



Another healthy product from Psi Health Solutions, Inc.

NEWS RELEASE

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"MOMPREENUERS" DEVISE *STYLISH* WAY TO ALLEVIATE NAUSEA COMMONLY CAUSED BY CHEMOTHERAPY OR ANESTHESIA

PACIFIC GROVE, CA – Two “momprenuers” have recently launched a simple yet unique product that relieves nausea with fashion in mind. Psi Bands® are drug-free wrist bands for the relief of nausea due to chemotherapy or anesthesia. Unlike any product on the market, Psi Bands come in an array of designs from hip to classic, and are uniquely adjustable at two areas, around the wrist and at the acupressure point.

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, and wanting something both functional *and* fashionable for others who suffer from nausea, Falcone and Taormina teamed up with Product Designer Pieter Schouten to create Psi Bands.

In addition to relieving nausea due to chemotherapy and anesthesia, Psi Bands are FDA-cleared for the relief of nausea due to pregnancy (morning sickness) or travel (motion sickness). Psi Bands (pronounced “sigh bands”) are worn on both wrists at the Nei-kuan acupressure point. Acupressure is an ancient healing art that uses pressure to stimulate the body's natural self-curative abilities.

“In addition to our personal positive results with wrist acupressure, our research found that numerous scientific studies support the use of wrist acupressure for the relief of nausea,” stated Falcone. “Once we considered how many people suffer from nausea, we wanted to create a product that could help.”

Psi Bands are adjustable at two areas, around the wrist and at the acupressure point. The wrist adjustment allows for different sized wrists and the possible swelling that may occur during surgical recovery or chemotherapy treatments. The acupressure point dial allows the wearer to “Dial It In™” for personalized comfort. Psi Bands are waterproof (no more soggy wrist bands), reusable and comfortable.

The American Cancer Society reported that there were an estimated 1.39 million US cancer cases in 2006. Nausea is one of the most common and dreaded side effects of chemotherapy, one of the most widely used treatments of cancer. Additionally, a large percentage of patients suffer from nausea during and post recovery. Psi Bands provide a drug-free option that does not interfere with other medications.

Psi Bands are worn on both wrists and come two to a set. They sell for \$14.99-\$19.99 per set. Cost varies per retailer and location. For a limited time, \$1 of each set of Cherry Blossom Psi Bands sold will benefit Fertile Hope, www.psibands.com/fertilehope.org. For a complete list of retailers and/or to learn more about Psi Bands, visit www.psibands.com.

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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.