



### THE ONLY EASY DAY WAS YESTERDAY

The US Navy SEALs are the most elite combat unit in the world, whose core values embrace never quitting, and to do whatever it takes to pull your teammates through.

"The only easy day was yesterday" is a saying also embraced by the SEALs as meaning that every day you should work harder than the last, making the previous day seem easier. The saying is etched above the grinder at the BUD/S compound.

BUD/S is an acronym for Basic Underwater Demolition/SEAL. It is a 6 month SEAL training course held at the Naval Special Warfare Training Center in Coronado, California. Before becoming Navy SEALs, candidates are put through some of the most mentally challenging and physically demanding training in the world. BUD/S is designed to find and develop those of the strongest character who give everything they have to accomplish their mission and support those on their team.

### CREATED WITH INPUT FROM NAVY SEALS

Navy SEALs require a sense of security that their gear will work when needed. Luminox honors the legacy of these elite teams by designing watches conceived with Navy SEALs input over the years and manufactured in a way that leverages the most advanced technology.

Luminox is proud to be designing Navy SEALS watches since 1992.



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SWISS + MADE



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**Luminox is proud to be a long-time friend and supporter of the Navy SEAL Foundation**

The Navy SEAL Foundation provides immediate and ongoing support and assistance to the Naval Special Warfare (NSW) community and its families, the families of the fallen, wounded NSW warriors, transitioning NSW veterans as well as post-9/11 SEAL and SWCC veterans.

U.S. Navy SEALs have been in sustained combat for over 16 years, performing hazardous work in unforgiving environments at an unrelenting pace. SEALs are currently deployed in over 30+ countries across the globe and can spend up to 270 days each year in harm's way. The Navy SEAL Foundation stands behind these warriors and their families by providing a comprehensive set of programs specifically designed to improve health and welfare, build and enhance resiliency, empower and educate families and provide critical support during times of illness, injury or loss.

Luminox is a proud supporter of



For more information about the Navy SEAL Foundation, please visit [www.navySEALfoundation.org](http://www.navySEALfoundation.org)

