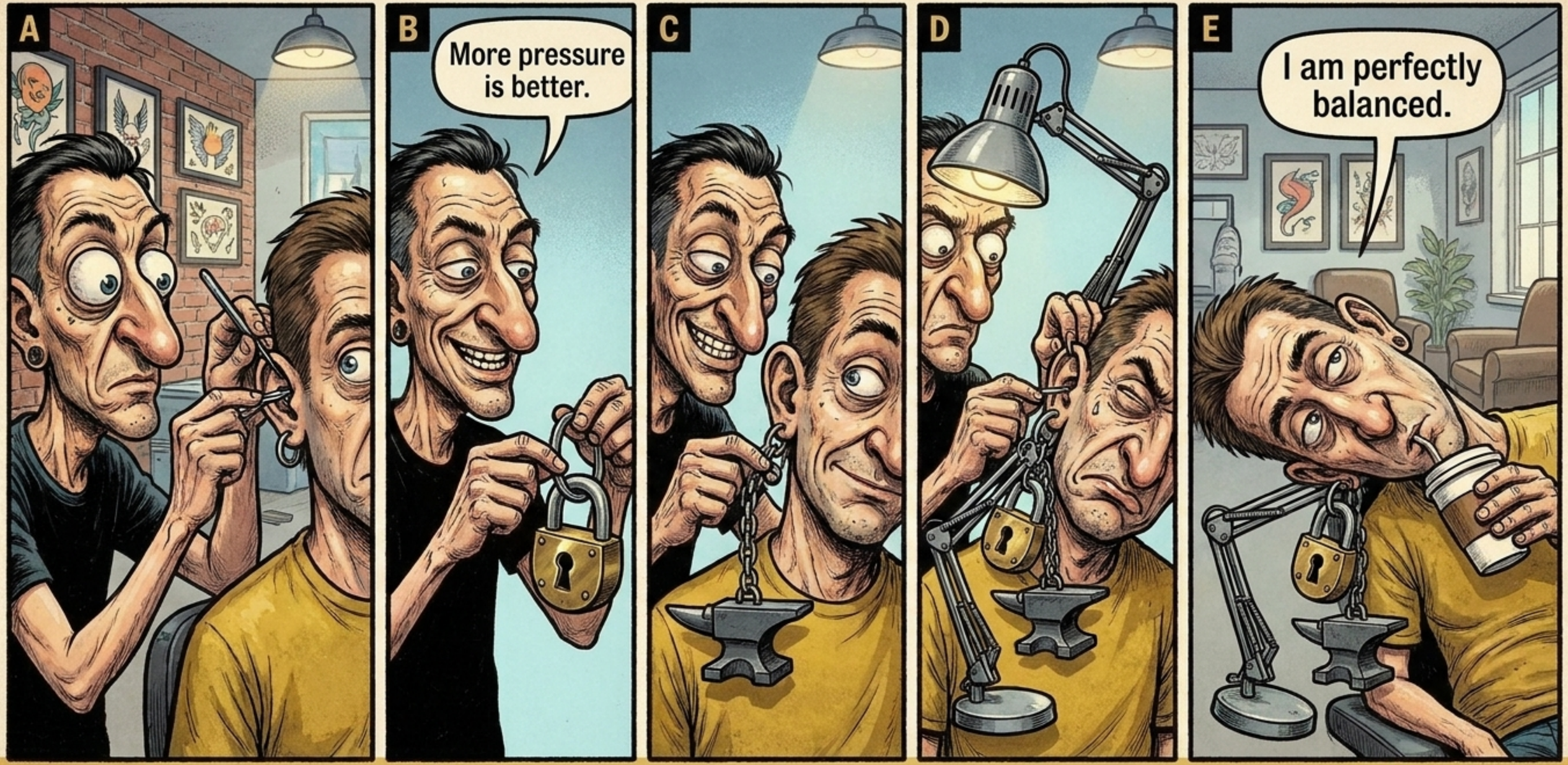

The piercing applies continuous pressure to an auricular vagus nerve point in an adaptation of an acupuncture hypothesis.

The constant weight also builds excellent neck muscles.