



rejiva® Fact Sheet October 2014

What is rejiva®?

The name Rejiva is derived from the word “jiva,” which means life and feeling alive in Sanskrit — an apt name for this new, one-of-a-kind product. Rejiva is most complete device you can wear to measure your overall health, help manage stress, appraise the biological aging process, and track your energy levels and rest.

FDA-registered, Rejiva combines a discrete, wearable monitor with an app that allows you to view, understand and respond to vital signs and other health data it collects.

Created by Raj Kapoor, MD, FCCP and Evens Augustin, a Carnegie Mellon University Biomedical Engineer, Rejiva monitors the following five areas:

- Overall Health – *captures health changes and possible health threats early*
- Stress – *manages existing stress and builds a strong stress resistance*
- Biological aging – *appraises biological age to slow the aging process*
- Energy – *tracks energy level, expenditure, and indicates the best times to be active*
- Rest – *monitors restfulness, rest efficiency, rest position and breathing index*

How does it work?

Rejiva is designed to assess information about your overall health using data collected from a biofeedback and vital signs device that’s applied to the chest. It is easy and comfortable to wear with a skin-friendly adhesive that peels on and off. The unique application and long-lasting battery allow for extended wear, which encourages continuous data collection, revealing trends and insights specific to the user.

The device includes vital signs and kinetic sensors along with proprietary algorithms that measure a variety of health metrics such as ECG, heart rate variability, heart rate, respiratory breathing rate, sleep position, posture, sleep breathing index, and energy level.

Rejiva also uses well validated algorithms that analyze the state of the Autonomic Nervous System (ANS) via high-fidelity ECG. The ANS regulates the involuntary physiologic state of organs and systems of the body. Monitoring the ANS through Heart Rate Variability (HRV) contributes to the assessment of overall health. Rejiva uses continuous beat-by-beat measurement of the ECG signal, which is the gold standard for tracking HRV.

Until now, the science behind ECG-derived HRV to provide a window into the ANS and overall health has never been so accessible or affordable. Rejiva makes that all possible.

What is the Autonomic Nervous System (ANS)?

ANS serves as a regulatory function by helping the body adapt to both internal and environmental demands to maintain a physiologic balance. Changes in the ANS can result from a variety of factors including physical movement, exercise, postural changes, emotional stress, sleeping, disease and aging. Therefore, the ANS is “the first to know” of any unforeseen or hidden issues within the body’s overall health.

What is Heart Rate Variability (HRV)?

HRV is a measurement of the time intervals between consecutive heartbeats measured in milliseconds. For good health, these intervals should vary in what appears to be a random and chaotic manner. For example, two people may have exactly the same pulse rate. One may have a healthy variation in the intervals between beats while the other may have regular intervals between beats, which can be a sign of poor health. More than any other, HRV has been recognized as the most powerful predictor of all mortality causes. More than 15 years of scientific and medical research has validated heart rate variability (HRV) as the best method to evaluate changes in ANS activity with precision.

What makes Rejiva different from the wearable activity and fitness trackers currently available?

Rejiva is not an activity or sleep tracker. Rejiva incorporates health technology that is already validated and in use by more than 50 educational institutions in the United States and Europe, and by thousands of doctors and researchers around the world to deliver valuable health metrics.

In fact, no other wearable device in the market today can deliver what Rejiva can. It is the first device to harness the proven science of ECG-derived HRV as a window to the ANS, and combines additional vital signs, metrics and user assessments to understand and improve overall health. ***The result: You get a more complete picture of all of the variables that can affect how you feel and perform every day — and what you need to do to stay healthy.***

Development Team:

Rejiva was created by Raj Kapoor, MD, FCCP, and Evens Augustin, a Carnegie Mellon University Biomedical Engineer. The product’s patented system design uses proprietary algorithms to make a variety of health metrics accessible and easily understandable to anyone who wears it.

Made in America, Rejiva is a product of parent company Rijuven, founded in 2012 by Kapoor and Augustin. Their mission is to create innovative clinician-supported products that empower individuals to exert better control over their overall health. Providing greater access to health-related information — and the tools to take proactive steps to stay healthy — will ultimately drive down health care costs and improve quality of care. *Learn more at rijuven.com*

Development Team Bios:

Raj Kapoor, MD, FCCP— President and Co-Founder

A Pulmonary/Critical Care specialist by training, Dr. Kapoor is also Board Certified in Sleep Medicine. He is a Fellow American College of Chest Physicians and a Member of the American Academy of Sleep Medicine. He is the Former Chair Department of Medicine, UPMC Passavant and currently serving as the Medical Director of Epoch Sleep Disorders Center and Restful Night Sleep Center, Pennsylvania.

Evans Augustin – CEO and Co-Founder

Augustin holds a BS in Mechanical & Biomedical Engineering from Carnegie Mellon University and an MBA from the University of Pittsburgh. An entrepreneur with a practical interest in technology businesses, he co-founded a consumer health and wellness company offering better living through better sleep. He has a comprehensive background in the areas of e-commerce, finance, supply chain management, transaction security, and content distribution.

Justin Bass- Chief Strategist

Bass holds a bachelor's degree from Carnegie Mellon University in business administration with a concentration in graphic media management. He provides health innovation strategy to include startup management, strategic marketing, product development and policy. As the managing director of Like Minded Strategy Group, and a serial entrepreneur, he has held various strategic consulting roles in early stage healthcare ventures that include clinical organizational development, clinical risk management, health IT, product development, technology commercialization and innovation.

Development Timeline:

October 2014 → Crowdfunding launch + pre-sales

December 2014 → Anticipated delivery to market

Price:

Crowdfunding Pre-order Price Early Adopters: \$99

Crowdfunding Pre-order Price: \$149

Standard Pre-order Price: \$199

(No subscription required.)

Works with:

iOS (including proposed iOS 8 HealthKit compatibility)

Android

Battery Life:

Charge lasts 2-3 days with continuous use. Charger included with purchase.

Application:

A biofeedback monitor applied to your chest. It is easy and comfortable to wear, using a skin-friendly, replaceable adhesive that peels on and off.

Water Resistant?

Yes

Made in the USA.

FDA Registered

Patent #US 8855757B2

Company website: www.rejiva.com

Indiegogo campaign website: <http://igg.me/at/rejiva/>

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