BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Noise introduces advanced womenâ??s health tracking feature in Luna Ring

20 June 2024 | News

Noise's latest survey reveals significant gaps in menstrual health knowledge



The latest survey by Gurugram-based startup Noise, India's leading smartwatch and connected lifestyle brand, reveals that 82% of women recognise they have menstrual health issues, indicating high self-awareness.

However, less than 7% of women have received education about these issues, highlighting a significant gap in education and access to accurate information. This reflects the notable challenges faced by the women's health industry, particularly in menstrual health.

Many women struggle with irregular periods, PCOS, and other menstrual-related issues that often go unrecognised or unaddressed due to a lack of education and societal taboos. Additionally, these issues are often missed by traditional health trackers.

Noise aims to bridge the gap in women's health tracking by launching an advanced women's health tracking feature to its flagship Luna Ring. Recognising that menstrual health is a vital component of overall wellness, this latest update is designed to provide personalised menstrual health insights and predictions, catering to the diverse needs of women with varying menstrual patterns.

Luna Ring is an ideal wearable to augment daily performance with best-in-class features. With 98.2% accuracy [validated by IIIT-Hyderabad and Olympics coaches] and a fighter jet-grade titanium body, and featuring a fighter jet-grade titanium body, the Luna Ring tracks over 70 body metrics.

Recently, the brand has brought the power of Artificial Intelligence and stress-tracking features to Luna Ring to elevate it as a personalised all-time health companion. Moreover, Noise acquired the AI-powered women's wellness platform SocialBoat to enhance Luna Ring's advanced health and fitness metrics and accelerate its innovation trajectory in the smart rings space.