

PRESS RELEASE



Studex Provides Information For Parents About Ear Piercing

New earpiercing.biz website offers advice and answers frequently asked questions

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 for parents and other parties seeking comprehensive information about ear piercing and earrings.

“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 parents and their children have about ear piercing. With our website earpiercing.biz and our Twitter channel @StudexMe, we engage in a dialog with parents and young people and answer many of their questions,” explains Juergen Weiss, Managing Director of Studex Europa GmbH.

According to Juergen Weiss, the most frequent question is if ear piercing hurts. Many parents also ask about the “best” age for their kids to have their ears pierced. Weiss indicates that overall demand for kids' earrings has increased considerably over the past few years. Studex recently launched a new “Baby Line” with piercing earrings especially for small baby ears. “In some countries, this has a long tradition rooted in their culture,” states Juergen Weiss, “others are gradually following this trend.”

Weiss recommends that parents ask their local ear piercing specialist which products are used before they decide to have their kids' ears pierced. His tips for parents are to select a store with the gentle Studex System 75 and to help their children follow the care instructions after piercing. 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



PRESS RELEASE

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.

Your Media Contact:

Corinna Selzle
Marketing & PR

Studex Europa GmbH
Eckenhaid
Nordring 1
90542 Eckental-Nuremberg
Germany

Phone: +49 (0) 9126 25 63-0

Fax: +49 (0) 9126 25 63-50

E-mail: corinna@studexeuropa.de

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/>