

# Bellabeat launches Leaf Crystal UK, the ultimate smart jewellery companion created with Swarovski® crystals

Bellabeat also reveals new wellness coaching app which provides state-of-the-art functionality and content to support women through their wellness journey.

London, 24th October 2019 - Bellabeat, the first fashionable wellness brand, today adds the new Leaf Crystal, created with Swarovski® crystals to their smart jewellery portfolio for wellness-conscious women who want it all — fashion, functionality and luxury.

Created with Swarovski® crystals and inspired by classic elegance, Leaf Crystal will join the smart jewellery line which already features Leaf Urban and Leaf Chakra. And coupled with the launch of their Bellabeat+ Membership, Leaf Crystal will empower women to set their own wellness goals and choose their favourite way of wearing it to conquer each day with style.

The Leaf wellness tracking jewellery line helps women monitor different aspects of their wellness and gives them a 360° insight into their well-being. All Leaf products sync with the updated Bellabeat Wellness Coach App, which uses an individual's data to offer unique content designed to help make better lifestyle choices and achieve a more positive state of wellness.

The Bellabeat Wellness Coach App allows users to track meditation sessions with binaural beat technology, as well as have access to fitness tips and various beauty and fitness workouts.

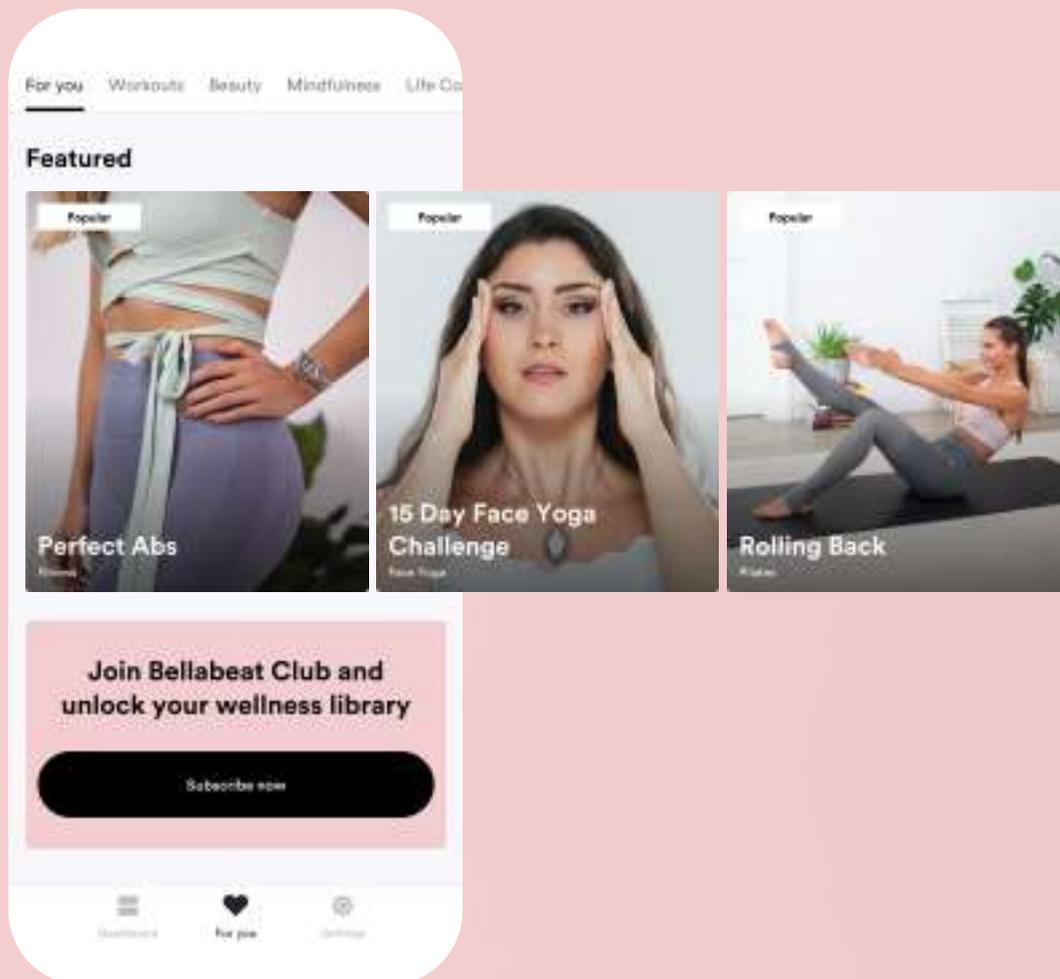


## KEY FEATURES OF LEAF CRYSTAL INCLUDE

- Bracelet created with Swarovski® crystals
- Bellabeat necklace
- A recyclable battery that supplies it with energy for up to six months of uninterrupted use
- Materials made from natural wood composite and hypoallergenic steel
- 14-day memory
- Wireless syncing

## KEY FEATURES OF THE NEW BELLABEAT WELLNESS COACH APP AND BELLABEAT+ MEMBERSHIP INCLUDE:

- Automatic sleep detection
- Stress monitoring technology
- Baby monitoring app for foetal heartbeat listening and recording
- Breathing and meditation exercises
- Detailed menstrual cycle tracking with notes & mood logging options



“At Bellabeat we believe in combining wellness and elegance. We have created Leaf Crystal with Swarovski® crystals to give women beautiful wellness tracking alternative that combines style, functionality and empowerment.”

“With the Bellabeat Wellness Coaching App, women can keep on top of their wellness with meditation exercises and activity tracking, lowering their stress levels so they are more equipped to take on the day. We want to help women win at improving their overall wellness, even when challenges of work, family and everyday life get in their way, but we want them to look and feel great too,” Leaf Chakra. And coupled with the launch of their Bellabeat+ Membership, Leaf Crystal will empower women to set their own wellness goals and choose their favourite way of wearing it to conquer each day with style.

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*commented Bellabeat CCO, Urska Srsen.*

**LEAF CRYSTAL IS AVAILABLE TO PURCHASE FROM BELLABEAT.COM / RRP £199.**

# Introducing Leaf Crystal

UK PRESS RELEASE



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