

Holiday Gift Guide

CUSTOM CONTENT • November 20, 2023





How FluxWear is Tackling Chronic Pain and Anxiety with Their Product SHIFT

Unmet Needs and Current Crises: The United States is grappling with a silent epidemic that transcends demographic and socioeconomic boundaries: chronic pain and anxiety disorders. Affecting approximately 50 million American adults, chronic pain stands as a testament to the unmet needs within the healthcare system. Parallel to the crisis of chronic pain is the prevalence of anxiety disorders. With over 40 million adults affected, anxiety disorders are among the most common mental health concerns in the country. Despite their high incidence, there remains a staggering treatment gap, with less than 40% of those suffering receiving any form of therapy.

The complex relationship between chronic pain and anxiety disorders further complicates the picture. Research indicates a strong physiological link between the two, with chronic pain often heightening anxiety, and anxiety, in turn, intensifying pain. The convergence of these health issues highlights an urgent need for innovative treatment strategies that address both conditions simultaneously, rather than in isolation.

Enter SHIFT: In 2017, co-founder and COO Nadia Ansari was diagnosed with Guillain-Barre Syndrome and left with whole-body chronic pain. FluxWear's CEO, co-founder, inventor of SHIFT, and her younger brother, Kamran Ansari created SHIFT after observing Nadia's struggle to find consistent, effective, and accessible pain-relief. In doing so, they developed an innovative technology platform which allows for the combined therapy of both chronic pain and anxiety through taking advantage of the physiological link between the two. Since they developed SHIFT in 2020, the siblings have worked to bring SHIFT out to the wider Orange County community and generate pilot data which showed promising results. Specifically, it showed SHIFT having a 62% reduction in chronic pain symptoms and 65% in anxiety symptoms compared to placebo. They have also worked with groups such as The Autism Community in Action (TACA), CoachArt, and more to give devices to people in need for free.

Clinical Studies and Commercialization: In 2023, they launched their latest



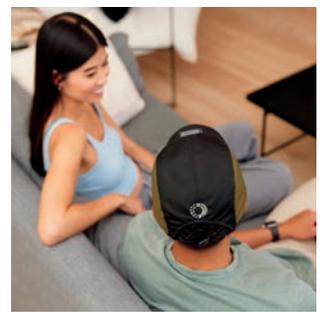
adjustable version of their product into the market and it's available on their website for purchase (www.fluxwear.com). Additionally, FluxWear has a number of notable partnerships with health systems to generate clinical data around their product. Specifically, FluxWear has started to work with Hoag Hospital and Children's Hospital of Orange County to study the effects of SHIFT on chemotherapy-induced peripheral neuropathy and post concussive syndrome respectively. They have also applied for a NIH grant with a team of experts from the University of California Irvine to study SHIFT's promising effects on migraines at UCI.

Moving Forward: The FluxWear team envisions a world where SHIFT alleviates the burdens of chronic pain and anxiety for many. They are actively seeking clinical partnerships and support to expand SHIFT's reach. If you believe in their mission, learn more or get involved at www.fluxwear.com, or reach out directly at support@fluxwear.com.



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and more...*

THE HOLIDAY GIFT GUIDE

'Tis the holiday season, a time when dreams can come true. And what better way to celebrate than with a wearable work of art? Lugano Diamonds brings holiday magic to life through its distinctive style, unmatched uniqueness, and unwavering commitment to quality. Each exquisite, one-of-a-kind creation starts with some of the world's rarest and most precious gemstones, thoughtfully integrated by our skilled craftsmen to enhance their innate beauty. Immerse yourself in the spirit of the season by treating yourself or gifting someone special with the timeless magic of Lugano Diamonds.



Heavy Link & Ebony Wood Diamond Necklace

Elevate your style with this updated classic link necklace, featuring ebony wood and diamonds throughout. This stunning piece boasts 18 carats of baguette diamonds and 12 carats of brilliant round diamonds set in 18k white gold, making it the perfect complement to your holiday ensemble.



Agate Pear Shape Drop Earrings

These stunning diamond and ceramic earrings will surely dazzle with over six carats of sparkling pear shape diamonds. Encased in 18k white gold and black ceramic, they're simply elegant.



Cushion Cut Diamond Bracelet

Illuminate the holiday season with the brilliance of a wearable work of art. Crafted in 18k white gold and black ceramic, this cushion cut diamond bracelet showcases over 19 carats of cushion cut and brilliant round shaped diamonds. A testament to Lugano's artistry and craftsmanship.



Briolette Chain

Infused with the magic of the holidays, this Lugano necklace is adorned with 30 carats of briolette diamonds set in 18k white gold.

A delicate shimmer gracefully drapes the wearer, capturing the light at every turn.



Blue Titanium Diamond & Sapphire Earrings

Exquisite one-of-a-kind earrings are meticulously set in striking blue titanium, offering 4.5 carats of sapphires and featuring two pear-shaped collection VS white diamonds for an added touch of elegance.

33-Carat Sapphire Ring

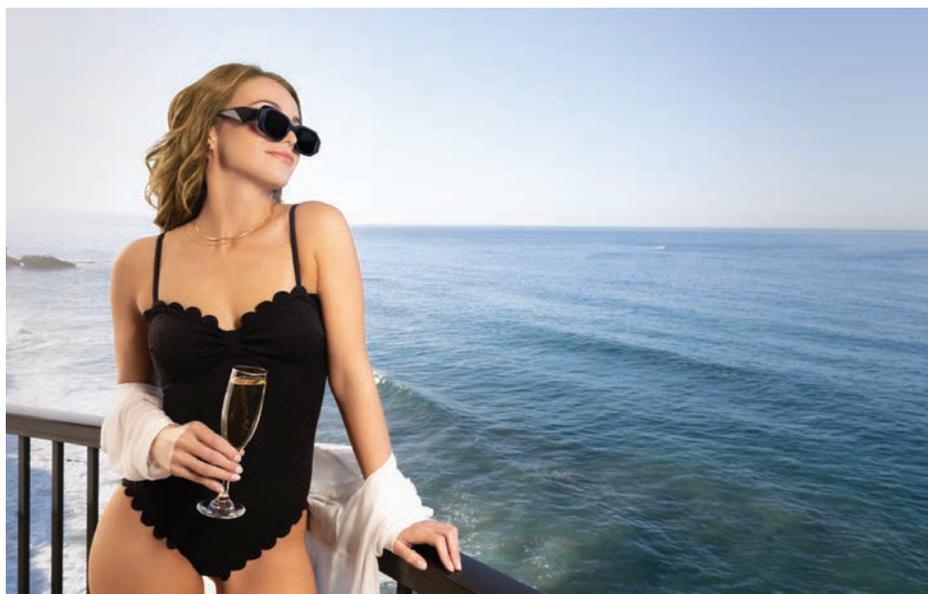
Bold and beautiful, this 33-carat vibrant blue sapphire ring is not only captivating from the front but also from the back. The meticulous craftsmanship and attention to detail provide the wearer with a view of the exquisite detail, showcasing its stunning design and remarkable artistry.



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30% Off Cyber Sale!

Surf & Sand Resort is in the midst of a Resort Transformation, which promises to completely reimagine the iconic coastal resort and redefine timeless luxury for all guests. While the transformation will be complete in 2024, the resort is still open. Local guests can enjoy complimentary valet parking when dining at Splashes or experiencing a treatment or class at Aquaterra Spa.



The resort has also launched a Cyber Sale, which offers rates at 30% off for stays through February 2024. The promotion is bookable through December 4, 2023.

This is our guest's chance to experience the magic of our beachfront location, where the sun, sand, and surf await their arrival.

Nestled on the pristine shores of Laguna Beach, Surf & Sand Resort is a gateway to a world of coastal luxury. Guests will wake up to the soothing sound of waves, take in panoramic ocean views, and discover the perfect blend of relaxation and adventure. Surf, sunbathe, and explore right outside the resort doors or take in our local art galleries and boutique shopping.

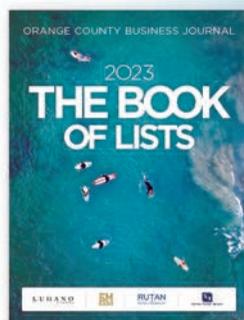
Our Cyber Sale won't last long, so secure rooms today at www.surfandsandresort.com or by calling (888) 579-8544.

2024 **BOOK OF LISTS**

Wrap up the Year with the 2024 Book of Lists

PUBLICATION DATE:
December 25, 2023

The Book of Lists is a compilation of the Lists that appear throughout the year in the OC Business Journal. It highlights data on key industries, companies, and executives. Provides vital information readers have come to count on.



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Aston Martin Newport Beach Offers the World's First Super Tourer

Aston Martin Newport Beach, home to the most exclusive collection of Aston Martin vehicles in the United States, is proud to offer the recently revealed Aston Martin DB12.



Deemed the "world's first super tourer," the Aston Martin DB12 combines a scintillating driving experience with exceptional refinement, state-of-the-art technology, and indulgent luxury.

A new generation in the iconic 'DB' bloodline, the DB12 features a 671-hp twin-turbo 4.0-liter V-8 and can accelerate to 60 mph in 3.5 seconds and reach 202-mph top speed.

Aston Martin Newport Beach, located in Crystal Cove, offers guests a bespoke buying experience for the DB12 and the full line up of Aston Martin vehicles. Customization is at the center of the guest experience and allows for any desired vehicle to be curated with select color trims, interior fabrics, and several other design components.

Since the reveal of the Aston Martin DB12 in May, there has been much acclaim not only to the performance of the vehicle, but to the next generation technology that boosts the user experience. The vehicle's Electronic Stability Program lays out a sophisticated system that measures sensor data and produces algorithms that predict the level of grip available and momentary instabilities.

Aston Martin Newport Beach has been the number one sales volume retailer in the United States for three consecutive years. Additionally, the dealership was awarded the prestigious Aston Martin Wings Award as the top performing dealer in 2022.

To schedule a test drive, visit www.AstonMartinNewportBeach.com Or Call: 949-999-9007.



How to Scale Your Company So You Can Earn More and Work Less

It takes focus and consistent execution at all levels of your organization to effectively scale to the next level, but how can you make sure it happens?

Create Organizational Alignment – If you asked your leadership team about your company’s mission and strategic focus areas, would they all have the same answer? How about the same prioritization? Creating organizational alignment is the first step to building a scalable company. Alignment goes well beyond having a mission statement. It’s about building a company persona. Defining who you are and how you behave. Your values. Your guiding principles. Establishing your priorities and sticking with them. Once in place, every decision, initiative, goal, and allocation of resources should be tested against these principles and priorities.

Level-up Your Leadership – One of the challenges of a growing company is the people who were a good fit when you started may not be a good fit now. As the needs of your company evolve, your leaders must evolve with it. Do you have the right people on your team to execute your strategic plan? What gaps do you have? Can your leaders grow into the role needed or do you need to look outside? If you don’t level-up your leadership, you’ll end up doing the job yourself, which is the opposite of building scale.

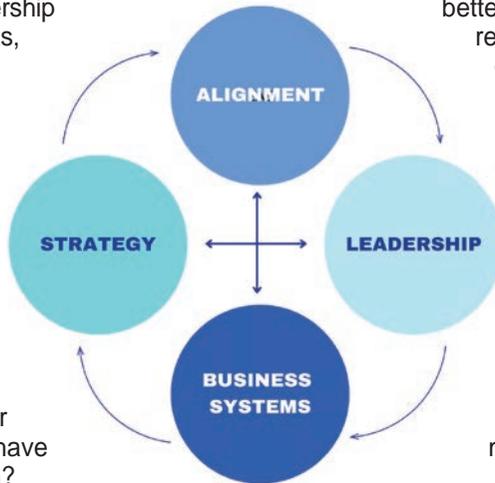
Build-out Business Systems - Scaling a company means that you as the entrepreneur can’t be involved in everything all the time. So how do you make sure that things are still getting done to the level you expect? Create systems.

Strategic and business planning frameworks, performance management, operating and financial reviews, policies and procedures are all examples of organizational systems that can be used to create corporate habits and drive better, more consistent execution. The outcome? A systematic and repeatable approach to managing the day-to-day activities of your company so you can spend more time focused on strategy and moving your company forward.

Prioritize Strategy - So many times, leaders get caught up in the day-to-day demands of their companies and don’t prioritize “strategic thinking time”. Developing strategies to achieve your goals, then measuring progress against those goals is critical for scaling. You must remain focused on your destination, without letting distracting factors derail you. And remember, many minds make better decisions. Involve your leadership team in developing your strategic plan. Lastly, implement a system to ensure you make time for strategic discussions, such as quarterly leadership strategy sessions and monthly strategic progress check-ins.

About Built to Scale: Built to Scale is the education arm of HMS Enterprises, a strategic and financial consultancy that helps entrepreneurs build scalable infrastructure and strategic plans that drive higher-functioning, better managed businesses, resulting in significant increases in market value and happier, more-balanced entrepreneurs.

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