
Presenting a New Silver Model of the “Colantotte Necklace Crest R[ex]” Medical Device
All Colors to be Sold as Part of Standard Lineup Due to Strong Sales
Sales Starts at the Beginning of April

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 a new silver variety of the “Colantotte Necklace Crest R[ex]” at the beginning of April. In addition, although this product was previously sold only online, we have decided to sell a total of three colors, including the new color, as part of the standard lineup.



Colantotte Necklace Crest R[ex]

Left: <Premium Gold> Upper right: <Premium Black> Lower right: <Silver (New color)>

Colantotte Necklace Crest R[ex]

A new silver color appropriate for any situation has been added to the simply designed Colantotte Necklace Crest R[ex] series. The product will now be available in a total of three colors: <Silver>, which offers a sophisticated and sharp look, and the existing <Premium Gold> and <Premium Black> colors, which feature ion plating. The compact clasp is light and fits better than ever, and the soft rounded curve adds a stylish flair to the neck area. Plus, the high-quality stainless steel is rust-resistant, so you can wear it without worry, and the magnetic clasp makes it simple to remove. The silicon loop contains magnets arranged in our unique Alternating North-South Polarity Orientation (ANSPO™). It improves circulation through the power of magnets and alleviates shoulder stiffness, all while offering a fashionable look.



Wearing Image

Left: <Premium Gold> Right: <Silver (New color)>



Wearing Image <Silver (New color)>

Colantotte Necklace Crest R[ex] Overview

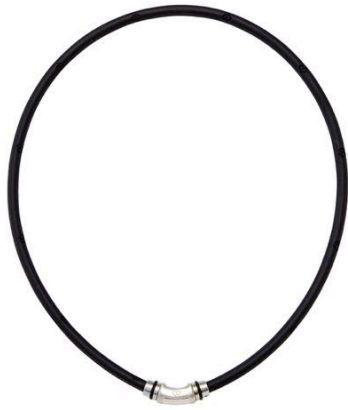
■ The silicon loop contains eight 160mT* (1600G) rare earth magnets. The power of the magnets arranged in our unique Alternating North-South Polarity Orientation (ANSPO™) affects a large area, improving circulation in the neck and shoulders and soothing muscle stiffness.

*mT (Millitesla): A unit of magnetic flux density

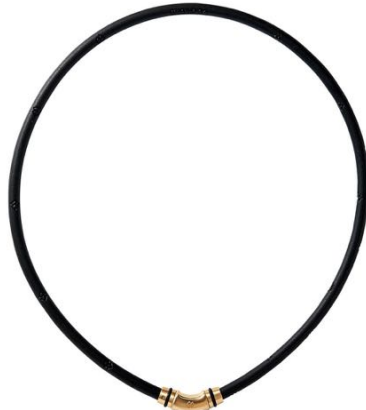
■ There are three colors in total: a new silver color that brings out the color of the material, and two popular premium colors that make use of ion plating.

Ion plating provides a hard coating with excellent adhesion, so it is scratch-resistant and preserves the necklace's beauty.

■ The clasp is sturdy and made from rust-resistant, high-quality stainless steel (SUS316L). It contains a magnet, making it easy to take off.



Silver (New color)



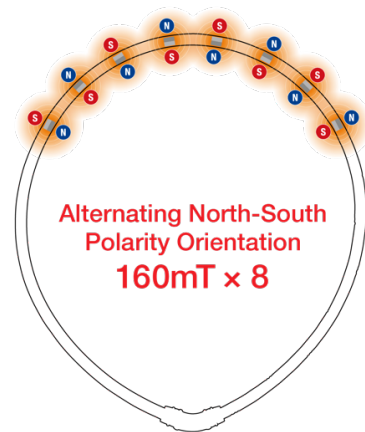
Premium Gold



Premium Black



Clasp



Magnet layout diagram

Product Name	Colantotte Necklace Crest R[ex]
Medical Device Certification Number	226AGBZX00054000
Materials	<Main body> Silicon <Magnets> Eight 160mT (1600G) rare-earth permanent magnets arranged in the Alternating North-South Polarity Orientation <Clasp> Stainless steel (SUS316L)
Colors	Silver, Premium Gold, Premium Black
Size	S: 43cm, M: 47cm, L: 51cm
Launch Date	Beginning of April 2021 and onwards

■ “Colantotte” Permanent Magnetic Therapeutic Devices for General Use

How Colantotte Products Work



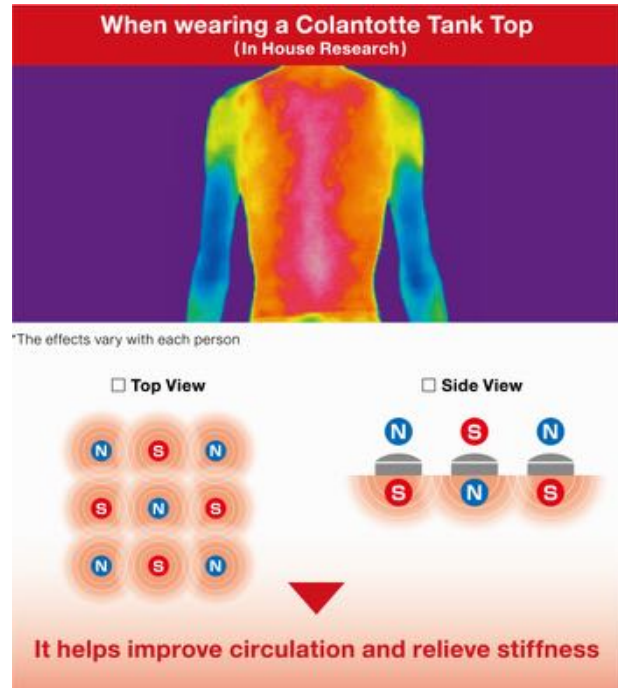
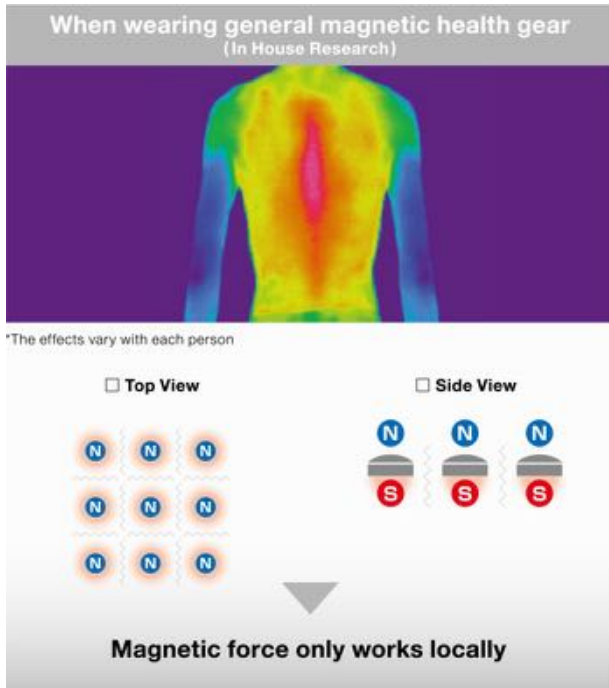
Symbol indicating the Alternating North-South Polarity Orientation

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

URL: <https://colantotte.co.jp/global/>

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