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!

WHAT ABOUT OTHER PRODUCTS THAT CLAIM 100% MAGNETIC COVERAGE?

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.

WHAT ABOUT COMPETITORS ADVERTISING MAGNETIC FIELD DEPTH OR STRENGTH?

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.

A re-print of this article is available through Information on Demand at www.e-nikken.com
## Comparative Analysis of Nikken® Products vs. Competitive Products

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Total % of Magnetic Coverage</th>
<th>Retail Price (per square inch)</th>
<th>Magnetic Coverage Area Cost (per square inch)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BACK</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIoFlex Wonder Comforts Lumbar Support</td>
<td>23%</td>
<td>49.95</td>
<td>2.27</td>
</tr>
<tr>
<td>Amway Magna Bloc Back Belt</td>
<td>11%</td>
<td>130.50</td>
<td>15.72</td>
</tr>
<tr>
<td>HoMedics Thera-P™ Back Belt</td>
<td>25%</td>
<td>34.99</td>
<td>2.97</td>
</tr>
<tr>
<td>FeelGood™ Back Belt</td>
<td>14%</td>
<td>69.95</td>
<td>7.60</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Back Belt</strong></td>
<td>100%</td>
<td>144.00</td>
<td>1.67</td>
</tr>
<tr>
<td><strong>NECK</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FeelGood™ Neck Wrap</td>
<td>9%</td>
<td>49.95</td>
<td>19.98</td>
</tr>
<tr>
<td>BIoFlex Wonder Comforts Magnetic Neck Collar</td>
<td>21%</td>
<td>46.95</td>
<td>3.91</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Neck Wrap</strong></td>
<td>100%</td>
<td>95.00</td>
<td>0.74</td>
</tr>
<tr>
<td><strong>ANKLE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FeelGood™ Ankle Wrap</td>
<td>1%</td>
<td>19.95</td>
<td>26.25</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Ankle Wrap</strong></td>
<td>100%</td>
<td>72.00</td>
<td>2.25</td>
</tr>
<tr>
<td><strong>KNEE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIoFlex Wonder Comfort Knee Wrap</td>
<td>10%</td>
<td>29.95</td>
<td>3.00</td>
</tr>
<tr>
<td>Amway Magna Bloc Knee Band</td>
<td>10%</td>
<td>87.95</td>
<td>11.73</td>
</tr>
<tr>
<td>FeelGood™ Magnetic Wrap-Around Knee Stabilizer</td>
<td>4%</td>
<td>49.95</td>
<td>10.86</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Knee Wrap</strong></td>
<td>100%</td>
<td>127.00</td>
<td>2.12</td>
</tr>
<tr>
<td><strong>ELBOW</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FeelGood™ Elbow Sleeve</td>
<td>4%</td>
<td>29.95</td>
<td>13.02</td>
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<tr>
<td>Amway Magna Bloc Elbow Band</td>
<td>7%</td>
<td>75.50</td>
<td>19.87</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Elbow Wrap</strong></td>
<td>100%</td>
<td>105.00</td>
<td>2.20</td>
</tr>
<tr>
<td><strong>WRIST</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIoFlex Wonder Comforts Wrist Wrap</td>
<td>19%</td>
<td>39.90</td>
<td>4.00</td>
</tr>
<tr>
<td>Amway Magna Bloc Wrist Band</td>
<td>5%</td>
<td>65.50</td>
<td>68.95</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Wrist Wrap</strong></td>
<td>100%</td>
<td>66.00</td>
<td>3.30</td>
</tr>
<tr>
<td><strong>HAND</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FeelGood™ Thumb &amp; Wrist Wrap</td>
<td>3%</td>
<td>24.95</td>
<td>19.80</td>
</tr>
<tr>
<td><strong>Nikken Elastomag® Hand Wrap</strong></td>
<td>100%</td>
<td>72.00</td>
<td>2.05</td>
</tr>
<tr>
<td><strong>INSOLES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIoFlex Insoles</td>
<td>36%</td>
<td>57.95</td>
<td>4.83</td>
</tr>
<tr>
<td>FeelGood™ Insole</td>
<td>11%</td>
<td>49.95</td>
<td>33.09</td>
</tr>
<tr>
<td>Amway Magna Bloc Insole</td>
<td>11%</td>
<td>91.00</td>
<td></td>
</tr>
<tr>
<td><strong>Nikken MagStrides or MagSteps</strong></td>
<td>100%</td>
<td>64.00</td>
<td>1.60</td>
</tr>
</tbody>
</table>

**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 if 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.