



## A Groundbreaking Fusion of Fashion and Wellness

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### **Introduction**

In a world where design and utility often diverge, CONQUERing has distinguished itself by elegantly merging fashion and function with empirical backing. Our innovative approach to interchangeable fidget jewelry has garnered widespread recognition and support, reflecting our commitment to both style and wellness.

### **Design Innovation**

Our interchangeable fidget jewelry is the only known brand supported by independent research, with a study from the University of North Carolina at Chapel Hill affirming its effectiveness in reducing anxiety. This distinct recognition positions our designs not merely as accessories but as validated tools for mental health support.

### **Addressing a Critical Need**

Our design caters to individuals grappling with anxiety, ADHD, Autism, and body-focused repetitive behaviors (BFRBs) like dermatillomania, onychophagia, and trichotillomania. By integrating fidget functionality into mainstream jewelry, we offer a discreet and stylish alternative to conventional fidget devices, which often carry an unwarranted stigma. This enables our customers to harness the soothing benefits of fidgeting in a manner that is both sophisticated and socially acceptable.

### **Unique Features**

What sets our fidget jewelry apart is the extensive range of fidgeting options available. We recognize that for a fidget to be effective, it must sustain interest over time. To this end, we have innovated a diverse collection of designs that cater to varying tactile preferences, ensuring that the act of fidgeting remains engaging and beneficial in the long term. Our commitment to innovation is further validated by four utility patents, with several more pending.

### **Impact Beyond Aesthetics**

The impact of our fidget jewelry transcends its immediate user benefits. It stands as a subtle yet potent emblem against the stigma associated with mental health aids. In creating pieces that are as fashionable as they are functional, we encourage a dialogue around mental health and neurodiversity, fostering a culture of understanding and acceptance.



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### **Global Recognition**

Our designs have set a new standard at the intersection of design and wellness and have caught the discerning eye of the fashion world. Two of our signature designs were featured at Milan Jewelry Week 2023, underscoring our presence at the vanguard of jewelry design. Our sleek, elegant designs belie the complex, carefully considered functionality that caters to a variety of sensory needs, setting a new standard for what is possible in the intersection of design and wellness.

### **Recent Achievements and Testimonials**

We are proud to have been selected as an honoree in Fast Company's 2024 Innovation by Design Awards and to be awarded Top 3 "Best in Creativity" at Milan Jewelry Week 2023. Additionally, we are grateful to have been recognized on Inc. Magazine's lists of America's fastest-growing companies for three consecutive years.

More important than numbers and awards is the impact our innovative designs are having on our customers' lives. A licensed therapist shared, "I needed something for myself that was discreet but also helpful. My ring was so helpful that even some of my clients invested in their own rings and found them to be one of their favorite pieces of jewelry they own. It's amazing how something so small can turn out to be so powerful. My ring reminds me that it's okay - and actually quite common - to struggle with mental health. As a therapist, I'm happy to see brands like CONQUERING normalizing discussions about mental health and encouraging transparency."

This sentiment reflects the experiences of thousands of our customers, including a mother who credits our ring with changing her ADHD-affected daughter's life, offering her a non-pharmaceutical coping mechanism that has proven effective where other interventions could not.

### **Overcoming Challenges**

The core idea behind the development of CONQUERING was to allow wearers to choose a different jewelry insert to wear in their ring band each morning, to align with their intentions for the day. This feature was essential to our mission to help people feel empowered to "conquer their day."

The other way we envisioned our jewelry helping to empower the wearer is by providing a discreet fidget that could support their mental wellbeing. And we knew to be effective, it would need to remain engaging over time, with an innovative tactile experience.

Spinning fidget jewelry is common and although clicking mechanisms are familiar, a jewelry design that incorporated both, with the added complexity of interchangeability, was uncharted territory. The intricate engineering needed to achieve a seamless experience in such a compact form as jewelry was daunting. The mechanism had to allow the pieces to both separate and reattach reliably not just



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once per day (when changing out the insert) but hundreds of times per day as the jewelry is used as a fidget in support of one's mental health.

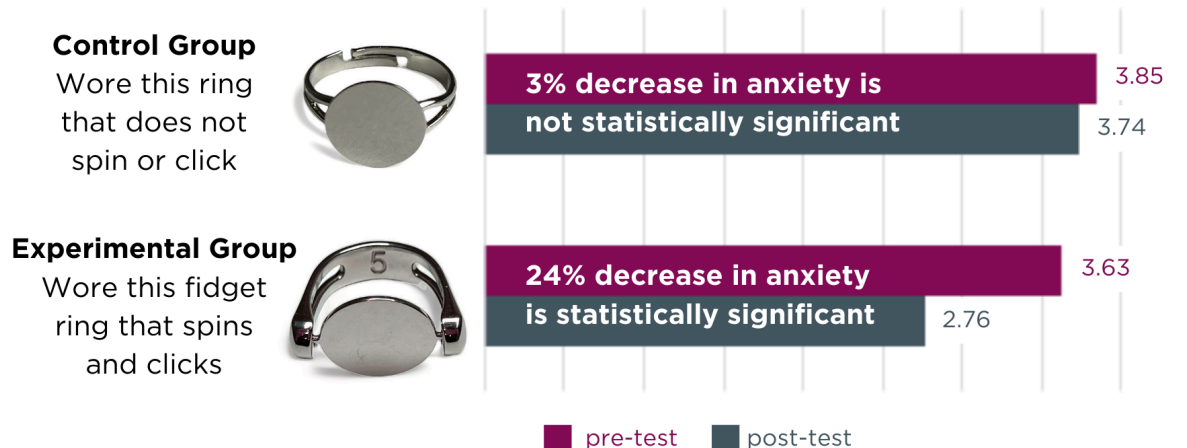
Not surprisingly, the complexity tested our resolve. We faced numerous setbacks that pushed us to the brink of surrender but eventually, more than 100 prototypes later, we achieved the seamless blend of beauty, functionality, and personalization we envisioned.

### Effectiveness in Reducing Anxiety

Below is a chart showing the effectiveness of CONQUERing fidget jewelry in reducing anxiety, as demonstrated by an independent study conducted at UNC-Chapel Hill:

### Results of study examining the Impacts of Fidget Jewelry on Anxiety

Research was conducted at the Abramowitz Anxiety Lab at UNC Chapel Hill by Jennifer Persia under the supervision of Dr. Jonathan S. Abramowitz, Clinical Psychology Professor and Director of Clinical Training, in November 2022 and published in April 2023.



Above image showing results of study reported in "Examining the Impacts of Subtle Fidget Jewelry on Anxiety, Stress, and Attention" created by CONQUERing with permission from Author Jennifer R. Persia, University of North Carolina at Chapel Hill

### Conclusion

Our journey with CONQUERing exemplifies a breakthrough in the design world, and we are thrilled to share this innovative achievement with you. Our jewelry is a testament to the power of design to change lives. It's not just about creating something beautiful to look at—it's about crafting an experience that can provide genuine relief to those who need it, proven by research.