

“Nikken ... has become so popular, it’s almost a household word.”

From an article in *The Arizona Tribune*

Success of Nikken Consumer Products

Valerie Latona, writing about Nikken in **Harper’s Bazaar**, claims that Cleopatra wore magnets! She went on to congratulate the professionalism of Nikken by writing:
“Nikken, the largest magnets ... manufacturer in the US makes no medical claims about its magnets, which include foot pads, sports wraps and mattresses.”

Dr. Joel Sapper characterizes the public enthusiasm for magnetics as “a phenomenon.”

The **Northeast Pennsylvania Business Journal** describes Nikken as:
“...a ... manufacturer and distributor of ...[wellness] products, boasts \$2 billion in annual worldwide sales, with sales of \$600 million in the United States. Network marketing guru John Kalench calls [Nikken] ‘a company and a team that is both prepared and poised to experience exponential growth.’”

Barbara Beal, reporting for the **Holland Michigan Sentinel** about “trends” in professional golfing at the **Senior PGA Tour**, writes that **Tom Jenkins** (number 13 on the “season money list”), **Bruce Summerhays** (number 14) and **Jim Colbert** (number 3) are among:
“many of the pros...wearing magnets...available from...companies such as...Nikken” which she describes as “the latest rage”!

Similarly, the **Boston Globe** reports:
“Professional golfers Jim Colbert and Chi Chi Rodriguez swear by mattress magnets...”

The **Washington Post**, in an article titled “America’s Strange Attraction,” provided an interesting historical overview of the study of magnetics and the development of magnetic products:
“Development of thin, powerful permanent magnets using rare-earth compounds and various iron-based chemicals is one of the triumphs of modern materials science ... No one was going to show up on the golf course wearing horseshoe magnets.”

An article in the **Ocala Florida Star-Banner** featured a full-color photo of Nikken Independent Distributors doing a rollout ... and the accompanying article described:
“the Nikken faux-pearl necklace ... laden with magnets in disguise – every other bead is a little ball of magnetic activity.”

Michael J. Miller, Ph.D., in an article titled “Magnets are Attracting Attention” in **Health Products Business**, says:
“Today a growing list of ... lay people in this country are convinced that magnetic[s] ... is a valuable adjunct.”

Wellness columnist Mona Hughes in an article titled “Opening Doors: considering ... magnets” reports on the value of well-manufactured magnetic products.

Gary Lindner, Ph.D., writing in **Today’s Senior**, says:
“Eighteen months ago the only magnets I ever thought of, or didn’t think of, were on my refrigerator. Now it seems as magnets are everywhere: In our shoes...People are even sleeping on magnetic mattresses. Almost weekly the popular press publishes or airs a report depicting public or prominent individuals who are currently using magnetic products. So what’s all the hooplah about magnets? Is there really something to all this excitement over magnets?”

Dr. Lindner goes on to answer his own question:
“Approximately 40 million people worldwide use magnetic products.”

Nikken Director of Communications **Dr. Clifton Jolley** was featured on **ABC News** saying:
“Magnetics ... go far beyond what we had thought a few years ago.”

Success of Magnetics with Athletes

The **El Paso Times** reports:
“Whether it’s golfer Chi Chi Rodriguez slipping magnets into his insoles ... or linebacker Bill Romanowski sleeping on a magnetic mattress pad to keep decking quarterbacks, magnet[ics] ... continues to ride the crest of the wave of enthusiasm.... More than 70 touring golf professionals, as well as other sports celebrities, have caught this magnet wave, and many of them provide glowing testimonials...”

The **Brookhaven Leader** comments:
“Professional golfers, football players, baseball players and other athletes are announcing ... their belief in magnets ... Athletes from other sports who are using magnets include Dan Marino and Jimmy Connors.”

And so reported the **New York Post** in a story titled “The attraction of magnets:”
... many golfers sported magnets in their shoes, on their forearms, in their gloves and belts, even in their collars and hats. The golfing trend rekindled a fascination with magnets that dates back thousands of years to the lodestones used by ancient healers.”

The **Pittsburgh Post-Gazette** writes:
“A stunning variety of magnet-related products are available ... [and] I’ve gotten nothing but positive feedback on them.”

Success of Nikken Home Based Business

In a recent article in the **Wall Street Journal**, Nikken was described as a company that *“offers a chance to be an entrepreneur with a safety net...”*

A recent article in the **Los Angeles Times**:
“From professional golfers ... [to] neighbors and friends ... magnetic[s] ... has fueled a booming annual business estimated at ... \$500 million a year.”

The **Rochester New York Business Journal** writes:
“Today’s consumers are beginning to take charge of their own wellness. They want to live long lives and feel terrific doing so. There’s a pot of gold at the end of the rainbow for the marketers who respond to them.”

The **St.Cloud, Minnesota, Times** writes:
“U.S. consumers will spend more than \$500 million this year on magnetic pads, bracelets, shoe inserts, back wraps and seat cushions.”

The **Scottsdale, Arizona, Tribune** published an article – “Stuck on Magnets” – reporting:
“Nikken ... has become so popular, it’s almost a household word.”

The **Baltimore Maryland Enterprise** writes in “A Healthy Millennium:”
“This could very well be termed the ‘Magnet Millennium.’”

The **Kansas City Star** writes in “Moonlighting isn’t just for money:”
“[A distributor who] moonlights for Nikken [says] ... ‘I got out of management because it got too much in the way of my family ... This is a wonderful vehicle to provide me with financial freedom.’”

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