



“The Luxury of Wellbeing”

PHILIP STEIN LAUNCHES IN EUROPE!

The Feel Good luxury fashion watch worn by Rupert Murdoch, Oprah Winfrey, Madonna and other celebrities and business leaders is now available in Europe

FEEL GOOD NOW IN EUROPE!

For the first time, the luxury watches that have helped improve the wellbeing of people around the world are available in selected European markets.

“We launched our first watches embedded with Natural Frequency Technology in 2003,” said **Will Stein, President of Philip Stein Group**. “They were instant hits in the Americas and Asia, especially among celebrities and fashion people, who love them not just for the health benefits but also for their unique look and signature style. Demand in Europe has become so great we’ve decided to focus our attention on select markets across the continent.”

A recognized pioneer in mind-body wellness, Philip Stein is the first luxury brand to incorporate frequency-based technology inside wristwatches. **The health benefits to the wearer include a perceivable reduction in stress and jet lag, better overall wellbeing, increased powers of concentration and improved sleep.**

Launched by Miami-based entrepreneur couple Will and Rina Stein in 2003, Philip Stein has quickly grown into a leader in luxury watches within this category and other lifestyle products. The “Feel Good Watch” has gained a huge following among celebrities and business leaders, including Rupert Murdoch, Madonna, Samuel Jackson and many others. It is the only timepiece to make Oprah Winfrey’s annual “favourite things” list twice.

NATURAL FREQUENCY TECHNOLOGY: A WATCH-INDUSTRY FIRST!

Through a proprietary process, natural frequencies are permanently embedded in a thin metal plate, which, when placed inside the Philip Stein watch, impart their unique “tuning” resonances to the wearer’s human biofield.

One of these key frequencies is the Schumann resonance of 7.83 Hertz waves per second, which is the earth’s chief harmonic frequency and the main resonance of balanced nature, including the human energy field of a person who is relaxed and unstressed.

“When you meditate, when you sit quietly, close your eyes and relax, one of your brainwave’s main frequency components is precisely 7.83 Hertz,” said Will Stein. “Embedding this and other beneficial frequencies inside the watch therefore acts directly on the human biofield, promoting relaxation and making the wearer more resilient and adaptable to stress.”

SCIENTIFIC STUDIES TO SUBSTANTIATE HEALTH BENEFITS

In 2009, Philip Stein commissioned two independent scientific studies to determine the health benefits of their Natural Frequency Technology watches. Separate clinical studies were conducted by **Dr. Beverly Rubik**, adjunct professor of Integrative Health Studies at the California Institute for Integral Studies and the Saybrook Graduate School, and **Dr. Michael Breus**, a Clinical Psychologist and member of the American Board of Sleep Medicine. Their findings will be published separately later this year.

“Frequency technology appears to be a new way to help people boost their wellness by simply wearing it on the body,” says Dr. Rubik. **“When used appropriately, frequency technology could be key to helping people become more resilient and resistant to chronic stress in their daily lives, which affects 80% of Americans and can cause numerous health issues such as anxiety, depression, high blood pressure, and loss of sex drive. It is also an underlying factor in chronic disease.”**

TIMELESS DESIGN, HIGH-FASHION LUXURY ALLURE

The Philip Stein universe of high-end luxury timepieces includes the **Signature Collection**, the Swiss-made **Prestige Collection**, and the **Prestige Automatic Collection**, all of which sport double movements and distinctive dual-face designs. The stylish single-movement **Active** and **Classic Collections**, launched in May 2009, target a broader market. The **Natural Stone Collection**, also launched in May 2009, features scattered diamond mother-of-pearl and ivory dials encircled with the bold natural stone colors. In January 2010, the Philip Stein Group added **FRUITZ**, a collection of vibrant, sporty watches named after the fruits that inspired the line: Watermelon, Kiwi, Blueberry and Papaya. “FRUITZ is our newest adventure,” said Will Stein.” As the essential vitamins in fruits nourish your body, the technology in FRUITZ watches provide essential natural frequencies that offer positive effects on the wearers overall sense of wellbeing.”

In Europe, Philip Stein watches are currently available in Benelux countries, the United Kingdom, the Czech Republic, Slovakia and the Ukraine. Further penetration of the European market will occur later this year.

For a complete history of Philip Stein, testimonials from users worldwide, and technical information related to natural frequencies, please visit www.PhilipStein.com and www.Fruitzwatches.com. Additional information can also be found on the official [Philip Stein Facebook](#) page.

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