

PRESS RELEASE



Studex Helps Teenagers With Information 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 offering information for your people interested in ear piercing and earrings.

“As the leading ear piercing brand, we get a lot of questions from young people about ear piercing, and so do the jewelry stores and other stores which use our products. With our website earpiercing.biz and our Twitter channel @StudexMe, we now answer many of these questions interactively,” explains Juergen Weiss, Managing Director of Studex Europa GmbH.

According to Juergen Weiss, teenagers frequently wish to find out where they can get their ears pierced professionally. Some also want to know if ear piercing hurts. A stylish design of the piercing studs is very important to young people. “Most of the time, teenagers are pleasantly surprised when they find out that today piercing studs which are sterile, hypoallergenic, and nickel-safe come in really cool designs,” says Juergen Weiss. He also indicates that overall demand for earrings for kids and teenagers has increased considerably over the past few years.

Many fashion jewelry chains, such as Bijou Brigitte, SIX or Claire's, provide ear piercing services with high-quality Studex products. In many countries, the written consent of a parent is needed for ear piercings for anyone under the age of 18. Weiss recommends that young people ask their local ear piercing specialist which products are used before they decide to have their ears pierced. 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



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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/>