

Nikken Magnetic Technology:

Comfort, magnetic strength, patented magnetic design and 100% magnetic coverage.
Compare the REAL price.

This may surprise you: Nikken products are not only superior to the competition in every way—they're also less expensive.

Didn't realize that? Did you know that Nikken products combine Far-Infrared Technology and EQL Advanced Magnetic Technology. The only ones that can legally and correctly use this patented EQL design. And the only ones that are precision-manufactured to provide EQL Advanced Magnetic Technology over 100% of the surface. Total magnetic coverage. But have you considered what this means, when you compare Nikken products with similar items on the market?

Get 100% of what you are paying for

Total magnetic coverage means that every square millimeter of the product is producing this magnetic energy. There are no "wasted areas." Other products contain entire sections—blank spots—that offer no magnetic coverage at all.



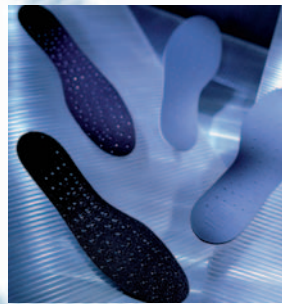
In other words, someone who spends money on these competitors' items, is getting nothing for something. Not so with Nikken. Our value is in our advanced technology. Our research and

development. Precision manufacturing. High standards of quality and durability. But it's also in our advanced design that provides 100%

coverage—something no one else can do. And magnetic coverage, after all, is what you are looking for.

Nikken products, and only Nikken products, give you what you want, wherever you want it.

Make a direct cost comparison



Compare the degree of coverage that Nikken magnetic products provide, versus the competition. Compare the actual purchase price of both. Divide the purchase price by the area covered, to find the actual cost per amount of magnetic coverage. You'll see that Nikken products give you more for your money—that the cost of what you are paying for, is lower with Nikken.

The charts on the reverse side tell the story. You can see that Nikken products are the best value, with the most cost-effective design.

Better technology. Superior manufacturing. And, on an objective cost-by-cost basis, lower price.

Remember: With Nikken, you get what you pay for!

Q: WHAT ABOUT OTHER PRODUCTS THAT CLAIM 100% MAGNETIC COVERAGE?

A: The amount of coverage is important, but it is not the only thing that makes Nikken magnetic technology superior. Some other products can claim coverage that approaches ours, but the kind of coverage they provide just doesn't compare.

For example, Tectonics® Magnetic Insoles claim to provide 100% magnetic coverage. But the entire insole is simply one unipole magnet. While technically they can call this "100% coverage," using a single unipole magnet only provides a magnetic field around the edge. There's practically no magnetic activity on the surface itself.

Dr. Scholl's® Magna-Energy™ insoles are another example of technology that can't compare to Nikken EQL. They can say that 33% of their surface is magnetic. Not much compared to the Nikken 100%, but more than most. However, this product uses a design that doesn't provide the consistent, even coverage with no gaps or weak spots.

Remember, only Nikken has patented EQL Magnetic Technology that provides magnetic coverage over the entire surface. You're assured of magnetic coverage—no gaps.

And only Nikken Elastomag® produces this in a totally flexible material and combines it with Nikken Far-Infrared Technology, for an additional benefit—breathable, natural warmth.

Q: WHAT ABOUT COMPETITORS ADVERTISING MAGNETIC FIELD DEPTH OR STRENGTH?

A: Gauss is a unit of measure that indicates the strength of a magnetic field. For products in our industry, anything over 200 gauss is considered good. What creates a superior product is the right combination of comfort, gauss strength, technical design and amount of magnetic coverage. For active products like insoles, magnetic pads and support wraps, Nikken has the only ideal combination. Our patent pending Elastomag material is lightweight, breathable and flexible. The gauss strength of our support wraps and magnetic pads range from 350 to 700. The technical design combines our scientifically advanced patented EQL magnetic design for a perfectly even magnetic field; and unlike anything else, it adds Far-Infrared Technology for breathable comfortable warmth. Most important, Nikken Elastomag is 100% flexible magnetic material for 100% magnetic coverage! Nikken's state-of-the-art design can even be further enhanced with the Nikken Super Mini. Used for spot placement, it adds 2000 gauss and a 4" magnetic field penetration.

Comparative Analysis of Nikken® Insoles and Support Wraps vs. Competitive Products

Product Description	Total % of Magnetic Coverage	Retail Price	Magnetic Coverage (square inches)	Magnetic Area Cost (per square inch)
BACK				
BIOflex® Wonder Comforts Lumbar Support	23%	49.95	22	2.27
Amway Magna Bloc™ Back Belt	11%	130.50	8.3	15.72
HoMedics Thera-P™ Back Belt	25%	34.99	11.8	2.97
FeelGood™ Back Belt	14%	69.95	9.2	7.60
Nikken Elastomag® Back Belt	100%	144.00	86	1.67
NECK				
FeelGood™ Neck Wrap	9%	49.95	2.5	19.98
BIOflex® Wonder Comforts Magnetic Neck Collar	21%	46.95	12	3.91
Nikken Elastomag® Neck Wrap	100%	95.00	127	0.74
ANKLE				
FeelGood™ Ankle Wrap	1%	19.95	0.76	26.25
Nikken Elastomag® Ankle Wrap	100%	72.00	32	2.25
KNEE				
BIOflex® Wonder Comfort Knee Wrap	10%	29.95	10	3.00
Amway Magna Bloc™ Knee Band	10%	87.95	7.5	11.73
FeelGood™ Magnetic Wrap-Around Knee Stabilizer	4%	49.95	4.6	10.86
Nikken Elastomag® Knee Wrap	100%	127.00	60	2.12
ELBOW				
FeelGood™ Elbow Sleeve	4%	29.95	2.3	13.02
Amway Magna Bloc™ Elbow Band	7%	75.50	3.8	19.87
Nikken Elastomag® Elbow Wrap	100%	105.00	48	2.20
WRIST				
BIOflex® Wonder Comforts Wrist Wrap	19%	39.90	10	4.00
Amway Magna Bloc™ Wrist Band	5%	65.50	0.95	68.95
Nikken Elastomag® Wrist Wrap	100%	66.00	20	3.30
HAND				
FeelGood™ Thumb & Wrist Wrap	3%	24.95	1.26	19.80
Nikken Elastomag® Hand Wrap	100%	72.00	35	2.05
INSOLES				
BIOflex® Insoles	36%	57.95	12	4.83
FeelGood™ Insole		49.95	Too Narrow to Measure	
Amway Magna Bloc™ Insole	11%	91.00	2.75	33.09
Nikken MagStrides or MagSteps	100%	64.00	40	1.60

NOTES:

- The prices in the magnetic comparison table are based upon U.S. suggested retail prices or actual purchase prices in the state of CA, and are not representative of the Canadian marketplace. The Elastomag Video and magnetic comparison table are appropriate tools for U.S. distributors and Canadian distributors who have or are planning to develop an organization in the U.S.
- Elastomag® products are made pursuant to U.S. patent numbers 5,538,495 5,514,072 5,277,692 5,871,438 and other U.S. and foreign patents.
- BIOflex® is a registered trademark of Bioflex Medical Magnetics. FeelGood™ is a registered trademark of FeelGood for Life Inc. HoMedics® is a registered trademark of HoMedics, Inc, or its affiliated companies. Magna Bloc™ is a trademark of Amway Corporation. Thera P™ is a trademark of Homedics® Inc., or its affiliated companies. Dr. Scholl's® is a registered trademark of Schering-Plough HealthCare Products, Inc. Elastomag is a registered trademark of Nikken Inc.
- All comparisons are based upon corresponding sizes.