

Healbe Names Feintuch Communications as PR Agency of Record

International Startup Offers Weight Loss Market First Fitness Tracker that Automatically Tracks Users' Calorie Intake and Hydration Levels Non-Invasively

MOSCOW and NEW YORK, March 13, 2017 /PRNewswire/ -- Healbe™ (www.healbe.com), a global health and wellness wearable startup company that has developed an innovative fitness tracker for the weight loss market, has selected Feintuch Communications (www.feintuchcommunications.com) as its public relations firm.

Healbe was founded in 2012 by Artem Shipitsyn, George Mikaberidze and Stanislav Povolotsky, in partnership with Algorithm Innovation and Technological Consulting Center of St. Petersburg, Russia. The company raised \$12.6m in debt and equity since 2012, including \$1.3m in a 2014 Indiegogo campaign to develop its proof of concept GoBe™ "automatic body manager" fitness tracker.

Making its debut in 2015, GoBe was the first and only wearable of its kind that automatically measured calorie intake and body water level non-invasively—through the skin of the users' wrists—via the company's patented Healbe Flow™ Technology.

Working with the Feintuch Communications team on a project basis in late 2016 and in January of this year, Healbe introduced a significantly enhanced second-generation model, the GoBe 2 "Smart Life Band" fitness tracker at CES. Repositioned to focus on the weight loss and maintenance market, the groundbreaking device provides users with continuous insights into nine important parameters of whole-body health, more than any other fitness tracker on the market. These include calories ingested, calories burned, body water balance, emotional tensions, stress, sleep, energy balance, heart rate and distance traveled/steps taken.

Key improvements to GoBe 2 include true automatic calorie counting, without the need for users to activate the device before they eat. A nine-axis accelerometer, which replaces the three-axis version of the original, improves tracking of movement significantly, and a new skin galvanic response sensor added to the encoder better monitors stress levels. The device securely sends the data via Bluetooth 4.0 LE to the Healbe GoBe iOS and Android apps for monitoring on smartphones and portable devices. This data is also saved and viewable via users' personal Healbe GoBe website accounts.

"Healbe's latest innovation, the GoBe 2, enters a crowded fitness tracker market with some unique characteristics designed to help consumers achieve their weight loss and general health goals," said Stan Povolotsky, co-founder and sales director, Healbe. "The Feintuch Communications team has a deep understanding of our business objectives and has extensive experience at introducing and positioning cutting-edge consumer electronics products. We look forward to our collaboration."

"The GoBe 2 is more than another fitness tracker; its Healbe Flow technology provides automatic calorie counting, hydration level and emotional state detection to help consumers better understanding what's going into their bodies and how it impacts them," said Henry Feintuch, president, Feintuch Communications. "Healbe is working to broaden the category to the tens of millions of consumers monitoring their weight and overall fitness levels – and not focus on athletes or those making a lifestyle statement with the coolest hardware."

The Healbe account is led by Henry Feintuch and Doug Wright, senior account director.

About Healbe

Healbe is a global health and wellness wearable startup founded in 2012. The company conducted a successful Indiegogo crowd-funding campaign in 2014 that raised more than \$1 million dollars to support its launch of the GoBe, a health-monitoring "smart life" bracelet. The GoBe uses patented Healbe FLOW™ Technology and other innovative features to monitor more aspects of individuals' health and well-being than any other wearable fitness tracker—including calorie intake, calories burned, energy balance, water balance, stress level, emotional state, heart rate, sleep quality, distance traveled and number of steps per day. Healbe is headquartered in Moscow with research and development offices in St. Petersburg, Russia; U.S. headquarters in Redwood City, Calif.; and manufacturing offices in Schenzhen, China.


About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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