



Still Making News After All These Years ... Nikken Magsteps Lauded in New Medical Study

...And They're Commanding
Attention from Researchers and Doctors

Dr. Michael Weintraub has published a groundbreaking research study that could prove a ray of hope to diabetes sufferers — and it's definitely good news for all Nikken Wellness Consultants.

The research used Magsteps®, the magnetic insoles that launched Nikken as a major new player in the health and wellness industry 30 years ago. Dr. Weintraub utilized Magsteps in a study involving nearly 400 persons afflicted with foot problems associated with diabetes. He concluded that Magsteps led to a “statistically significant” improvement with patients using magnets.

Other studies have suggested that magnets can have a beneficial effect, but the one Dr. Weintraub published in the May issue of the *Archives of Physical Medicine and Rehabilitation* broke a new ground.

“This is the first randomized, double-blind, placebo-controlled trial,” Dr. Weintraub says, “to scientifically demonstrate the merits and clinical benefits utilizing static magnets.”

Affiliated with the New York Medical College Department of Neurology and Medicine, Dr. Weintraub led a study that involved 48 investigative sites in 27 states. That included 11 university-based centers and 37 private medical practices.

Dr. Weintraub is quick to point out that people shouldn't run to see if one of the magnets on their refrigerator door will ease their pain.

“Not all magnets are created equal,” he says. “As important to the results of our tests as any other of the control features — the randomization, the double blinding, the placebo control — was the consistency of the product technology.”

Nikken President Kendall Cho welcomes news of the Weintraub study.

“We are very encouraged by the growing scientific interest in our consumer products,” Mr Cho says. “Although it remains our policy to prohibit making therapeutic claims, the report appears to verify the anecdotal reports we have received over the past 20 years”

Magsteps are sometimes called “the product that launched a company and a wellness revolution.” They have brought comfort to millions of people and are now well-known internationally. But this “new” technology is actually based on a time-honored wellness practice.

The Japanese discovered that placing pebbles on the floor of their public baths imparted a pleasing and relaxing stimulation to the sole of the foot.

Nikken founder Isamu Masuda began his wellness revolution with a brilliant thought: if people feel better after walking on pebbles, why not create a way to put that texture inside their shoes?

That was the beginning of the Magsteps. Mr. Masuda combined a textured surface with Advanced Magnetic Technology and shaped the resulting material into insoles. Since 1973, Magsteps have found their way into millions of shoes, first in Japan, then spreading from country to country.

Today's Magsteps are the result of this breakthrough. But they're far from identical to the original design.

Not all magnets are
created equal

Nikken engineering experts are always looking for ways to improve on a good thing. They realize that even the best inventions can be refined, and the modern Magstep shows their efforts.

Advanced EQL Magnetic Design is featured in the Magsteps now in production. It's the latest in a series of patented engineering developments that have made Magsteps better than ever before.



Doctors Now Say That ... Diabetes Has Reached Epidemic Stages ... And Unhealthy Lifestyles May Be To Blame

Diabetes is on the rise and commanding widespread media attention.

When Dr. Michael Weintraub performed research studies using Nikken Magsteps with patients suffering from diabetes, he began jousting with a disease now very prominent on the world stage.

A spokesman from the Centers for Disease Control says they are tracking statistics that show “a shocking 70-percent increase in diabetes in people between ages 30-39 in the past eight years.”

Doctors say the United States is fighting a “diabetes epidemic.”

In TIME magazine, Dr. Eleftheria Maratos-Flier and Dr. Jeffrey Flier co-wrote an article that asked, “Why are more Americans overweight and developing diabetes? Is it fast food? No regular meals and precious little exercise? Our love affair with the TV and computer? The wrong advice about what to eat? Very likely it’s all these things — combined with something about the genetic makeup in many of us.”

The World Health Organization estimates that more than 120 million adults worldwide have diabetes, and the American Diabetes Association (ADA)

figures than 17 million of them live in the United States.

Dr. Weintraub’s study provided a ray of hope, but he was quick to point out that “more studies are needed to confirm and extend these results.”

What, exactly, is diabetes?

To use its full name, diabetes mellitus is a condition in which the amount of glucose (sugar) in the blood is too high because the body is unable to use it properly. There are two main types of diabetes: Type 1 (insulin-dependent diabetes) and Type 2 (non-insulin-dependent diabetes).

Once a person is diagnosed with diabetes, the health challenges multiply. The ADA lists the following as complications:

Heart disease: The leading cause of diabetes-related deaths.

Stroke: Risk for stroke is two to four times higher among people with diabetes.

High blood pressure: About 73% of adults with diabetes have high blood pressure or use prescription medications for hypertension.

Kidney disease: More than 100,000 people in the U.S. undergo dialysis or kidney transplants every year.

Amputations: Over 60% of nontraumatic lower-limb amputations in the United States occur among people with diabetes.

But despite doctors’ use of the words “diabetes epidemic,” they see hope on the horizon.

“For the moment, the best approach to obesity, and the type 2 diabetes it causes, is prevention— in ourselves and our children,” says Dr. Maratos-Flier, Chief of the Obesity Research Section at Joslin Diabetes Center and Associate Professor of Medicine at Harvard Medical School.

“As nationwide studies show,” she continues, “even modest weight loss —15 pounds — and 30 minutes of daily exercise are the best ways to prevent diabetes in those most likely to develop it.”

That should come as welcome news for Nikken Wellness Consultants. Their lives and businesses focus on healthy lifestyles.

A CardioStrides walking program, balanced Bio-Directed nutrition, a good night’s sleep, cleaner drinking water — all the elements of the Nikken Art of Balanced Living can contribute to your healthiest lifestyle possible.

U.S. DIABETES STATISTICS

- 17 million Americans have it.
- 5.9 million of those don’t know it.
- It’s the fifth-deadliest disease in the U.S., contributing to nearly 210,000 deaths annually. More than 800,000 new cases are diagnosed each year.
- It’s the leading cause of new cases of blindness in adults —12,000 to 24,000 people lose their sight because of diabetic retinopathy each year.
- Death rates from heart disease are two to four times higher in those with diabetes.
- Health care and other costs directly related to diabetes treatment, as well as the costs of lost productivity, run \$98 billion annually.
- As many as 16 million Americans have pre-diabetes, putting them at high risk for diabetes and its complications.

Source: American Diabetes Association