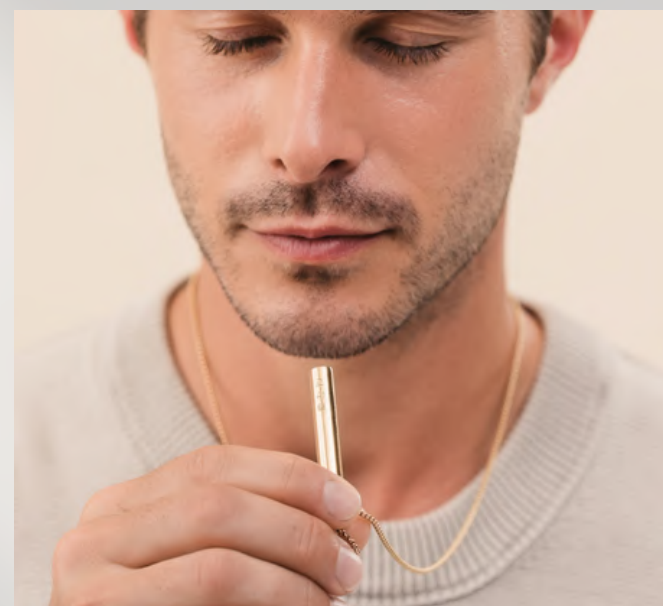


 KOMUSO

Every person's wellness journey
starts with the right breath.

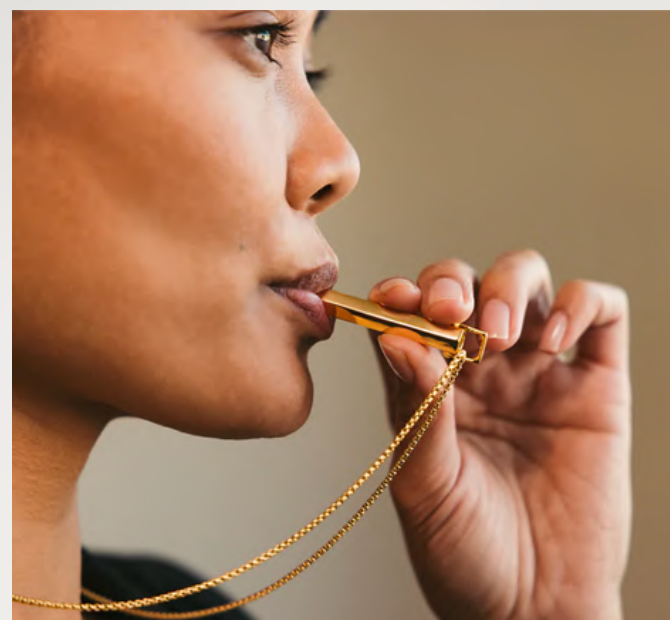




Breathe better. Think better. Feel better.

Every day, **50,000 thoughts** race through our minds. **80-90% of those are negative** and stress-inducing. By focusing on our breath, we can break this cycle, reduce stress and anxiety, and increase focus, stillness, peace of mind, and creativity.

The Shift is a simple tool designed to help you breathe better.



Flip the switch on stress.

Komuso is invented, designed, and proven to help you breathe better.

We take 23,000 breaths every day. Each one of these represents an opportunity for change.

We designed this revolutionary, off-the-grid breathing tool with a psychotherapist and fellow co-founder of Komuso. The Shift is a sophisticated and timeless piece of jewelry that serves as an anchor in an anxious moment, and a **conscious reminder to breathe.**



Performance

Length & diameter proven to be ideal to create exhalations that trigger calm.



Durability

Easy to clean & water-resistant; won't chip, tarnish, or fade.



Materials

Made using recycled, medical-grade stainless steel.



Discreet

Engineered to be whisper quiet for use at anytime, anywhere.



Process

Precious metals baked into steel to preserve look & feel.



The Komuso Story



Meet Todd and Vanessa Steinberg, co-founders of Komuso Design. They created the Shift because they felt like passengers in their own lives: overwhelmed by anxiety and stress, feeling disconnected, searching for answers.

Together, they discovered the power of breath to unplug, destress, and enrich their lives. One day, seeking help from a friend, therapist, and future co-founder, Dr. Daniel Epstein suggested breathing through a straw to relieve anxiety.

Instantly wowed by the drastic effects of this simple technique, this team was determined to create a practical way to integrate deep breathing into the everyday routine: the Shift was born.

Hear a message from our founders [here](#).



How does the Shift work?

When you deepen and slow your exhale, which is what the Shift is designed to do, your nervous system switches from fight-or-flight to rest and digest. You are literally flipping the switch on stress and anxiety.

The Shift **calms your nervous system, slows your heart rate, reduces stress and anxiety, and relaxes your body & mind.**

With over **200,000 Shift users**, this unique innovation has the ability to:



LOWER ANXIETY &
STRESS



COMBAT PANIC
ATTACKS



HELP QUIT
SMOKING & VAPING



EASE
TRAUMA



INCREASE FOCUS
& PEACE OF MIND



ENHANCE DAILY
WELLNESS RITUALS

How to use the Shift

01 | Inhale

Take a deep inhale through your nose to fill your belly with air.

02 | Exhale

Gently exhale through the Shift for 8-10 seconds to release all of the air and toxins from your body.

03 | Relax

Relax your jaw and shoulders after you exhale. Focus on your breath.

04 | Repeat

Repeat this cycle until you feel more calm. Remember: you are not blowing. Try to maintain a normal, albeit slow, exhale.

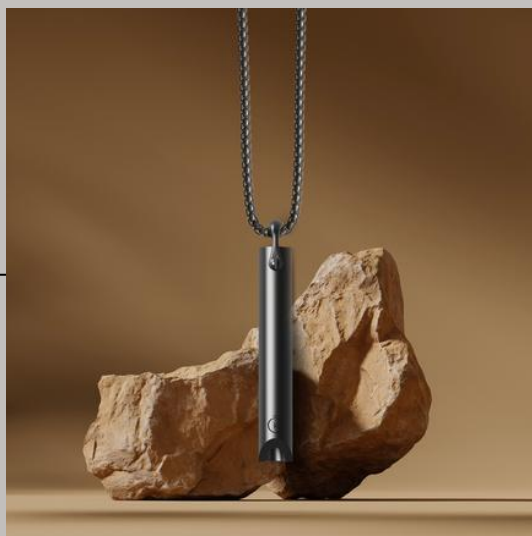


**Experience the everyday basic to help you breathe
and think better, to feel better consistently.
Like socks & underwear. Or your phone.**

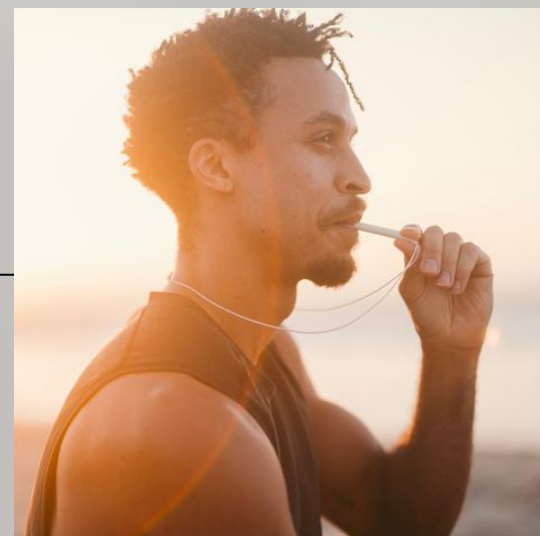


The Komuso lineup consists of products that aim to seamlessly become a part of our everyday routine.
Bonus: no tech, no notifications, anti-anxiety anywhere, any time.

Classic Shift



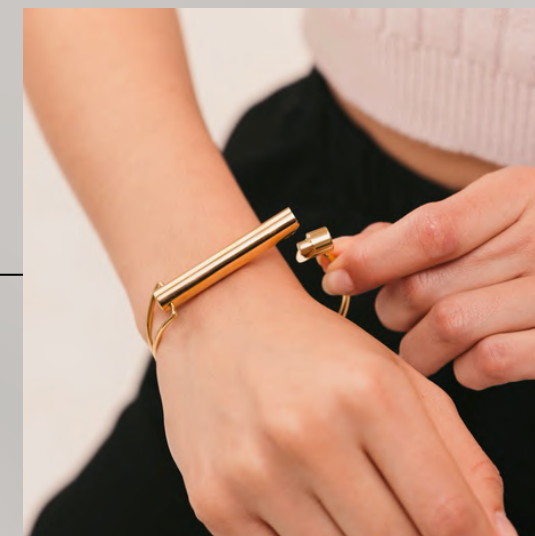
Active Shift



Koko Shift



Cuff Shift



Rotezen



Classic Shift

The first of its kind, the Shift helps you quickly and easily combat anxiety by slowing your breathing. It's a functional, elegant piece of jewelry that you wear both as a tool and a gentle reminder to protect your wellbeing.

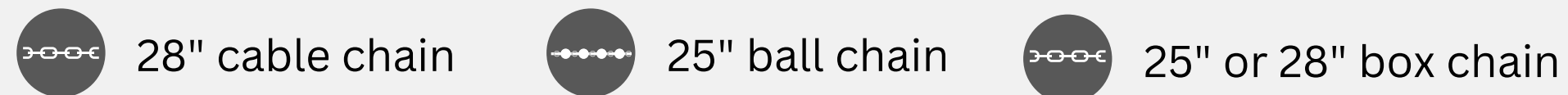
PRODUCT DETAILS

- Pendant and chain made of 316 high-grade polished stainless steel
- Shift pendant measures 2" in length
- Precise circumference supports a 10-second exhale
- Whisper quiet so you can use it anywhere, ultra durable

AVAILABLE COLORS



CHAIN OPTIONS



PACKAGING

In the box:

- Micro fiber suede to store and protect your Classic Shift
- Instructions on How to Use your Classic Shift
- Classic Shift of your choice



Retail from \$85 - \$135 USD

Active Shift

The Active Shift was designed for your always-active lifestyle so you can be more resilient and more present. It is an everyday, dependable piece, akin to socks or underwear, designed to help you make a habit of better breathing, lower anxiety, and less stress.

PRODUCT DETAILS

- 316 high-grade stainless steel base, wrapped in premium ceramic that is durable, corrosion-resistant, and provides excellent wear resistance
- Shift pendant measures 2" in length, supports a 10-second exhale
- Braided nylon cord with adjustable ceramic closure
- Whisper quiet so you can use it anywhere, ultra-durable

AVAILABLE COLORS

-  black  white  soft pink  northern lights

PACKAGING

In the box:

- Micro fiber suede to store and protect your Active Shift
- Instructions on How to Use your Active Shift
- Active Shift of your choice



Retail \$85 USD

Koko Shift

Presence is the new luxury... and it's here to stay. The Koko Shift is a new take on functional luxury designed to center you in the here and now. Through breath, we can wash away stress and elevate our mood to better connect to our moment, our people, our path forward.

PRODUCT DETAILS

- Precious metals forged into an exquisite breathing tool to reinvent the way you breathe
- Shift pendant measures 2" in length, supports a 10-second exhale
- 45 grams, Koko is your anchor to lasting peace of mind and focus
- Whisper quiet so you can use it anywhere, ultra-durable

AVAILABLE COLORS



gold vermeil



sterling silver 925

PACKAGING

In the box:

- Micro fiber suede to store and protect your Koko Shift
- Instructions on How to Use your Koko Shift
- Koko Shift of your choice



Retail \$340 USD

Cuff Shift

The Cuff Shift is a simple and effective breathing tool disguised as a sleek bracelet. Similar to our necklace, the Cuff Shift can help you reduce anxiety, lower stress, and breathe better.

PRODUCT DETAILS

- 316 high-grade stainless steel base
- Shift pendant measures 2" in length, 7" wrist
- Sleek design allows for an easy open and close cuff that secures the piece on your wrist
- Whisper quiet so you can use it anywhere, ultra-durable

AVAILABLE COLORS

-  silver
-  14k gold

PACKAGING

In the box:

- Micro fiber suede to store and protect your Cuff Shift
- Instructions on How to Use your Cuff Shift
- Cuff Shift of your choice



Retail \$135 USD

Rotezen

Rotezen is a guided journal, a 3-month planner, and a source of inspiration that delivers peace of mind and meaningful change through micro-adjustments to your routine.

PRODUCT DETAILS

- Daily Template: to organize each day around this routine
- Weekly Maxims: to inspire exploration and growth each week
- Daily Prompts: to center your day and focus your growth
- Guided Conversations: therapist-led explanations for weekly maxims
- Breathing Techniques: basic techniques to enhance calm and focus

Rotezen is designed to create a path defined by the daily templates and help the user commit to doing the exercise each day to nurture their mental health and reimagine their potential.

Journaling and micro-adjustments create opportunities to:

- Stop overthinking
- Celebrate our achievements
- Overcome fear and obstacles
- Dream bigger



Retail \$45 USD



What does Komuso even mean?

Komuso Design is inspired by the Komuso Monks of 17th century Japan. They used bamboo “shakuhachi” flute as a healing modality and method of attaining enlightenment.

Our product draws inspiration from this meditation technique through the Shift. In fact, the engraving found on the back of the Shift is in place to honor this slow pace of living - breathing first and using a tool for support.



Our brand presence

PRESS HIGHLIGHTS


Forbes

FORBES > LIFESTYLE > STYLE & BEAUTY

Wearing Your Therapy: This Necklace Wants You To Breathe Your Way To Better Mental Health


Anna Haines Contributor @ I cover wellness and beauty. [Follow](#)

May 20, 2021, 01:46pm EDT



WSJ


"According to our anxiety-riddled fashion direction, who bought one in January, it works."



Exhale, Elegantly

Komuso Design's Shift necklace is conceived to help you chill out in style. According to our anxiety-riddled fashion direction, who bought one in January, it works.

SHAPE



"Next level living with the elegant Komuso Shift Sterling Silver pendant, a modern means to the Japanese lore of blowing Zen."

Women's Health



Meet the Zendant

Revolution

Nama-Stay Mentally Well


INFLUENTIAL CUSTOMERS

Olivia Wilde

oliviawilde [Follow](#) [Message](#) [Share](#) [More](#)

1,913 posts 4.1M followers 689 following

Olivia Wilde
Miniature enthusiast.
Followed by greysenjewelry, jessjamz, nuaswim + 13 more




GOOD TROUBLE

Chris Hemsworth

chrishemsworth [Follow](#) [Message](#) [Share](#) [More](#)

1,039 posts 58.4M followers 583 following

Chris Hemsworth
chrishemsworth
boo.bejchrishemsworth
Followed by bakersbayclub, natalasha.moor, jebgrn9 + 11 more




Patti Stanger

pattistanger [Follow](#) [Message](#) [Share](#) [More](#)

1,083 posts 1M followers 2,465 following

Patti Stanger
CEO, Exec Producer, Best-Selling Author, Intuitive, Matchmaker turned Wellness Witch!
Bookpatti@pattiknows.com
socialtap.com/PattiStanger
Followed by komusodesign, hairybasquale, belovedessentials + 1 more



pattistanger


"I have mentioned it on several podcasts now. I love the Shift, it is the best."

Brittany Furlan

brittanyfurlan [Follow](#) [Message](#) [Share](#) [More](#)

5,399 posts 2.2M followers 682 following

Brittany Furlan Lee
brittanyfurlan
Let's make some waves!
Gersh @thisisthebestpod
@love_jewelry - click to shop
push.maketheword.com + 1
Followed by higherdose, daners82, and celufragrance



brittanyfurlan

"It teaches you how to control your breathing when you are struggling from a panic attack."

In a world of fast fashion, the Shift represents a quality keepsake that has changed over 200,000 lives through breathing better.

Here's what some of our brand community has said about making the Shift a part of their wellness routine:

THE EXPERTS

I have found this to be immensely beneficial. What I think is brilliant about the Shift is that you can feel it around your neck and you get into the habit of using it to feel calm. I would recommend this product 5,000 times to anyone.

Dr. Sara Rabinovich, PHD

I have been raving about it to anyone that asks me about the Shift. I get to inform them about how it is far from a whistle and is actually a mind-blowing concept and tool of healing.

James Hallberg, Therapist / LCSW

LOYAL CUSTOMERS

I love this so much! It's so beautiful, elegant, and so well made. It really helps lower any sort of stress. It is the perfect tool to help you with taking a moment to breathe.

Kristen Y.

I am grateful that I made this purchase. I have a very busy life, am new to mindfulness, and have a difficult time reminding myself to slow down. Having the Shift on me is a tangible reminder.

Ryan P.

Here to support you

Our team is committed to being the optimal partner to you and your clients through continued education, customization, and meaningful event activations.

The Komuso Method

This course is complimentary with the purchase of any Shift. It teaches the user how to merge the best practices of mental health and wellness into a daily formula.

Event programs + breath workshops

We value the opportunity to enhance the client experience at every touchpoint. Our team is available to support strategic event programs and workshops for Komuso partners.

Continued education

Training programs are in place to support staff at the point of sale, and clients who purchase the Shift. We can execute virtual and strategic in-person trainings.

Customization opportunities

Create unique experiences for your locations through product customization.





Be a part of the change.

Take wellness to new heights with the Shift.


CONTACT


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todd@komusodesign.com

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komusodesign.com

SOCIAL

 @komusodesign

 @breathekomuso

