

UC Davis Selects Healbe and GoBe 2 'Smart Life Band' Fitness Tracker for Nutrition and Health Innovation Research Collaboration

University Enters Five-Year Pact to Help Create Technology-Driven and Knowledge-Based Health Platform to Combat Metabolic Imbalance and Disease

REDWOOD CITY, Calif., May 1, 2017 /PRNewswire/ -- The University of California, Davis (UC Davis), Foods for Health Institute, has signed a five-year agreement with health and wellness start-up Healbe™ Corp. (www.healbe.com) to help validate whether advanced personal fitness trackers can be used to help bring precision-based health solutions to consumers.

For the study, the university is employing Healbe's patented Healbe FLOW™ technology, which enables the automatic and non-invasive monitoring of human calorie intake, hydration and emotional state. Healbe contributed 20 of its GoBe™ 2 "Smart Life Band" fitness trackers to collect and analyze data based on nine health parameters—calorie intake, calories burned, energy balance, water balance, stress level, emotional state, heart rate, sleep quality, distance traveled/number of steps taken per day—which will be used in this research.

According to Dr. Sara Schaefer, associate director of Children's Health, Foods for Health Institute, UC Davis, and the principal investigator for the research, the university's collaboration with Healbe is focused on personalized nutrition and implementing science and technology to understand and develop tools to determine what makes humans unique in their daily and long-term dietary needs.

"We are seeking to validate wearable technology and explore its use and value in a research context," said Dr. Schaefer. "We constantly scan the market for new technologies in this area and reached out to Healbe as it offered algorithms to objectively measure different aspects of health, including dietary intake, hydration and stress, on a very personal level."

Dr. Schaefer also stated UC Davis and Healbe are working together to learn how wearable devices such as the GoBe 2 can be used to help different segments of the population, including the possibility of creating new interfaces for people living in different parts of the world as well as those who have specific physical and health conditions such as pregnancy, diabetes and heart disease.

"This collaboration with UC Davis is very important to us, offering not only the opportunity to continue to develop our Healbe FLOW technology and future GoBe consumer devices, but to explore new approaches and applications for our health monitoring solutions," said Artem Shipitsyn, CEO and co-founder of Healbe. "It is very gratifying to partner with this well-respected institution to pursue our mission to help people live healthier lives by better understanding their bodies and the consequences of their lifestyle habits."

Healbe FLOW Technology and GoBe 2 Device Background

GoBe 2 is the first wearable that automatically measures calorie intake, hydration levels and emotional state non-invasively through users' skin. It does this through Healbe FLOW technology, which employs three of the device's six onboard sensors (including an impedance sensor, Piezo sensor and accelerometer). The impedance sensor sends high and low-frequency signals through the users' skin to continuously calculate the volume of water (which is bound to glucose) entering cells within their bloodstreams. This process determines calorie and nutrition intake (carbohydrates, fats, sugar, etc.), energy balance and hydration levels over 24 hour periods.

In addition, the Piezo sensor measures blood flow and heart rate, while the accelerometer measures body movement and activity. All of these measurements are also aided by personal data (gender, height, weight, age) GoBe 2 users input into the Healbe GoBe app, as well as Healbe's model of natural physiological metabolic processes as monitored by its evolving and proprietary algorithms.

About UC Davis

UC Davis is one of the world's leading cross-disciplinary research and teaching institutions, located in Davis, California. The most academically comprehensive university on the West Coast, it is renowned for its programs in food and agriculture, the environmental sciences and sustainability, and veterinary medicine. Among its many accomplishments, it has helped develop the wine industry, pioneered new medical treatments and altered the art world. Part of the University of California system, UC Davis has 100+ majors, 10 colleges and professional schools, a health system, and research stations throughout California and beyond.

About Healbe

Healbe Corp.™ 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 Shenzhen, China.

For more information about Healbe GoBe 2 please visit www.healbe.com. To download the app, visit the [Apple Store](#) & [Google Play](#).

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