

Why We Use the Word *Phototherapy* Instead of *Light Therapy*

Phototherapy is the term we use because it reflects the heart of our system: working with **wavelengths, color,** and **natural light-based support** without crossing into medical language or medical claims. It's accurate, modern, and aligned with the way practitioners already use the Five Pathways of Light.

Phototherapy keeps the focus on *support*, not treatment

“Light therapy” is widely used in clinical and medical contexts. It often implies diagnosis, treatment, or correction of a condition. That's not what the Five Pathways are designed for, and it's not how our practitioners use them.

Phototherapy communicates something different:

- natural support
- wavelength-based influence
- gentle shifts toward clarity
- non-medical, non-diagnostic use

It keeps the work grounded in wellness, not medicine.

Phototherapy is the most accurate description of what the tools actually do

The Five Pathways are built around:

- specific wavelengths
- color-based responses
- natural signaling
- clarity-based shifts

Phototherapy describes this precisely.

It tells the truth about the tools without overstating or understating what they offer.

Phototherapy is widely accepted in the wellness world

Spas, wellness centers, estheticians, yoga studios, and natural health practitioners all use the term phototherapy to describe non-medical light-based support. It's familiar, safe, and easy for clients to understand.

Phototherapy protects practitioners

Using the right language matters. Phototherapy:

- avoids medical terminology
- avoids regulated claims
- keeps practitioners compliant
- keeps communication clean and safe
- supports the long-term stability of the Five Pathways system

It gives practitioners confidence that the language they use is aligned with best practices.

Phototherapy reflects the philosophy behind the Five Pathways

Your system is built on:

- clarity
- color
- natural signaling
- emotional intelligence
- non-medical support
- shared human–animal wellness

Phototherapy fits that identity.

It's the word that carries the right meaning, tone, and intention.