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## Colantotte TAO Necklace Series Introduces New Model with Strongest Magnets Yet Sales of “Colantotte TAO Necklace α ARAN” Begin in the middle of November

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Colan Totte Co., Ltd. (Headquarters: Osaka, Japan; CEO: Katsumi Komatsu), a manufacturer and distributor of the Colantotte brand of magnetic health gear, will begin selling the “Colantotte TAO Necklace α (Alpha) ARAN,” a new model that features the strongest magnets ever used in the TAO necklace series (65mT), in the middle of November.



Left: Colantotte TAO Necklace α ARAN <Silver> Right: Colantotte TAO Necklace α ARAN <Classic Gold>

The “C” and “O” in Colantotte are combined into a beautiful geometrical design in this latest entry in the TAO necklace series. The glossy mirror finish shines with an impressive splendor, adding flair to simple outfits. The magnetic flux density of 65mT offers the strongest magnetic force in the series, which should provide a more potent effect. The 65mT magnets are arranged throughout the entire loop in Colantotte’s unique Alternating North-South Polarity Orientation (ANSPO™). The magnetic force affects a broad area, improving circulation and alleviating stiffness throughout your entire neck, as well as allowing you to look good while

wearing it.

The product name is derived from the “Aran pattern,” a knit pattern created on the Aran Islands in Ireland. Just as the people of the Aran Islands persisted through the harsh natural conditions, making offerings and giving thanks to nature as they knit sweaters for their loved ones one stitch at a time, so we hope that the “Colantotte TAO Necklace α ARAN” brings smiles to the faces of those dearest to you.



For Men



For Women

## Overview of Colantotte TAO Necklace α ARAN

- Contains 65mT magnets spaced 10mm apart throughout the neck loop in Colantotte’s unique Alternating North-South Polarity Orientation. This layout allows the magnetic force to affect a large area and improve blood circulation and alleviate stiffness in the worn area.
- The magnetic flux density of 65mT is the highest in the TAO necklace series.
- Within the 4-mm diameter loop, the ball joints meet at the pendant and can be unfastened from either the left or the right. The loop and pendant area are independent from one another, giving it the flexibility needed to fit snugly around your neck and feel gentle against your skin.
- The pendant and joints are made from corrosion-resistant, high-quality stainless steel (SUS316L). Everything is individually machined by hand, and the finishing touches are carefully applied.



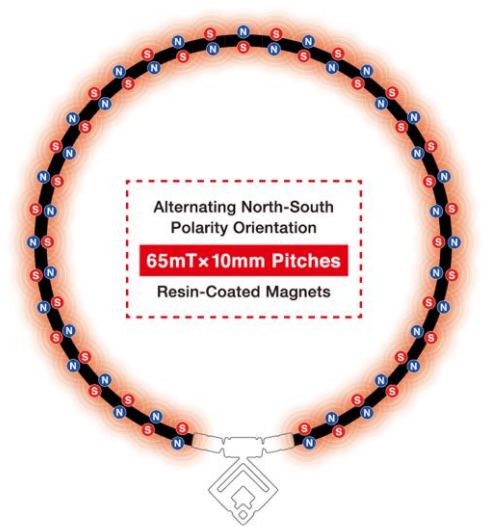
Silver



Classic Gold



Joint area



Magnet layout diagram

Product Name	Colantotte TAO Necklace α ARAN
Medical Device Certification Number	226AGBZX00008A02
Materials	Body: Resin-coated 65mT magnets spaced 10mm part in an Alternating North-South Polarity Orientation

	<Joints> Stainless steel (SUS316L: Classic Gold: Ion Plating) <Pendant interior> POM
Colors	Silver, Classic Gold
Size	M 43cm, L 47cm, LL 51cm
Launch Date	Middle of November 2020

## Colantotte TAO Necklaces

Colantotte TAO necklaces contain magnets spaced 10mm apart throughout the neck loop in Colantotte's unique Alternating North-South Polarity Orientation. The three-dimensional magnetic effect acts on a large area, improving circulation in the entire neck and soothing stiffness. Many people use our products regularly, and we earned the No. 1 spot (\*) in the three categories of "Most satisfying self-care goods," "Wanted by those who wish to alleviate shoulder and neck stiffness," and "Percentage of use by athletes."

\*According to a study done by the Japan Marketing Research Organization (Survey overview: September 2020 brand image survey)

## How Colantotte Products Work



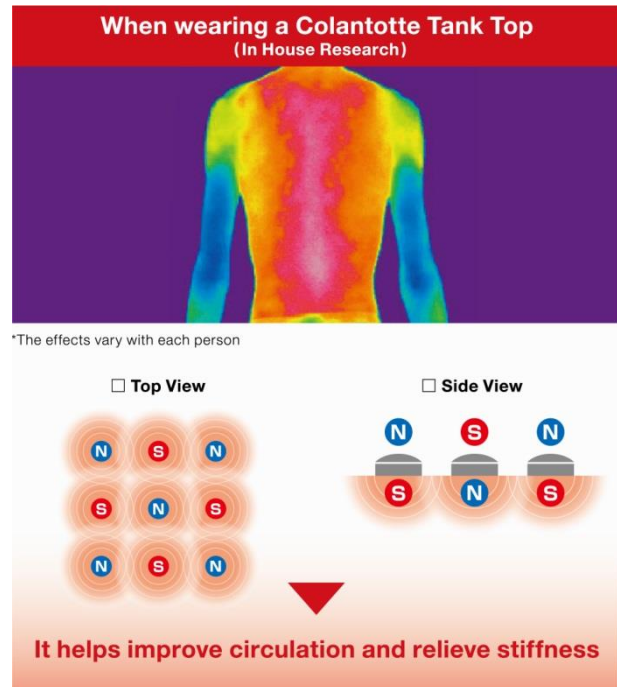
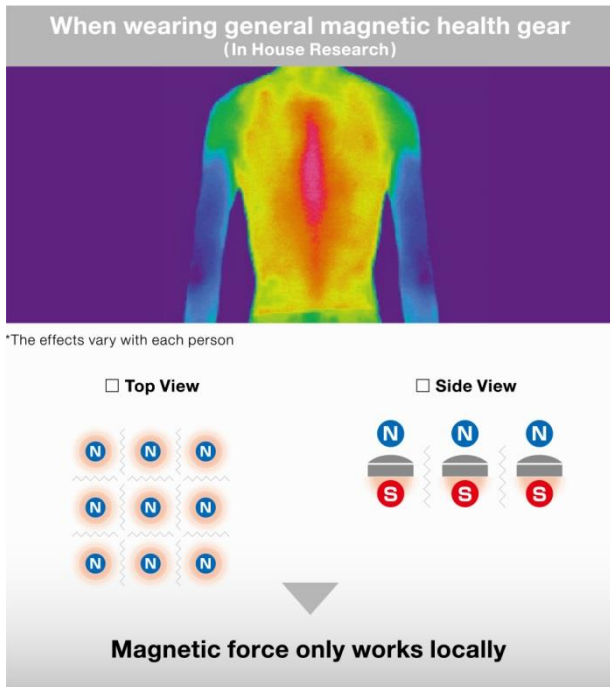
Symbol indicating the Alternating North-South Polarity Orientation

There are reasons for why Colantotte soothes stiffness. We developed the Alternating North-South Polarity Orientation, which emits magnetic force effectively over a large area. Our products are genuine health gear certified as medical devices.

Only by wearing them can you experience the power of the magnetic force that Colantotte alone has managed to harness. Stiffness will ruin your days no longer. Soon you'll be able to greet each day with a genuine smile.

**■ What Sets Colantotte Medically Certified Devices Apart...Is the Colantotte's unique Alternating North-South Polarity Orientation (ANSPO™)**

**"Experience the Colantotte Difference for Yourself"**



## The “Alternating North-South Polarity Orientation (ANSPO™)” Makes All the Difference

- Colantotte's magnets are arranged in Colantotte’s unique Alternating North-South Polarity Orientation (ANSPO™), which allows their magnetic forces to affect a large area, influencing the whole surface and not just a single point. This layout allows these magnetic forces to improve blood circulation and alleviate muscle stiffness, assisting the recovery process.
- Our authentic health devices are certified as medical devices and improve circulation around the worn area. Simply wearing them in your daily life can liberate you from the pain of stiffness.

### ■ Colantotte Magnetic Medical Gear

Colantotte products contain permanent magnets arranged in the Colantotte’s unique Alternating North-South Polarity Orientation (ANSPO™). This arrangement allows the magnetic force to affect a large area to improve circulation and alleviate stiffness at the applied location. It is certified in Japan as an authentic magnetic health device.

In 2005, Colantotte was launched in America under the overseas brand TRION:Z. Professional golfers Rory McIlroy and Rickie Fowler as well as many other top athletes regularly use this gear to soothe and support their bodies. Additionally, in 2012, one of the Colantotte bracelets was featured prominently as a key story item in the Hollywood movie “The Avengers” as part of a tie-up campaign, demonstrating the recognition of the brand’s quality and design not only in Japan, but by many people all over the world.

## ■ Colan Totte Co., Ltd.

### **“Begin each day with a smile.”**

Since its founding in 1997, Colan Totte Co., Ltd. (formerly Arc Quest Co., Ltd.) has been a medical device manufacturer with “Bringing a True Smile to Your Face” as its corporate philosophy, and in 1999 it began selling its Colantotte brand of magnetic therapeutic devices and health gear for general use.

In 2008, it obtained ISO 13485 certification and established a system for maintaining and improving the quality of its medical devices. It also obtained the CE Marking safety standard certification in Europe and medical device certification (MFDS) in South Korea, among others, and it is continuing its efforts in various major countries throughout the world.

In July 2015, it changed the company name to Colan Totte Co., Ltd., and continues striving to support a healthy lifestyle for everyone in Japan and the rest of the world.

#### **【Company Profile】**

Colan Totte Co., Ltd.

President/CEO Katsumi Komatsu

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Business Contents: Manufacturing and sales of medical devices; Manufacturing and sales of daily sundries; Mail order

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