.

## **24 min activation programme**

The most effective activation program. Not recommended for initial use if experiencing sleep challenges. Extremely effective for neck and shoulder tension and increasing alertness.

## **36 min activation programme**

Energizing and very physical recovery program, effectively impacting metabolism.

## **41 min activation programme**

Sleep quality-focused recovery program, with more relaxing phases within the program, making it suitable for use after later training sessions.

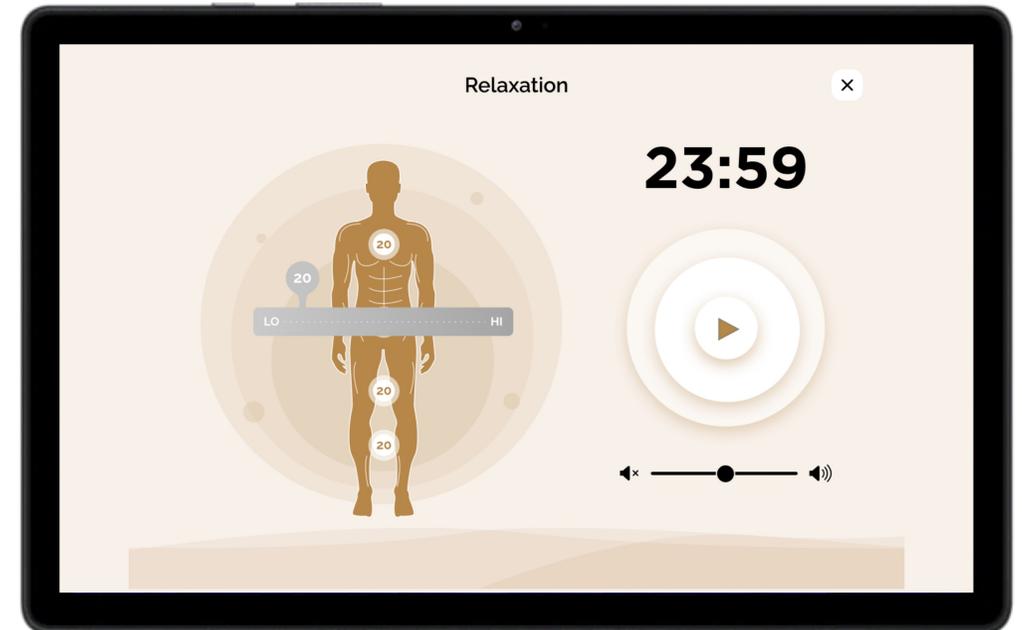
# USAGE INFORMATION

---

When it comes to vibration, **less is more**, especially when the user has trouble with their sleep. Nevertheless, if you have problems with your metabolism, your blood circulation is poor, or you want to recover faster, you may adjust the power to a higher level (on the scale, this means the levels above the middle position).

**The best effect is achieved by using the devices daily and regularly.** Even the 10-minute relaxation program is enough to give the brain a much-needed moment of restoration.

**Recovery and sleep are very individual**, so the use of Neuron Activation Pod and the effects of the programs are individual.



# SAFETY

---

The frequency range of the vibration generated by the device is the same as that of the tissues of the body, which is why **side effects are uncommon**. Some users may experience initial nausea or headache, but, usually, these side effects dissipate after 1-2 sessions. We recommend that you **drink plenty of water after using the device** to prevent nausea and headache.

There are no age restrictions to using the devices.

If you have epilepsy, migraines or other illnesses that affect the brain and cause severe symptoms, you should not use the activating programs at all. We recommend that you do not apply vibration to the head region at all in the aforementioned situations.

## **Do not use the devices In the following situations:**

- You have an acute inflammation that can spread
- You have an acute herniated disc
- You have an acute thrombus
- You have an acute cancer
- You are pregnant
- You have the flu or a fever
- You have a risk of retinal or lens detachment
- You were vaccinated on the same day
- You have a risk of internal bleeding

Low heart rate is not a problem, too low blood pressure can drop further and cause dizziness.

Consult your physician if you are unsure whether the device is suitable for you.

# TESTIMONIALS / TEST PERIOD

---

## CBRE, Finland

"N.A.P. furniture with neurosonic works insanely well! I just tried 5min powernap mode and it feels as refreshing as after a well slept night, which is an amazing feeling when it's Friday and it's 2pm! Comfortable ergonomics and suitable music and neurosonic intensity. "

"N.A.P. The furniture was good, it was great to get tested. This is what is needed for the office, recovery during the working day is important. "

"Employees' stress has decreased, physical tensions have eased, and the ability to deal with and deal with mental stress has improved."

## Dealer, Germany

"The feeling after 10 minutes relaxation with N.A.P. is like after a meditation. You feel relaxed, focused and clear. I use N.A.P. now regularly and gladly again."

"I just had the feeling that a migraine is announcing and I used N.A.P. for 10 minutes. To my surprise, I had no migraines the same and the next day."

"During my first treatment, I fell asleep in the chair right away. I most definitely recommend this product to anyone who has any kind of chronic sleep problem or has suffered from bad sleep for a long period of time."

# TESTIMONIALS / TEST PERIOD

---

## Global corporate, Finland

"Very quickly very relaxing feeling! Ready to continue working with more clear mind :) "

"Maybe the relaxation effect will come later. I was expecting and hoping that the machine would have talked to me in the beginning and in the end of the program 😊 But have to give it another time and try different program, too. Nice break anyway!"

"Very relaxing and support also small breaks as can choose only short time according for your need. ."

## Global corporate, Finland

"Nice equipment, very pleasant experience."

"Relaxing to stop for a while. I'm not sure about effects, maybe I feel it later?"

"Have only used once, will continue to use and test. Great idea though."

# TESTIMONIALS / REGULAR USE

---

## **A healing session for mind and body in the middle of a hectic working day**

“Everyday life in a gaming company is full of intensive specialist work, often done whilst sitting at a computer. Neck and shoulder pain is ever-present and concentration is constantly tested.

A couple of years ago, we acquired a Neurosonic device, which immediately became a popular place to visit in our office's contemplation corner.

A meditative and restorative moment during the working day is a great way to clear your mind.

The effects of the device on sleep quality and body condition are clearly felt. A little nap in the device bears fruit in the form of an improved working mood. I recommend it to all work communities as standard office equipment.”

Tony Manninen, CEO, LudoCraft Oy game studio

## **Better quality of life through better sleep**

I started using the NAP at work 2-3 times a week, which allowed me to quickly enter a meditative state without actually falling asleep.

The real game-changer for me was when I noticed that I began sleeping much deeper and longer at night. I used to fall asleep quickly but would often wake up at 3-4 am and struggle to go back to sleep. All of that changed, and now I consistently enjoy 7-8 hours of deep, restorative sleep.

This has significantly improved my lifestyle, as waking up refreshed has made me feel better and healthier overall.

Neil Jenkins, Co Founder of Welltek & Podwork

# TESTIMONIALS / REGULAR USE

---

## **Neurosonic Delivers Measurable Results with Firstbeat**

“I tested the Neurosonic for a couple of months, making several trial measurements with different programmes and verified the effects of the results by measuring stress, recovery and heart rate variability with Firstbeat's ECG-based Firstbeat Life service.

Let me say a few words about my background, so that the results can be evaluated in the right context. During the test period of the Neurosonic, I was working in the hectic job of a product manager, and, after work, I was at home with my large family. My stress levels, both at work and in my leisure time, had been “in the red” for a long time, meaning that during the day, on average, I was practically unable to recover from my workload.

The effect of the Neurosonic programmes was not only reflected in the improvement in recovery as measured by Firstbeat data. The sensations I experience myself also support the measurement data. The greatest tangible effect is that after the programme, the "evening tension" is gone and falling asleep is much easier. Another clear change can be seen in improved work efficiency. With a rested brain, you can work in a completely different way.’

Another positive aspect of Neurosonic is that just 10 minutes a day is enough to improve the situation and prevent risks. So time is not an issue when starting to use this product to take care of yourself and your health. In the light of my own experience, I recommend the Neurosonic to every person and organisation who wants to maintain or improve their wellbeing and prevent health risks.”

Jussi Järvenpää, Firstbeat Technologies Oy

# REFERENCES

---

## Example of companies who are using the Neuron Activation Pod

<b>Customer</b>	<b>Type of customer</b>	<b>Country</b>
Caterpillar	Office	Spain
CBRE	Office	Finland
CCI	Office	France
Chelsea and Westminster Hospital	Hospital	United Kingdom
Cologne University	Education	Germany
Earnst & Young	Office	Finland
European Space Agency	Office	France
Fidelity International	Office	United Kingdom
Finnish Defence Forces	Office	Finland
Genesta Property Nordic	Office	Finland
Google	Office	United Kingdom
National Cybersecurity Authority	Office	Saudi Arabian
National Health Service (NHS)	Hospital	United Kingdom
Pinterest	Office	France
Real Betis / La Liga soccer club	Sports	Spain
Smart Business Technologies	Office	Serbia
Solvay	Production / Shift work	France
Stryder	Office	United Kingdom
Tom Tom	Office	Germany
Triton	Office	United Kingdom
UIMM	Office	France

NOTE: This document is confidential, and its distribution outside the recipient organization is prohibited

**Client | KONTORRAMA**

**SHOWROOM EVENT**

---

**Location – Oslo, Norway**



**Client | INPUT**

**SHOWROOM EVENT**

---

**Location – Tampere, Finland**

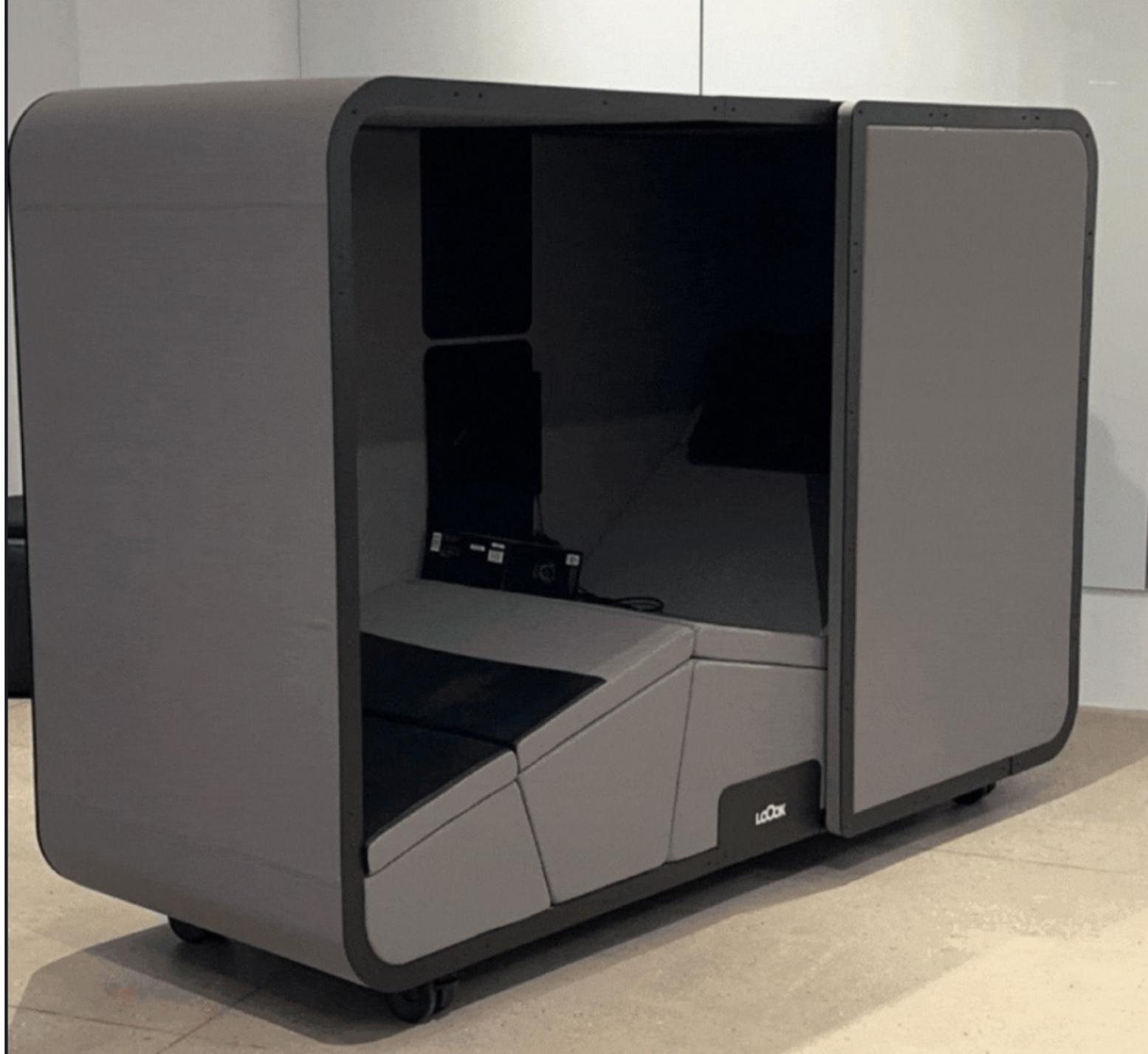


**Client | LCFG**

**SHOWROOM**

---

**Location – New York City, US**



**Client | MARTELA**

**SHOWROOM EVENT**

---

**Location – Helsinki, Finland**



**Client | Thinkspace**

**SHOWROOM**

---

**Location – Chicago, US**



breathe. focus. recover.

**Client | WELLTEK**  
**SHOWROOM**

**Location – London, UK**



**Client | WELLTEK**

**PROJECT | Office London**

**Location – London, UK**



Notice! The picture is an old version of the Neuron Activation Pod

A modern, light green, modular lounge pod is positioned in a room. The pod is composed of several geometric panels and is mounted on wheels. It features a small screen displaying a "Select Program" menu. A large, leafy green plant is visible on the left side of the frame. The background consists of light-colored curtains.

**Client | CBRE**

**PROJECT | CBRE**

**Location** – Helsinki, Finland

**Workplace / Interior Design** - FYRA

Notice! The picture is an old version of the Neuron Activation Pod

**Client | WELLTEK**

**PROJECT | NHS, Sandwell Hospital**

---

**Location – Birmingham, UK**



Notice! The picture is an old version of the Neuron Activation Pod

## Bringing Good Vibrations to the NHS

In March 2020 during the peak of the Covid-19 pandemic, Welltek and LoOok answered the call for help from Whipps Cross Hospital in London, part of Bart's Health Trust.

In the middle of March, just after the UK went into lockdown due to the Covid-19 pandemic, Dr Jessica Best wrote to Welltek asking for help in their mission to create a Wellbeing room at Whipps Cross. Due to the pandemic, doctors, nurses and other hospital staff were working extremely long hours in very tough conditions. Jessica reached out due to the fact the staff were putting themselves and their families under great strain and stress going above and beyond the call of duty often causing sleepless nights.

They had converted half of their education centre into a Wellbeing Hub. It was important to create a safe place for the staff to rest and recover. We provided a Neuron Activation Pod for their make-shift Wellness centre at the hospital. We received amazing feedback from Doctors, Nurses and other hospital staff in a short space of time.



Notice! The picture is an old version of the Neuron Activation Pod

*“Thanks for providing this. This allows for quick power rests which are essential for recharge on a long night shift. The sensory deprivation helps people who are unable to nap as well. Good to switch off for 10/20 minutes to allow for recharging for shifts. They will be very welcome for the wellbeing of the intensive care clinics team in the coming months.”*

**Dr Eoin Dore ACCS CT2 Anaesthetics  
CT Anaesthetics Trainee Rep  
SWBH JDF Chair and Wellbeing Council Co-Chair City  
Hospital  
Sandwell and West Birmingham Hospitals Trust**



Notice! The picture is an old version of the Neuron Activation Pod

Date: 2.4.20

[www.bartshealth.nhs.uk](http://www.bartshealth.nhs.uk)

Dear Welltek,

**Massive Thank-you from Barts NHS Trust Wellbeing Centre**

This is just a little letter to say massive thank-you from the healthcare staff at the well-being centre for your very generous loan of the NAP (neurosonic activation pod) and also the neurosonic 'wave mattress' to our centre in this difficult time.

A great many staff have been utilising both devices, and all have commented on how lovely the experience was. Word has been spreading! Many have approached us to report that they slept better that night, and were very grateful – as a result we have had many 'repeat' customers!

They look very stylish, and are very easy to use. It has the added benefit of allowing our staff to have a 'safe space' to relax, and they tell us that having these things in their place of work make them feel valued.

We set up the wellbeing centre as a place that healthcare staff can come to relax on their break or before/ after a hard shift. This time of pandemic is proving to be one of stress, anxiety and sometimes sickness for our healthcare staff. They are doing over and beyond what their normal hours are, and are often physically and emotionally exhausted. Having somewhere to come and rest in a safe, clean peaceful space means the absolute world – and having the neurosonic mattress and NAP in situ makes it a 'destination'.

We are very grateful indeed to you.

Yours sincerely



Education Fellow, Whipps Cross Hospital, Barts NHS Trust



**Whipps Cross Hospital**

All Staff Support Space  
 Neurosonic Bed Feedback

Your job title: ..... *Senior Sister* .....

**What impact has using the neurosonic bed had on you?**

Negative impact	Some positive impact	<b>Large positive impact</b>	No impact/	Don't know
-----------------	----------------------	------------------------------	------------	------------

**Please tick which benefits you have felt (all that apply)**

Pain reduction	Stress reduction	Anxiety reduction	Ability to switch off	None
----------------	------------------	-------------------	-----------------------	------

Other (please describe)  
*All of the above.*

**Would use the neurosonic bed again?**

Yes <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	No	Don't know
---	----	------------

**Would you recommend the neurosonic bed to colleagues?**

Yes <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	No	Don't know
---	----	------------

**Do you think the neurosonic bed should be available permanently?**

Yes <input checked="" type="checkbox"/> <i>Yes pls.</i>	No	Don't know
---	----	------------

# RESEARCH

---

The investigation under the direction of sleep researcher Markku Partinen, conducted at the Helsinki Sleep Clinic (2013), studied the effects of Neurosonic low-frequency treatment on the sleep quality of patients with primary insomnia, and examined 1 patients with sleep disorders, using a randomised controlled trial. Sleep actigraphy measurements indicated a significant reduction in sleep movement, which correlated directly with more profound sleep. Significant changes in anxiety and fear response states that may significantly interfere with sleep were also found in the study-related surveys. The studies found that 70% of the subjects benefitted after five treatments, which significantly reduced anxiety, obsessive–compulsive disorder symptoms, and fear response states.

The study by Heli Haapaniemi (2013) focused on the effects of the Neurosonic treatment on stress and sleep disorders. The study was based on Neurosonic therapy chair products, assessment of subjective sensations, and biosignal measurements that evaluated cardiac electrical activity (EEG, EMG, and ECG). According to the research data, it can be stated that the treatment affected the function of the autonomic nervous system by increasing the activity of the parasympathetic, recovery promoting part of the autonomic nervous system. This was also evident from heart rate variability results, which indicated that subjects were more relaxed after the study period than before.

(Only in Finnish)

# RESEARCH

---

The research conducted by Veera Ikonen (2013) investigated the acute effects of the Neurosonic low frequency treatment on physiological and subjective recovery variables. The study measured the immediate effects of the Neurosonic treatment, after exercise, on resting heart rate, heart rate variability, blood lactic acid levels, subjective feeling of recovery, and sleep quality the following night. In summary, a single treatment with Neurosonic appears to have a positive effect on the activation of the recovery nervous system, as well as on recovery from physical exercise.

(Only in Finnish)

## **Other research on the subject:**

There are preliminary studies indicating that vibration transmitted to the whole body reduces inflammation in the bowels and achieves the same types of metabolic benefits as exercise. According to one study, exercise and vibration both increase muscle mass and insulin sensitivity, especially in overweight individuals. Vibration transmitted to the whole body also affects the immune system and increases the amount of cytokines, which reduce inflammation. Thus, there is research evidence that anxiety, among other things, may result partially from the wrong intestinal microbial strain and that balanced microbial activity in the bowels may alleviate, for example, negative stress reactions.

# Where to find us

---

## Contact

---

Paula Ahlbom  
+358 40 9649 042  
paula@lookindustries.com  
  
www.lookindustries.com

## @lookindustries

---

Facebook  
Instagram  
LinkedIn  
Twitter  
Vimeo  
Youtube

## Look Industries

---

Architonic  
pCon Community  
ProdLib