

# bellabeat

**LEAF by Bellabeat makes a big comeback adding a new color and fresh features to the app**

**SAN FRANCISCO, CA (October 2015)** - After launching one of the most wish-listed health trackers on the market, Bellabeat is announcing some exciting news for all wearables enthusiasts. LEAF is back in stock and is now available in two different colors - Silver and Rose Gold.



## **New LEAF App Features**

The new rose gold color is not the only new exciting thing about LEAF - the company, well-known for their open communication with the users, added interesting new features to the app based on user feedback generated from the Bellabeat community, making sure LEAF app is even better tailored to fit the user's needs and give them an enriched experience with the world's smartest piece of jewelry. From now on, users will be able to manually switch between different activities recognized by LEAF, such as running, swimming, cycling, yoga, tennis and many more, giving an even better overview of their daily movement and calorie spending.

## **LEAF by Bellabeat**

Ever since its debut in late fall of 2014, LEAF has been an instant hit among women who want to take care of their health. Designed by a woman - for women, LEAF does everything a health tracker should do, and then some:

**Measures sleep** - LEAF logs sleep quality and quantity, giving the user insight into the number of hours and percentage quality of sleep. The charts within the app let the users compare their periods of light sleep and deep sleep, allowing them to identify what type of day or activity leads to a better night's sleep.

**Tracks activity** - measures daily movement, burned calories and allows users to set daily goals to keep them motivated. The app will also let users enter specific sports and activities, giving a detailed overview of their movement throughout the day.

**Monitors reproductive health** - gives a detailed overview of the user's menstrual cycle and helps women trying to conceive to identify ovulation days and increase their chances of successful conception. By cross-referencing daily activity in LEAF app with their menstrual cycle, women are able to better understand their health trends during this specific time. The period part of the app is equipped with witty notes designed to brighten up the users during PMS times.

**Reduces stress** - LEAF also helps users focus on their mental well-being by encouraging them to learn and practice deep breathing techniques through guided meditation exercises built into LEAF app. Controlled breathing not only keeps your mind and body functioning at their best, it can also lower blood pressure, promote feelings of calm and relaxation, and help you de-stress.

**Keeps things on schedule** - the smart alarm feature within LEAF app lets the user set reminders for things like taking the pill on time or getting tampons, there's the wake up alarm option and an inactivity alert that warns the users if they've been inactive for too long.

"The problem with most health trackers out there today is the fact that you can spot them from a mile away - one look at the robust, rubber bands and you know you're looking at a piece of wearable technology before asking a single question. When we

first started thinking about LEAF, we didn't want it to just be a good health tracker - we wanted it to be beautiful, as well." - says Urska Srsen, Co-founder and CPO of Bellabeat.

"The interest in LEAF has been amazing since day one and we're extremely pleased with our constantly growing community. We already have successful partnerships with retailers such as Amazon, Target, BestBuy and Fancy, and the next step is to go global. Our first destination is the European market, starting with UK and Germany and by this time next year, LEAF will be available in retail stores world-wide" - adds Morena Simatic, COO of Bellabeat.

The third batch of LEAF features Silver LEAF which has become a classic with the early bird adopters and a newly designed Rose Gold LEAF. Silver LEAF goes for USD119.99 while Rose Gold LEAF is available for USD149.99, both are currently available at Bellabeat's website. The company also gives an exclusive discount to all their early supporters who own Silver LEAF and want a Rose Gold one, as well.

## **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 company's top investors are SV ANGEL, UNIVERSAL, CRUNCHFUND, Nicolas Berggruen, Justin Kan, Michael Seibel, Paul Buchheit, Tom Fallows, CherubicVC and Adrian Aoun.