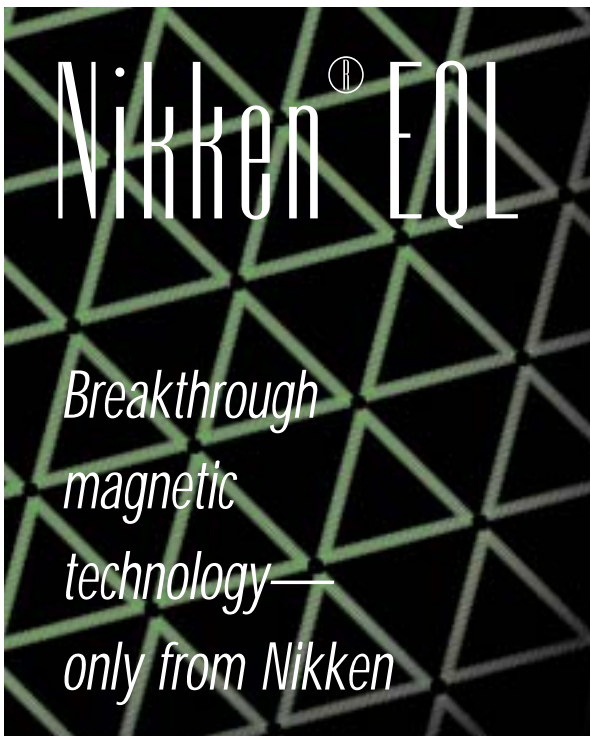


How a company becomes The **First** & **Last** **Name** in Magnetic Technology



Magnetic technology is an old discovery. And it is the most up-to-date innovation in wellness today.

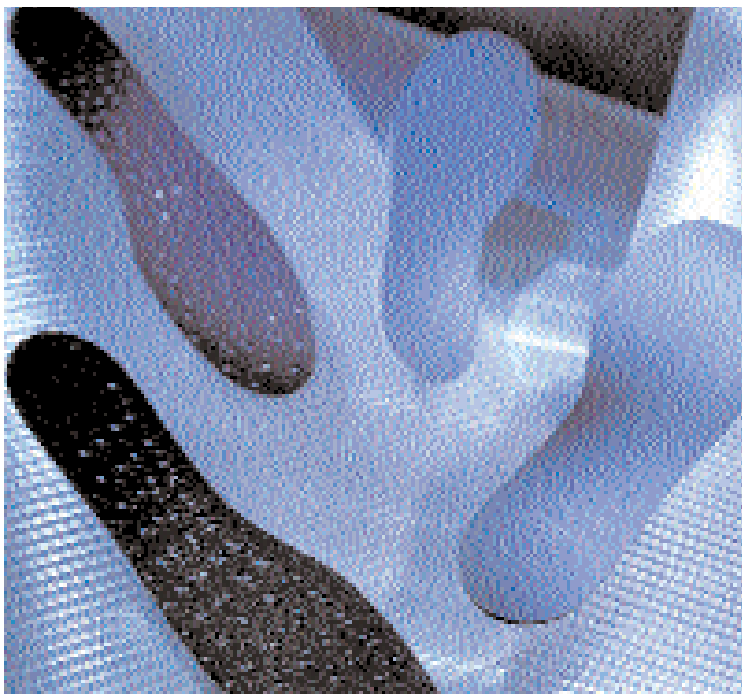
Why the apparent contradiction?

The answer lies in the fact that the basics behind magnetic technology go back hundreds, even thousands of years.

But the advanced magnetic technology that Nikken—and only Nikken—offers, is a state-of-the-art example of modern design and engineering. It is the result of a continuous, never-ending process of research and development.

Creativity and persistence led to the world's most advanced magnetic products

In short, it represents the kind of advanced technology that only Nikken, as the world leader in this field, is able to pursue. This process is as timeless as human invention. It happens when a leader, an innovator, comes up with a unique variation on a known principle, to produce something the world has never seen before.



This is the same kind of magnet that Nikken first used in its products with magnetic technology, and which Nikken still uses in certain applications.

The difference between Nikken products and many other products, is that, at Nikken, the process of invention only began there.

The jumping-off point

Nikken's first use of magnetic technology was such a success, that the company's technical staff started looking for ways to improve on it. They pursued a lengthy course of research and development.

Ideas were explored and tested. New technologies were introduced, and incorporated in Nikken products.

The original single-pole magnetic elements were followed by designs that featured alternating poles, then a patented, checkerboard pattern. Eventually, the advanced Nikken Triangularboard Design was developed.

This approach was unique. A series of triangles creates multiple magnetic fields, that radiate in all directions. This in turn provides a configuration of high peaks and valleys of magnetic energy across the entire surface. It was totally unlike any other magnetic product on the market.

The design also provided 100 percent magnetic coverage—a feature most other products still can't duplicate. But it still wasn't the endpoint of Nikken research and development. Instead, it was the impetus to see if the envelope could be pushed even further.

The way to stay the leader is to keep several jumps ahead of everybody else. Even while others are marveling at the latest advancement—a leader doesn't sit back and enjoy these accomplishments. Instead, it looks for the next mountain to climb.

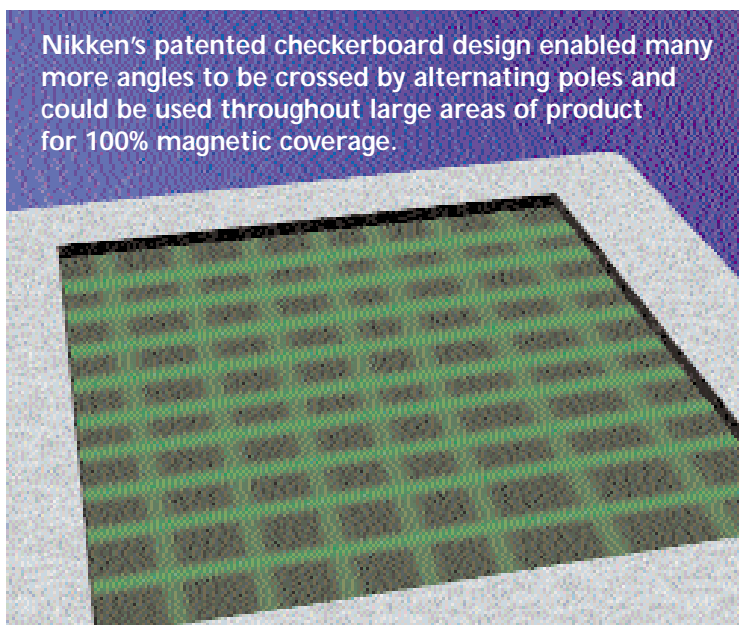
This philosophy, and the dedication and resources committed to product development, led to a magnetic discovery that is more than just far ahead of anything else. It is completely unique. Nikken named it Equilateral (EQL) Advanced Magnetic Technology™.

Beginnings

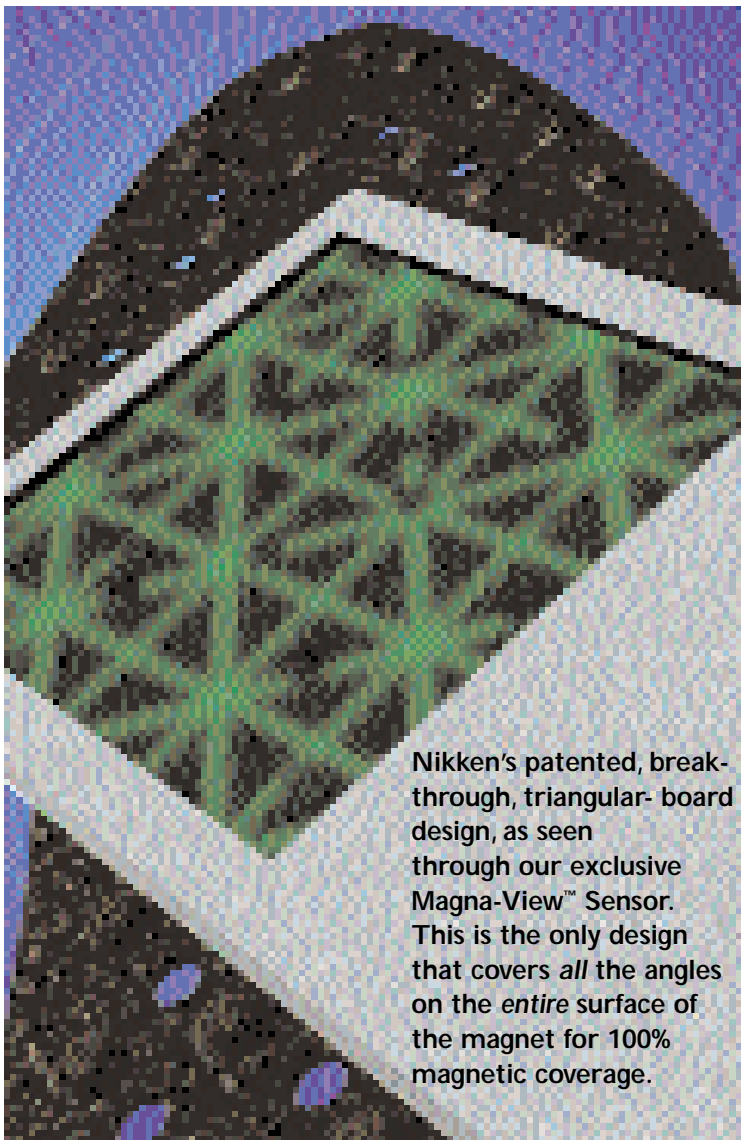
The way that a lodestone, or magnet, behaves was noticed centuries ago. One of the earliest applications of this phenomenon was the magnetic compass. Without this simple device, exploring the world's oceans would have been difficult, to say the least. It's even possible that the European discovery of America would have had to wait until centuries after Columbus, if he had not had a compass to show him the way west.

A compass can indicate direction because the earth has a magnetic field. Scientists later discovered and diagrammed this field, which is also present in every magnet—the lines of force that radiate in circular patterns around the magnetic poles.

The simple magnets that do everything from making electric motors work, to holding recipes on your refrigerator, have this basic, circular "north-south" polar configuration.



Nikken is the only company that pursues
magnetic technology to its fullest extent.



Nikken's patented, breakthrough, triangular-board design, as seen through our exclusive Magna-View™ Sensor. This is the only design that covers *all* the angles on the *entire* surface of the magnet for 100% magnetic coverage.

Pursuing perfection

But there was no assurance that Nikken would be able to make EQL a practical reality. First the concept had to be tested. Then, in order to replicate it in actual products, extremely precise manufacturing tolerances had to be achieved.

But the technicians persevered. They tried one design approach after another. Processes were developed, then refined. And finally they were able to develop manufacturing procedures that would meet these exacting specifications. They found a way to create a surface composed of identical, magnetic equilateral triangles, and reproduce it in quantity.

Nikken introduced this technology in the Nikken Kenko™ Super Mini. This silvery, 1-1/2-inch disk is a scientific wonder—the only product in the world with EQL. There is nothing else like it. The Super Mini and its equilateral design are triumphs of engineering that only Nikken can produce.

The Super Mini and EQL are the successful result of a long process of research and development—a process that began when researchers started a search for the most innovative application of magnetic technology. And this proprietary design represents the unique approach that Nikken follows in all its product development programs.

Nikken is the only company that pursues magnetic technology to its fullest extent. The only company that develops a leading-edge concept, then devises a way to produce it. The only company that commits the resources to manufacture it to precise specifications, and the only company with the quality control that makes this a reality.

That's what it takes to be the leader. It's what has made Nikken the leader in wellness technology for a quarter-century and keeps us there, into the next one.

The Super Mini and its equilateral design **are triumphs of engineering** that only Nikken can produce.

What is EQL?

Nikken's patented Triangularboard Design pioneered the concept of using an array of angled magnets that project their magnetic fields in diverse directions. Triangularboard had already proved that a combination of angles could create the desired magnetic field over a surface.

EQL takes this concept to the next level. Nikken researchers reasoned that, if the triangles could all be made equilateral—every side and every angle of every one of the many triangles the same, over the surface—then the peaks and valleys would be exactly equal in all directions. This would create *perfectly even*, consistent magnetic coverage.



Gauss Strength of Nikken Magnets

Magsteps/Strides	450
Kenko Promo Pads	
Card	400
Flex	450
Max	650
Mini/Band/Strip	700
Super Mini	2,000
Elastomag Support Wraps	
Elbow/Knee/Thigh	350
Ankle/Wrist/Hand	400
Sleep Mask	300
KenkoPad/K.Pad Deluxe	750
Travel Pad	750
KenkoPillow/Intelli-rest Pillow	750
KenkoSeat	450
Magboys/Magcreator	800
Thermowear Vest	800
Nikken Belt	1,000
Necklaces	1,000
PetPad	750
Pet/Horse Blankets	750