



## Historic Test Indicates New Hope for 16 Million People as Reported in Archives of Physical Medicine

*Nikken Magsteps® described by researcher as “cost-effective with no side-effects.”*

“Diabetic Peripheral Neuropathy (DPN) is a common and often disabling complication of diabetes mellitus (DM).... As many as 16 million diabetics in the United States will experience neuropathic pain at some point in their lives.”

So begins a report in the May 5, 2003, issue of the Archives of Physical Medicine that concludes: “the present study provides convincing data confirming that the constant wearing of static, permanent, magnetic insoles produces statistically significant reduction of neuropathic pain.” The insoles, which are manufactured by Nikken\*, were congratulated by the researchers for their “safety and minimal cost.”

The researchers are quick to point out that “studies are needed ... to confirm and extend these results.” And before you run to the kitchen to see whether one of the magnets from your refrigerator door will work, Dr. Michael Weintraub (New York Medical College Department of Neurology and Medicine, and lead academic in the study) warns: “Not all magnets are created equal! As important to the results of our tests as any of the other control features – the randomization, the double blinding, the placebo control – was the consistency of the product technology.” The consumer product used in Dr. Weintraub’s test are “commercially sold under the brand name of Magsteps® by Nikken Inc.”

Dr. Weintraub’s study included 48 investigative sites in 27 states. There were 11 university based centers and 37 private practices involving nearly 400 persons. The historical significance of this study, Dr. Weintraub says, is that “This is the first randomized, double-blind, placebo-controlled trial to scientifically demonstrate the merits and clinical benefits utilizing static magnets. The same protocol used in drug studies was used for this trial.” Dr. Weintraub concludes that not only is magnetic therapy “comparable or superior to that observed with various conventional drugs,” it is also less expensive and has no side effects. Many professionals believe Dr. Weintraub’s study will become an important scientific event in the growing field of “energy medicine,” of which Dr. Weintraub says “we must keep an open mind.”

The Magstep® used in this study is manufactured by Nikken, Inc. Nikken President and COO Kendall Cho says of the study: “We are very encouraged by the growing scientific interest in our consumer products. For decades we have appreciated the anecdotes received from our customers of the benefits they believe are associated with the use of our products. However, even such dramatic conclusions by such a prestigious group of medical professionals will not affect the way we market our products. We have many products that incorporate magnets, such as our Sleep Systems, the Elastomag wrist wraps (reported in a previous scientific study), and other wearable products. However, we do not sell our products as therapeutic devices, and we prohibit our Independent Wellness Consultants from making therapeutic claims. Nevertheless, this study may indicate a broader range of benefits for magnetic products than we permit to be claimed.”

Dr. Weintraub came to similar conclusions in a prior study of Carpal Tunnel Syndrome, which cripples millions of people every year. Once again, the constant wearing of a static magnet (in that case, the Elastomag™) was effective. Once again, the company marketing the product is Nikken. Mr. Cho responds to the current data regarding the treatment of Diabetic Peripheral Neuropathy: “This report appears to verify the anecdotal reports we have received about many of our products over the past 20 years. We have long recognized that our customers believe they receive benefits that go beyond a good night’s sleep in a stress-reducing environment, that exceed the benefits of a joint-warming wrist wrap or stimulating insoles. What the Weintraub study indicates is that at least some of those beliefs have a scientifically verifiable foundation in fact.”

Dr. Weintraub points out that the benefits are contingent upon the right regimen: “I would stress that these results were not accomplished with the periodic application of magnets as has been done in other studies, but by the constant wearing of magnets.” And Nikken stresses the use of the right product: Magsteps® by Nikken!

Nikken sales during the past decade have benefited from an explosion of interest in alternative approaches to maintaining health and wellness. Hundreds of thousands of people have discovered that the promotion of sound and restful sleep, massage, relaxation, and proper nutrition are the pillars of a healthy lifestyle. And now scientific research is indicating that the ancillary benefits of Nikken advanced wellness technologies – as demonstrated by its magnetic products – may go beyond the conservative consumer product claims on which the company has built its business.

*Nikken markets its wellness products in 30 countries. Annual revenues exceed \$1 billion.*