

Bellabeat debuts the world's smartest piece of jewelry – the LEAF

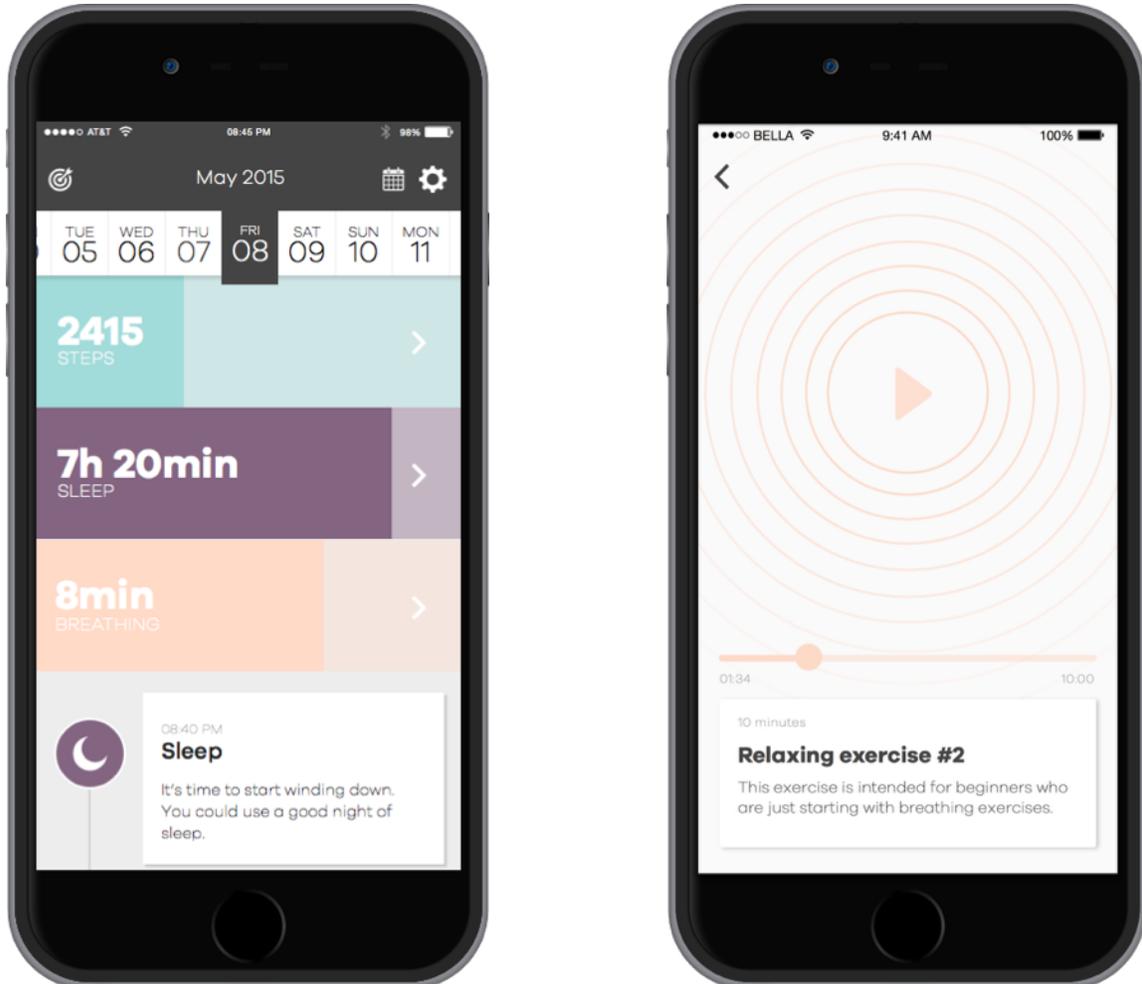
A wearable device that monitors women's health



Bellabeat launches the LEAF that monitors women's activity, sleep, breathing, reproductive health, plus a collection of accessories for every style

SAN FRANCISCO – May 27th, 2015 – Bellabeat, a company dedicated to creating innovative and beautiful technology for women, today announces the [LEAF](#), the latest in smart jewelry that monitors women's stress, sleep, activity and ovulation. The LEAF seamlessly combines a stylish piece of jewelry with innovative health tracking technology, particularly its mechanism for tracking breathing in relation to stress levels, to provide women lifestyle data and recommendations through the LEAF app.

LEAF: YOUR MOST PERSONALIZED DEVICE



The LEAF stays with you throughout the day, stylishly tracking your daily activity, sleep and stress, revealing life patterns via the LEAF app. Receive real-time feedback in the form of slight vibrations, notifying you to increase or decrease your activity and reminding you about other aspects of your health, such as getting more sleep. The LEAF app even helps to monitor your monthly menstrual cycle by tracking expected days and providing information based on your activity, sleep and stress levels. As you continue to use the LEAF, it becomes smarter by learning your personal habits and tailors feedback accordingly. The LEAF is truly unique in that it allows you to cross reference your cycle with trends in your daily activity, all easily viewable in your app. It truly is a best friend and health coach combined into one beautiful package. Wearable smart jewelry has never been so beautiful, functional and effortless.



Women across all stages of life can go about their day running from client meetings to workout classes to making dinner with their kids, while discretely monitoring their physical and emotional well-being.

STRESS

- The LEAF monitors stress levels by measuring the rise and fall of your breath when worn as a necklace. This breathing data is cross-referenced with stress level entries you input into the LEAF app and, over time, the app learns how your breathing correlates with stress.

MOVEMENT

- The LEAF monitors daily activity by tracking every movement you make. The data syncs with the LEAF app where you can view your progress in an instant.

SLEEP

- The LEAF monitors sleep by tracking the small movements you make while in bed, learning how long you spend in each stage, and determining how long and how well you've slept.



REPRODUCTIVE HEALTH

- The LEAF assists with monitoring your menstrual cycle, and even reminding you in the days leading up to your next period. Women trying to conceive are able to identify ovulation days to increase their chances of successful conception. By cross referencing your daily activity in the LEAF app with your menstrual cycle, women are able to better understand their health trends during this specific time.

“Bellabeat’s LEAF is designed to appeal to the fashion-conscious female who wants to monitor her lifestyle and health without compromising her style,” said Urška Sršen, Co-founder and CCO of Bellabeat. “This feminine piece of nature-inspired smart jewelry seamlessly integrates into women’s busy lives, giving them the tools to stay healthy 24 hours a day, 7 days a week.”

LEAF Features:

- Nature-inspired and designed with 7,000-year-old dark Marshwood embellished with gold leaf plating.
- Smart jewelry that can be worn as a necklace, bracelet or clip.
- Learns personal habits and tailors feedback accordingly.
- Stylish wearable technology that helps women track activity, sleep, stress and reproductive health.
- Provides real-time health feedback via the LEAF app and helps change behaviors so women become healthier and more aware of their body.
- Offers 6-month battery life with a replaceable battery.
- Comes in biodegradable packaging made from sugar cane fiber, bamboo and reed pulp.
- \$250 for the Limited Edition LEAF; \$119 for the Original LEAF.

Influencers loved using the LEAF

Kino MacGregor (722k Instagram followers)



Mirgaeva Galinka (1.4m Instagram followers)



Sarah Stage (1.7m Instagram followers) – 4 days after giving birth



For more information on the Bellabeat LEAF, Limited-Edition LEAF and accessories, please visit www.bellabeat.com/leaf.

About Bellabeat:

Founded in 2014, Bellabeat, top 5 Y-COMBINATOR company in W14 class, creates beautiful, innovative products that help women easily track their overall health and wellness, and get connected to their body and mind throughout different stages in life. Bellabeat helps create a better, healthier lifestyle by bringing intuitive wellness tools to women, encouraging them to take care of their health and to be informed. Bellabeat has always been inspired by the beauty and power of nature, which is incorporated into all of their products. Some of the companies top investors are SV ANGEL, UNIVERSAL, CRUNCHFUND, Nicolas Berggruen, Justin Kan, Michael Seibel, Paul Buchheit, Tom Fallows, CherubicVC and Adrian Aoun.

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