

FOR IMMEDIATE RELEASE
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World Federation of Chiropractic Endorses Nikken Sleep System

The World Federation of Chiropractic (WFC), a prestigious international chiropractic organization that is also an NGO in official relations with the World Health Organization (WHO), has given an exclusive endorsement to the Nikken Sleep System. The worldwide endorsement is the result of quality testing performed on the sleep system, mattress, pad, pillow and comforter, and of two world-renowned organizations recognizing the benefits of working together to expand their wellness mission to people all over the world.

“Our partnership with the World Federation of Chiropractic will have a tremendously positive impact on Nikken and our Wellness Consultants,” said President and CEO Kendall Cho. “This endorsement and ensuing relationship not only underscore the high quality of the Nikken Sleep System, but also allow us to work with this professional organization to support research and create educational programs that will help spread wellness all over the world.”

As a result of the endorsement, Nikken will label its sleep products and product literature with the WFC logo as a seal of approval from this distinguished chiropractic organization. The specific products that will carry the logo are:

- Kenko mattresses (all sizes)
- Kenko comforters (all sizes)
- Kenko pillows
- Kenko pads (all sizes)

The WFC will also partner with Nikken in future research and educational programs, and join Nikken in Japan as part of the world convention agenda.

“We are very excited to be working with Nikken,” says WFC President Dr. Anthony Metcalfe of London. “The sleep system is of very high quality — one of the best that our organization has seen — and the Nikken mission of total wellness complements the mission of the WFC.”

The WFC was established at the World Chiropractic Congress in Sydney, Australia, in 1988.

The voting members of the WFC are national associations of chiropractors in 81 countries. The WFC represents them and the chiropractic profession in the international community. Its goals include:

- Acting with national and international organizations to provide information and other assistance in the fields of chiropractic and world health,
- Promoting uniform high standards of chiropractic education, research and practice,
- Developing an informed public opinion among all peoples with respect to chiropractic, and
- Upon request, providing advice on appropriate legislation for chiropractic in member countries.

“Receiving the endorsement of the World Federation of Chiropractic is a powerful indication of the effectiveness of Nikken products and their worldwide benefits to all people,” says Dr. Greg Nelson, Chiropractor & Royal Diamond. “Nikken's impressive line of health and wellness products provide benefits to millions of people now and hundreds of millions of people in the very near future.”

The WFC's decision to endorse the Nikken sleep system was based largely on independent testing of the pillow, comforter, pad and mattress.

“We were very impressed with the results,” said David Chapman-Smith, WFC Secretary-General. “In particular the lead researcher was so taken by the pillow that he now uses it exclusively in his own house. He found the pillow helps with his neck pain and headaches, and said that the pillow would help individuals with these problems.”

"The endorsement of the Nikken Sleep System by the World Federation of Chiropractic has created unlimited potential for health and wellness worldwide," says Dr. Garret Moscos, N.M.D., D.C. "Good quality sleep is essential for the body to repair itself. This repair occurs during the five stages of sleep. However, to accomplish this, the body must be in a relaxed, restful and supported environment – an environment created by the Nikken Sleep System. Our association with the WFC will ultimately introduce thousands of health professionals worldwide to Nikken products for health and wellness."



The WFC endorses the Nikken Sleep System. (left to right) Bob Richards, Nikken Vice President of Sales, North America; David Chapman-Smith, WFC Secretary-General; Kendall Cho, Nikken President and CEO; Scott Haldeman, D.C., M.D., Ph.D., WFC Research Chair; Dr. Garret Moscos, N.M.D., D.C.; and Donald Petersen, Jr., President of MPA Media and editor/publisher of *Dynamic Chiropractic*.

Questions about the WFC must be emailed to pr@nikken.com. You can learn more about the WFC by visiting www.wfc.org.