Retail Innovation Shout Out: Electrozyme Takes Wearable Technology to Another Level

by Katherine Valentino

Do you want wearable workout technology that does more than track your heart rate? Here's a smarter workout. For all you workout junkies out there, Electrozyme has the solution. Their wearable technology will analyze your sweat to create a personalized wellness profile for you with a minimal environmental footprint.

This wellness profile will let you know when to replenish lost electrolytes, give you personalized alerts when it’s time to rehydrate, and warn you when you're at risk of heat exhaustion. That's a smart workout. It'll let you know when your body needs a break or grab some water even before you know. What makes them different? Most conventional wearable workout technologies use only physical sensors, such as heart rate. Electrozyme uses both physical and chemical sensors for a more in-depth analysis of your body's needs. On top of that, they’re eco-friendly. According to their site, they “leverage widely deployed manufacturing processes that are scalable, very low cost, and have a minimal environmental footprint.” Electrozyme hopes to license their technology in 2015.

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