

**Magnotherapy.**

**Publication/Creation**

1994.

**Persistent URL**

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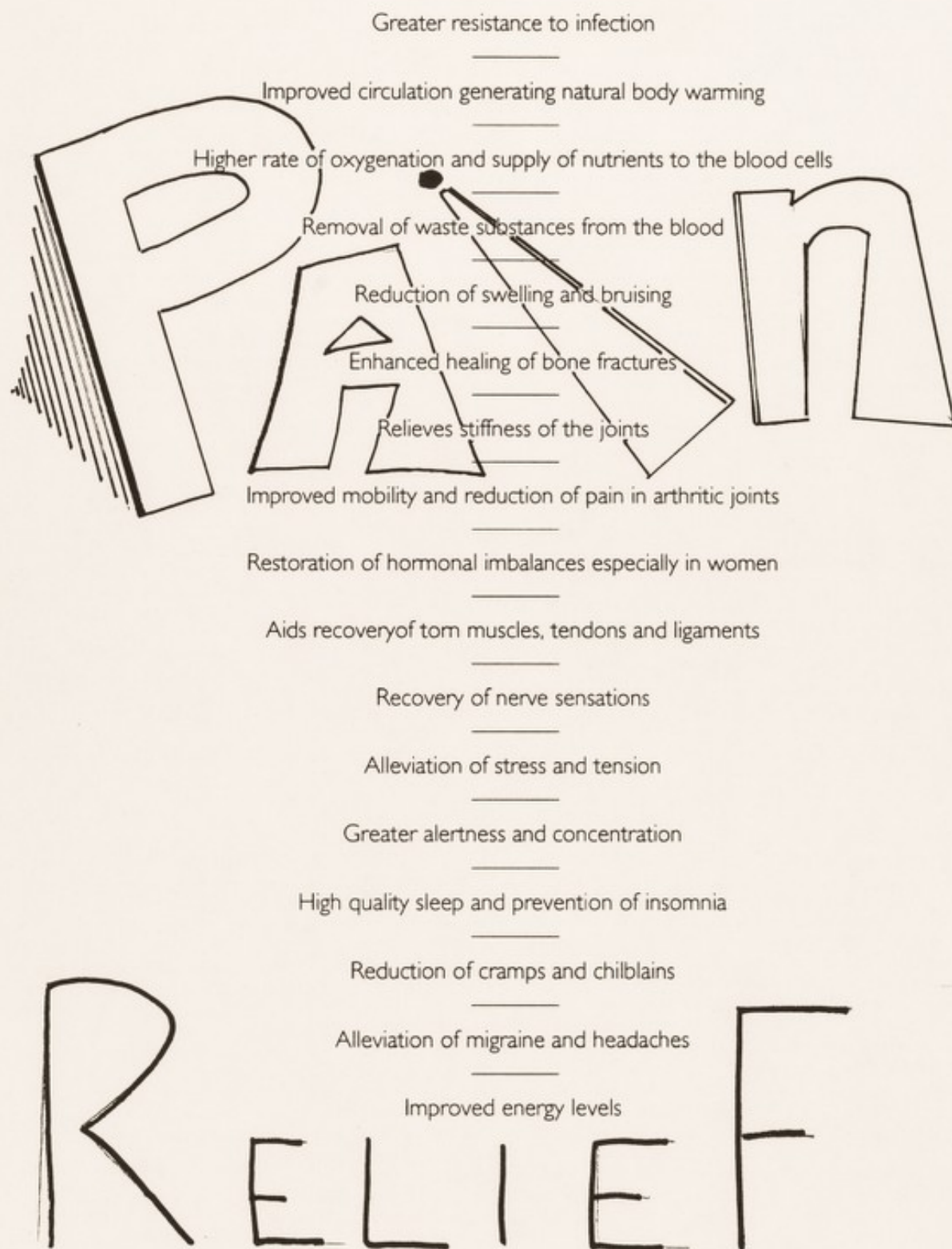
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# MAGNOTHERAPY

## MAJOR AREAS OF BENEFIT HAVE BEEN SEEN TO INCLUDE



# Magnotherapy - A Japanese Revolution

a Japanese Network with magnetic appeal.

**F**irst launched in Japan over twenty years ago, Nikken Corp. is already one of the world's biggest and most successful companies and will have its official launch in the UK on 1st April 1994, having already commenced trading in November 1993. The products are unusual, but are proven to work, and centre around the concept of Magnetotherapy, or the relief of aches and pains through the use of a range of products based around magnets. This is not a pie-in-the-sky idea; the concept has been around a long time, and the product range is now so successful in the USA that the company is the fastest growing networking company there in terms of turnover!

## Magnetic Healing Through The Ages

Mankind has enjoyed the benefits of the powers of magnetism for thousands of years, perhaps not understanding the specific effects, but knowing curative results could be achieved. In ancient Africa, iron ore, called magnetite, was revered for its healing power. It was commonly ground up and used in foods, as well as for the skin and hair treatments. An African bloodstone mine (red iron ore) more than 100,000 years old has been found. Aristotle was the first person in recorded history to speak of the therapeutic properties of the natural magnet in the third century B.C. Most of the ancient cultures also knew of the use of magnets for healing purposes. The first in-depth study of the history of magnetic treatment of diseases was undertaken by France's Royal Society of Medicine in 1777. Even though it suggested that the magnet was destined to play as crucial a role in medicine as it then was to Physics, they could not have known that scientists and precision instruments of the late 20th Century would reveal magnetism to be such an important new horizon in modern medicine and health. Magnetotherapy is the application of magnetism to the improvement of health and prevention of illness. It can be applied to parts of the body as means of curing disorders.

## Modern Day Magnetic Therapy

Today, continued scientific research all over the world is providing invaluable data on how magnetic fields affect the nervous and circulatory systems, as well as every living cell. In both the East and West, recent years have seen academic and scientific circles widely accepting the developments in healing through electrical and magnetic therapies. Some of the earlier investigations into magnetism began almost accidentally when people returning from several months at the South Pole found arthritic conditions relieved for up to two to three years. Efforts to duplicate these results first focused on refrigeration therapies, but eventually moved on to magnetism. They found magnetic treatments not only helped arthritis, but aided recovery of sprains, twists, broken bones and cuts - and healed them better and more quickly, with less scar tissue and better symmetry.

## Magnets and Nikken Europa (UK) Ltd.

Nikken has produced a product range which consists of a number of magnetotherapy devices and other products related to health. There are twenty-six products in the range and Nikken is launching eight of these into the U.K. The prices start at £45 for a Photon Platinum Insole, up to the top of the range "Kenko Patto" King Size mattress at £1091. World-wide, sales of the Kenko Patto range have topped ten million!

The products are not made as substitutes for medical treatment, but rather to aid and assist the natural processes of healing and recuperation. Their function is to promote better "organic functioning" by means of a better blood circulation. There are specific positions and application times that the machines should be used for, and these should be strictly adhered to in order to ensure the maximum benefit. The treatment will produce a tingling sensation and will be used for between 3 and 15 minutes, depending on which product used and where it is positioned. As the machine stimulates the flow of blood within the body, such

problems as cold feet caused by poor circulation are assisted. The stimulation of the flow to the hair follicles strengthens the roots of the hair and assists the formation of capillaries. In the case of a fracture, osteocytes and mineral salts are concentrated on in the region, re-establishing the rigid bone. This is called the process of calcification. After this takes place, the bone formation is much stronger than the original bone! The time needed for healing is also reduced.

## Nikken - The Business Opportunity

As soon as you purchase a Nikken product, you qualify as a retailer and therefore to a 10% discount on the retail price. There are seven levels of progression within the marketing structure with varying benefits. The purchase of products triggers a point scoring system, and this is one of the principle factors governing the advancement through the marketing plan. Wholesale purchase discounts are available up to a maximum of 50% and there are generous downline bonus payments made from reaching the third stage, bronze distributor.

The products include: the Magboy - £59; the Kenko Seat - £108; the Kenko Pillow - £123.15; and the Kenko Patto range of mattresses, available in three thicknesses, either 1 inch (2cm), 2 inches (5cm) or 6 inches (16cm) and either in single, double or king sizes.

Nikken is a traditional Japanese Company, and puts a great deal of emphasis into not only the fact that its products are quality, and genuinely proven to work, but also that the Company is honourable, highly ethical, and expects the same qualities from its distributors.

If the world-wide demand for Nikken's products can be used as a guide for their success in the UK, then there would seem to be no doubt that this immensely successful company will soon be a major force in networking in this country.

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