

PRESS RELEASE



New Earring Trends Website

Studex offers advice and answers frequently asked questions on earpiercing.biz

Nuremberg, Germany, May 23, 2012 – Studex Europa, the European headquarters of the leading international manufacturer of ear piercing systems and earrings based in Nuremberg, Germany, today announced the launch of its new website earpiercing.biz offering information for people interested in fashion, jewelry, ear piercing, and earrings.

“Earrings are always trending in the fashion world. As the leading ear piercing brand, we've noticed, together with the jewelry stores, beauty salons, and pharmacies which use our products, how many questions consumers have about ear piercing. With our website earpiercing.biz and our Twitter channel [@StudexMe](https://twitter.com/StudexMe), we engage in a dialog with consumers and answer many of their questions,” explains Juergen Weiss, Managing Director of Studex Europa GmbH.

According to Juergen Weiss, fashion-conscious women place special emphasis on brand-name quality with respect to ear piercings. High-quality materials and stunning designs of the piercing earrings top the list of their priorities. “Many women get their second or third ear piercings. They are reassured to learn that our instruments are safe and gentle and that our piercing studs come in sterile packaging,” states Juergen Weiss.

Weiss recommends that consumers ask their local ear piercing specialist which products are used before they decide to have their ears pierced. [Earpiercing.biz](http://earpiercing.biz) offers many helpful tips, a Questions & Answers section, and a “Trend Blog” with news about ear piercing and earrings.

About Studex:

Studex® is the world's leading ear piercing brand and the international manufacturer of precision ear piercing instruments, piercing earrings and after care products. In more than 40 years, Studex instruments have been used many million times worldwide to pierce ears. The company's international headquarters is located near Los Angeles, CA, U.S.A., and all its products are “made in U.S.A.”. Studex has subsidiaries or exclusive partners in over 70 countries on 6 continents. Its European headquarters, Studex Europa, based near Nuremberg, Germany, exclusively controls sales operations in Europe. Typical Studex customers are jewelry stores, beauty salons, and pharmacies. With its patented Studex System 75, the company has revolutionized the ear piercing business—enabling every ear piercing specialist to safely and professionally pierce ears in a gentle and barely noticeable manner with gorgeous, sterile, and hypoallergenic piercing studs.

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Website for consumers: www.earpiercing.biz

Website for business customers: <http://studex.com>

Twitter: <http://twitter.com/StudexMe>

Images (mostly high-resolution .jpg files, 300 dpi) can be found at

<http://www.earpiercing.biz/about-us/media/images/>