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Nikken, Olympic Gold Medalist Shannon Miller team up to fight disease epidemic

Relationship is based on shared goals

Nikken Inc. and seven-time Olympic Medalist Shannon Miller have announced a partnership that pits their combined strengths against a growing crisis — the explosion in childhood obesity, and the serious risk it poses to millions of children.

A nine-time World Champion gymnast, Shannon Miller brings to this joint effort her knowledge of the importance of diet and exercise in maintaining long-term health. As president of the Shannon Miller Foundation, she is dedicated to helping young people protect their health and enjoy a better life.

Nikken, with its 35-plus years of experience in offering products and a philosophy that promote wellness, is an ideal match in this alliance. Ms. Miller was originally attracted to Nikken based on the company's longstanding devotion to the objective of helping others live a more balanced, more healthy lifestyle.

Nikken has a lengthy history of gaining the attention of top-ranked professional athletes, due to its emphasis on wellness and preventative health care. Many have adopted Nikken products for their own use or privately endorsed them in unsolicited, unpaid testimonials. Shannon Miller is the latest in the series of world-class sports professionals who not only find Nikken products highly useful but identify the company's understanding of wellness with their own.

This affiliation between the two parties will leverage the considerable strengths of both, and underscores their shared dedication to fight this widespread epidemic that confronts children in every community.

Commitment takes shape in a unique product

Together, Nikken and Ms. Miller are introducing a new Nikken product that will benefit the Shannon Miller Foundation and further the goals of improving wellness.

The Nikken TriPhase Sport Bracelet Shannon Miller Special Edition features a design personally approved by Ms. Miller. Nikken will donate a portion of the proceeds from every bracelet sold to her organization.

Proprietary technology

The special edition bracelet incorporates Nikken TriPhase Technology, comprising three impressive technical innovations. A spaced array of neodymium magnets within the bracelet serve to replicate the earth's magnetic field, the environment that human beings have thrived in for millennia. Far-Infrared Technology absorbs ambient energy and reflects it in the far-infrared range, a natural form of warmth to soothe muscle tensions. Ionic Technology releases negative ions, the charged particles that are present in the air near waterfalls and in forests and impart a feeling of relaxation.

Special features in the Shannon Miller Special Edition include a sleeve and clasp with a finish of 24k gold, to add a distinctive touch and harmonize with any wardrobe. This Sport Bracelet can be worn during athletic activity or for any occasion.

Shared goals

As an Olympic Gold Medalist and World Champion gymnast, Shannon Miller sees her foundation as an opportunity to disseminate her knowledge of physical fitness, good nutrition and exercise, particularly for the benefit of children. "Today, an estimated one third of all children in the United States are overweight, while the occurrence of obesity has nearly quadrupled in the last 25 years," she explains. "Through the foundation, we can make a positive impact on children's health through education and awareness of the health risks associated with this disease."

This goal is in accord with the philosophy of Nikken, a company that promotes wellness by offering a comprehensive selection of products to enable people to live a more healthy lifestyle. Nikken products address the major aspects of daily living — physical health and strength, sleep and relaxation, home environment, nutrition and fitness — and together form the Nikken Wellness Home. Individuals and families around the world have already adopted the Wellness Home way of living as an effective means of managing today's challenges.

The Shannon Miller Special Edition of the TriPhase Sport Bracelet continues in that spirit, as a product created with wellness in mind that also supports the objectives of the Shannon Miller Foundation.

"Giving back to society is a critical component of the 5 Pillars of Health™ philosophy that Nikken was founded on," says Doug Braun, Nikken vice president of global sales and marketing. "With the contributions generated through sales of the Shannon Miller bracelet, we are able to assist in the maintenance of healthy families and a more healthy society."

About Nikken

A pioneer in the wellness movement, Nikken has been internationally recognized as a leader in this field for more than 30 years. The company is committed to scientific research and development and is known for innovative products that combine science, nature and advanced technology. Nikken is headquartered in Irvine, California. For more information, visit www.nikken.com.

About the Shannon Miller Foundation

The Shannon Miller Foundation gives children the opportunity to be physically active and gain greater nutritional knowledge. Through selected programs, children learn why it is important and fun to live a healthy lifestyle and why it is crucial to fuel their bodies with good foods while building self-confidence through individual and shared successes. Funds to support the foundation are raised through corporate and personal contributions as well as special events. For additional information, visit www.shannonmillerfoundation.com.