



Another healthy product from Psi Health Solutions, Inc.

## NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Amy Herzog  
Director of Public Relations  
831-238-1849

January 08  
amy@psibands.com

---

### PSI BANDS AND FERTILE HOPE ANNOUNCE PARTNERSHIP; NEW “BLOSSOMING HOPE” CAMPAIGN PROVIDES “PSI” OF RELIEF TO CANCER PATIENTS AND SURVIVORS

PACIFIC GROVE, CA. – Psi Health Solutions, makers of the stylish anti-nausea wrist bands called Psi Bands®, is pleased to announce its partnership with Fertile Hope, which provides fertility resources to cancer patients and survivors. For a limited time, Psi Health Solutions will donate \$1 for every set of its “Cherry Blossom” design sold to the San Francisco based non-profit organization Fertile Hope.

Psi Bands (pronounced “sigh bands”) are drug-free wrist bands used for the relief of nausea due to chemotherapy, morning sickness, motion sickness, and anesthesia. The bands are fashionable, comfortable, waterproof (no more soggy wrist bands) reusable, adjustable and affordable. In addition to the “Cherry Blossom” design, Psi Bands come in an array of design choices, from hip to classic.

Fertile Hope is a national non-profit organization dedicated to providing reproductive information, support, and hope to cancer patients and survivors whose medical treatments present the risk of infertility. Fertile Hope and Psi Health Solutions have formed their partnership based on their mutual target audiences. Both organizations work with cancer patients undergoing treatment as well as those whose parenting dreams are coming true -- with the overall goal of changing people's lives for the better.

Psi Health Solutions founders Carla Falcone and Romy Taormina discovered the positive effects of using wrist acupressure to alleviate their nausea after experiencing many months of morning sickness during each of their pregnancies. Unsatisfied with existing products on the market, Falcone and Taormina vowed to create both a functional *and* fashionable choice for nausea relief.

“Because Carla and I both suffered from debilitating nausea during each of our pregnancies, we are incredibly compassionate towards those who suffer from nausea,” Taormina stated. “We are proud to be supporting an important organization like Fertile Hope while helping those suffering with nausea ‘Breathe a *Psi* of Relief.’”

-more -

Psi Bands are uniquely adjustable around the wrist and at the acupressure point. The wrist adjustment allows for different sized wrists and the possible swelling that may occur during chemotherapy treatments and pregnancy. The acupressure point adjustment allows the wearer to “Dial It In™” for personalized comfort. Acupressure is an ancient healing art that uses pressure to stimulate the body's natural self-curative abilities.

“I gave Psi Bands a try during an especially bad day of nausea during my second month of pregnancy and I was pleasantly surprised when they worked immediately,” said Lindsay Nohr Beck, Founder, Executive Director of Fertile Hope. “I wish they existed 7 years ago when I was undergoing chemotherapy as a young adult with cancer. Surprisingly, many of the side effects one associates with chemo are similar with pregnancy – especially nausea!”

Every year approximately 140,000 men and women during their child-bearing years are newly diagnosed with cancer and at risk for permanent infertility. Research indicates that among a variety of health and wellness issues, infertility is one of the most important to young survivors. Fertile Hope takes the wealth of knowledge from the fertility world and makes it accessible, relevant and actionable for cancer patients - before, during and after their cancer treatments. With the proper information and support, survivors can become parents.

Psi Bands are FDA-cleared. They come two to a set and sell for \$14.99-\$19.99 per set. Cost varies per retailer and location. Psi Bands are sold at many retail and online locations. For a complete list and/or to learn more about Psi Bands, visit [www.psibands.com](http://www.psibands.com).

# # #

**FOR MEDIA ONLY: High-resolution images, samples, and press kits are available upon request by contacting Amy Herzog at 831-238-1849 or [amy@psibands.com](mailto:amy@psibands.com).**