

FOR IMMEDIATE RELEASE

**MAKING SENSE OF THE TECH REVOLUTION
INTRODUCING
PERENNIAL PEOPLE
FROM INNOVATION SCOUT KATLEAN DE MONCHY**

- *Curated Tech Developments and Devices for the 45+ plus Generation* -

NEW YORK CITY- We are in the middle of a tech revolution. Innovations are happening at lightning speed making it hard to differentiate between a fad and the tech-driven change that will truly shift our lifestyles.

Adding to the confusion is a great divide between portions of our population who have grown up with tech and those who have not, proving there is not a one size fits all approach.

Lifestyle tech expert Katlean de Monchy bridges this divide. Bringing a practical perspective to tech innovations, she is launching **Perennial People** (www.perennialpeople.com), a forward-trending multi-media resource dedicated to educating the 135 million Americans over the age of 45 about the most relevant ways technology is able to help us live smarter, better, and healthier.

Demonstrating the trends that drive **Perennial People**....

- By 2020 8 million Americans 55+ will use a wearable device (eMarketer)
- 45+ Americans are the largest buyers of music (Recording Industry Association Of America)
- Each day 10,000 Americans turns 65 (Forbes)
- People 50+ spend an average of \$400 online every 3 months (Forrester)
- Spending by the 50+ population is 50% of consumer expenditures nationwide (AARP)
- One out of two Boomers buys new tech products every year (AARP)
- Bill Gates, Steve Wozniak, and the late Steve Jobs are all Boomers

Here are Katlean de Monchy's Top 10 Picks for **Perennial People** from CES 2019:

WELLNESS & BEAUTY

- **[Touchpoint Solution](#)**: Uses neuroscience to reduce anxiety and stress naturally with small wearables you can hold or wear on your wrist for a discrete alternative to meditation. (Starting at \$159.99)
- **[BrainTap App & Headset](#)**: Uses specific music, tones, and guided visualization to exercise your brain to form new neural connections optimizing your brain's potential and improving relaxation. The app can be used alone or with a the BrainTap headset which applies light pulses through eyes and ears for maximum benefit. (App subscription starting at \$9.99, headset \$547)

- **Opté:** The small wand detects hyperpigmentation more accurately than the human eye; it applies a serum to the area to immediately create a flawless complexion and improve skin health over time. (Expected release 2020)
- **Smart Mirrors:** The [Hi Mirror](#) (Starting at \$119) uses AR determine your skin's needs providing product suggestions based off users results. The [CareOS mirror](#) allows users to try on different hair colors and styles before making the big decision. (Available late 2019, starting at \$20,000)

HOME:

- **KitchenAid Cook Processor Connect:** All in one appliance that makes cooking a breeze, it steams, chops, whips, kneads, even measures ingredients and it comes with 100 recipes and the ability to add more. (Pricing and availability not yet announced)
- **Kohler Veil Lighted Bathroom Collection:** Synchronized and connected lighting in your bathroom customized to your mood to help you wake up or wind down. Lighting can be controlled through an app, remote, voice or motion. (Orders open Q2, pricing at \$13,176)
- **Lenovo Yoga S940 Laptop:** Smart laptop provides privacy in public areas, it turns off when you look away and alerts you when someone is looking over your shoulder. This laptop also has background noise cancelling in loud environments and blurs your background on video calls. (Available May 2019, \$1,499)

HEALTH:

- **OralB Genius X Toothbrush:** Uses AI to determine brushing habits and offer suggestions for better oral health. (Available September 2019, Pricing unavailable)
- **Omron HeartGuide Smartwatch:** First of its kind watch measuring clinical level blood pressure and tracking steps and sleep for a big picture of heart health. (Shipping May 31, 2019, \$499)
- **Welt Belt:** From the Samsung incubator and now on its own...a fashionable smart belt that tracks waist size, sitting time and overeating. **(\$199 available now)**

WOW WORTHY:

- **LG OLED TV R:** Elevate your living space with this roll up TV that conveniently disappears into a sleek console when not in use. The 4K TV brings the cinema to your home with the new a9 Gen2 Intelligent Processor and Dolby Vision along with Alexa integration. (Available late pricing information unavailable)

KATLEAN DE MONCHY is the founder of **Perennial People**. She's a natively trilingual innovation scout who travels the world to see, find, and show new technologies which will make our life better. First on the scene with her pop-culture trend forecasts, Katlean de Monchy reveals how style and technology are converging to change the way we live today – and tomorrow.

PERENNIAL PEOPLE is a new resource for the 45+ year old population revealing highly relevant and carefully curated tech news to help us live smarter, healthier, better lives. www.perennialpeople.com