

NIKKEN PRODUCT DEMONSTRATIONS

Why do we do demos?

- *To show the benefits* of the product. The benefits can be stress relief, flexibility, balance, strength. Expect different responses from each person each time. Standing on the Magsteps, for example, will produce a result unique to each person.
- *To interest the person* in proceeding to the next step in the process, to an event that matches their expressed needs. This could be any ABC format such as a Wellness Preview, Wellness Home Briefing, Business Lunch, 3-Way Call or In-Home.

Which demos do I use?

Choose the product demo which you are most comfortable with. Always have a backup to meet any circumstance, one that will match the person's expressed needs. For example... what would you choose to demonstrate the balancing benefits of a product to a person using a wheelchair? Or flexibility to a person using a walker? Or strength to a person who stands a foot shorter or taller than you?

If you don't get a good result with one muscle group try a different one. Some people have a very developed upper body or hand strength and they may not notice a marked difference in that particular area. Choose another area to demonstrate on.

How do I benefit from learning/doing demos?

Learning the format/content of the demos *frees you* to focus on your presentation. Practicing the procedure/presentation *gives you confidence*. Having confidence *enables you* to concentrate on the client's experience and, at a public event, to draw the audience into the experience.

THE FORMAT

1. Explain the format first including the fact that the participant will be asked to talk about their experience. *"We are going to present a short demo using _____ to enable our body to experience the difference with and without the product."*
2. Before starting the demo with the participant, explain again what you will be doing with/asking of them (i.e. resist) so they are fully aware of and comfortable in their role.
3. Always confirm that the participant has no physical challenge likely to cause them discomfort during the demo. (Best to specify this beforehand when asking for volunteers from the audience)

It is important to ask questions and listen to what your client's needs are, so you can relate the benefits to them.

4. Always **Benchmark**. Have the participant either:
 - a. Place all products you plan to demo on at once, or...
 - b. Place on one product at a time.
This is a matter of your personal choice.
 - a. **ALL PRODUCTS ON:**
 - Put all the products you plan to use on the person. (Remember to benchmark prior to the application of products. For example, benchmark strength/balance or flexibility.
 - Ask questions - *"Tell us what difference you experienced/noticed/felt?"* Have the experience quantified - *"On a scale of 0 -10, with 10 being the maximum, tell me the strength/balance/flexibility you perceived?"*
 - Remove all the products. Benchmark again for strength/balance/flexibility.
 - Ask again - *"Tell us what difference you experience/notice/feel now?"* Quantify.
 - Ask more questions - *"How can you see ('that') being a benefit in your daily life?"* Keep your questions 'open-ended'.

- Assist them, if necessary, to articulate the benefit(s). Some of the things that may be experienced will be freer movement, neck stiffness reduced/eliminated.

b. ONE PRODUCT AT A TIME

- Benchmark for the benefits the person may have indicated an interest in. For example, balance. Do this before placing a product on them.
- Ask questions - *"What did you experience/notice/feel?"*
- Benchmark after placing the product on them.
- Ask more questions - *"Tell us what difference you experienced/noticed/felt?"*
- Quantify the experience. *"How can you see ('that') being a benefit in your daily life?"*

If, after a demonstration a client is skeptical, have them do the demo on you or another audience member. Or have two friends do the demonstration on each other. Always have the person leave with a positive experience.

Always thank the person for participating.

Benefits of Flexibility for quality of life

- Freedom to move
- Less prone to injury
- Quicker recovery time from injuries
- Stiffness reduced or eliminated
- Improved sports warm-up
- Improve your game
- Easier to garden
- Improved relaxation

Benefits of Balance for quality of life

- Less prone to injury
- Freedom to move
- Improve your game
- Improved relaxation

Benefits of Strength for quality of life

- Recharge faster from playing sports
- Improved energy for physical work
- Improved inner organs — heart, lungs, kidneys, liver
- Less prone to injury
- More stamina

Benefits of Sleep for quality of life

- More productive
- More energy
- Better mental clarity
- More rested
- More stamina
- More time due to less time in bed
- Time to dream
- Time to play
- Able to cope well with stressful situations
- Less prone to injury.

"If you feel better, you act better"

HOW TO DO A STANDARD MAGSTEP DEMONSTRATION FOR STRENGTH

1) Firstly, you're not trying to prove how powerful you are. You are trying to legitimately demonstrate to the person the increase in strength and power they will experience by using the products. You're showing why you're so excited about these magnificent products that are non-invasive and can increase a person's energy, giving them more strength, balance and flexibility!

It is bad form to suggest ahead of time that they will see an increase in strength, because that would be using the power of suggestion unfairly to pre-determine the outcome. A skeptic will notice this. So say nothing at first. Preferably, you want a subject who has never experienced the Magstep test and never seen them, so ask - *"Have you ever seen these things before?"*

2) If you're planning to do a single arm Magstep test, first make sure the person doesn't have any challenges with their shoulder or arm. If they do, get another person to work with, or do another test. You don't want to hurt anyone.

3) Start with them ON the product first. Ask them to put their arm straight out from their shoulder. Ask them to look straight ahead (to prevent strain on a neck muscle) and tell them *"On the count of three I am going to apply gently increasing pressure to your arm."* Ask them to resist with upward pressure as hard as they can. Make sure you put two or three fingers precisely on their wrist bone (you must use exactly the same spot each time so you are using the same leverage).

4) Ask *"Are you ready?"* As you begin to apply downward pressure (not with a jerky action), ask the person to *"resist, resist, resist"*. As you feel their arm starting to weaken under your pressure, GENTLY release your pressure. Do NOT suddenly release the pressure (this goes for the two-arm diving-into-a-pool stance too. If you release suddenly, you may hurt their back or shoulder).

5) Ask them to step off the product. And move the Magsteps AT LEAST 3 feet away. Then say *"Let's repeat this test."*

6) With your fingers on their wrist bone, apply steady but increasing pressure while asking them to *"resist, resist, resist"*. You should be able to push their arm down using less of your own pressure than you did before. In the odd case you will find the person able to resist you without the products on. This is rare, but can happen. Don't let it throw you. Try another muscle group. Ask the person if they were resisting you as hard the second time as they were the first time. Then, without the products, try again. At this point you might say to them *"Now your arm is tired, let's try you on the Magsteps again."* (Chances are, if they are honest with you, they would have to increase their resistance significantly to hold up their arm with the products in use)

7) For the third push down test, put your fingers EXACTLY where they were before, on the wrist bone, and start to apply gently increasing pressure asking the person to *"resist, resist, resist"*. Usually, you do not have to sustain the pressure as long on this third test. But in most cases you will have to use even more pressure and still they can resist you!

MOST people see a remarkable difference.

Then ask three questions that are CRUCIAL to the impact of this demo (or any test).

Remember...this is the most critical aspect of the demo. Failure to ask these questions and get responses will leave it in the minds of those watching and experiencing the demo that it is some sort of trick.

Q1. *"So, you saw a difference?"* (Usually you get an astonished look or gesture or grunt) *"On a scale of zero to ten, where zero is NO power and 10 is MAXIMUM power, please tell me what increase in power you perceived?"* (Then remain QUIET). They MUST answer with a number and it does NOT matter what the number is. This is THEIR perception of THEIR increase in the ability to resist you. Let's say they choose a 4 or 5. Then ask:

Q2. *"And how long were you standing on the Magsteps (or sitting on the seat...or whatever is appropriate)?"* They usually answer 10 or 15 seconds (which is most often longer than reality, but don't challenge it). Then ask:

Q3. *"And how thick are your shoes (for a man in running shoes this could easily be 1/2 - 3/4 inch)?"* And then say: *"So you stood on those Magsteps for 15 seconds and felt a 40-50% increase in power through 1/2 inch thick soles...is that correct?"* (Wait for a confirmation) - You can then mutter

"WOW". Then you could say "Can you imagine what it would be like to be wearing those Magsteps inside your shoes all day long? Would you like to have a 40-50% increase in strength, power and energy All Day Long?" (who wouldn't).

Thank them for helping and being a good sport.

NOTE: Most people who do these tests fail to benchmark the results for the subject and for the audience. This is a mistake. You are losing the opportunity to affirm the results in everyone's mind.

REMEMBER: This is NOT a "party game" — it's a very effective way of demonstrating the positive effect of Nikken products and of piquing the person's curiosity. Kinesiology (muscle testing) is a science - (Read *Power Versus Force* to learn more about it.)

In a one-on-one, it's followed by: "Now you can see why I'm so excited! Would you like to learn more?"

MAGNETIC ENERGY FIELD DEMONSTRATIONS

Note: Many of the demonstrations described below that use Magsteps can be performed equally effectively using a Nikken necklace draped around the neck.

'Feel the Energy' Demonstration

This demonstration is especially effective with a group of people.

- 1) Give each person one Magstep and have them put it under one foot. (Shoes should be off for best results) Ask them to keep both feet in the same position, so that the only difference is the Magstep under one foot.
- 2) Ask subjects to report any sensations that they notice in the foot that is on the Magstep. (About 80% of people will notice a sensation - most common descriptions are tingling, warmth, lightness, coolness and reduction of fatigue or discomfort)
- 3) Explain that the sensation they're experiencing is a result of the magnetic energy from the Magsteps. Not everyone has a sensation when they wear Magsteps, but everyone benefits from the health-enhancing energy.

Balance Demonstration #1

- 1) Have the subject stand on Magsteps with arms outstretched and one hand directly on top of the other. Tell subject to keep shoulders stiff - not to allow their arms to go up.
- 2) Push directly up against the palm of the bottom hand, starting with a gentle pressure and gradually increasing it until the subject begins to tip backward. Have the subject note how much pressure it took for them to lose balance.
- 3) Repeat test without Magsteps - it should be much easier to lose balance.
- 4) Discuss implications for athletes, the elderly, people with health problems that affect balance.

Balance Demonstration #2

- 1) Have the subject stand on Magsteps with arms hanging straight down in front of the body with fingers interlocked.
- 2) Using your fist, press straight down into the subject's interlocked hands. Note how much pressure it took for subject to lose balance.
- 3) Repeat without Magsteps. They will lose their balance much more easily.

Balance Demonstration #3

For people who are very athletic. Don't do this on older people or anyone you suspect would have difficulty standing on one leg.

- 1) Have the subject stand on one leg with the other knee bent up at a horizontal position to the floor.
- 2) Place your hand on their knee and press down with increasing pressure, asking them to resist your pressure. Press down with steadily increasing pressure, directly down, and never rapidly.
- 3) Make them stand on one Magstep and repeat the test. The results are dramatic for the skeptical athletic type!

Cell Phone Demo

- 1) Have the subject stand with one arm outstretched to the side. Ask subject to resist by pressing up into your hand while you attempt to push the arm down by pressing over the wrist area.
- 2) Repeat, with subject holding an activated cell phone to the opposite ear. (They will test weaker)
- 3) Repeat, with cell phone still held to opposite ear, but this time have the subject stand on Magsteps or wear a Nikken necklace. (They will test much stronger)
- 4) Explain that one doesn't have to be sick or injured to benefit from our energy technologies. We are all exposed to harmful energies every day that we can't see, smell, touch or hear - emissions from cell phones, microwaves, televisions, radios, high voltage wires, etc. The greatest benefit that Nikken technologies can confer is protection and prevention from all the things in our environment that eventually wear down our immune systems, and which can lead to long term health problems.

Note: You can also do this test with a pair of Nikken socks, which have special protective Far InfraRed properties. Stand the subject on the Magsteps, place the cell phone in a sock and let them hold the cell phone to their ear and repeat the test.

Strength Demonstration - Finger Strength

This demonstration is less obtrusive to perform in public settings. It is also safer for subjects with back, neck and shoulder problems. In almost 100% of the tests you will find it much harder to pull the fingers apart, if at all. If you have a subject who's got strong hands and fingers, use the ring finger or little finger for this demonstration.

- 1) Have the subject place their feet on Magsteps (standing or sitting) and hold out one hand in front, with thumb and forefinger forming a perfect circle (not a teardrop shape).
- 2) Using the thumb and index fingers of both of your hands, grasp the subject's thumb and index finger near the tips, and begin pulling apart (use a straight motion and do not twist or wrench - you could hurt someone!). Begin with a gentle pressure and gradually exert more pressure until you either separate their thumb and finger, or are unable to separate them.
- 3) Have the subject note the effort it took to separate their thumb/index finger.
- 4) Repeat without their feet on Magsteps.
- 5) Ask subject to estimate the % increase they experienced in their strength and resistance. Ask how many things in their day would be easier if they were __% stronger? What about people with health conditions that affect their strength - would an extra __% make a difference to them? Also explain how Magsteps provide energy all day, every day, helping people cope with whatever life throws at them.

Note: This demo can also be performed effectively using a Nikken bracelet or Elastomag or FIR wrist wrap.

Magboy Sensor Demonstration

- 1) Explain that this is an energy sensor that lights up when it comes into contact with a magnetic energy field. Show that the human body has no detectable magnetic energy (by running the sensor over the body), but that the Magboy does. Show that the Magboy's energy field extends approximately 1 - 2" when not spinning.
- 2) Spin the Magboy and move the sensor as far away as possible (15" - 18"), demonstrating how the energy field expands with the spinning motion (like ripples in a pond).
- 3) Finally, hold sensor in front of subject and spin the Magboy behind them, showing that the magnetic energy even goes right through a person with no physical contact.
- 4) Explain that the energy from the Magboy can reach areas of the body that nothing else can reach. Heat, ice and ultrasound all penetrate only approximately ½ inch into the body. For areas that are hard to reach or too sore to touch, the Magboy can be spun in the general vicinity and still help. (*Example* - no one to massage the back of your shoulders? Just spin them in front of your chest and the energy will go right through!)

PalmMag Sensor Demonstration

The Magboy demonstration described above can be duplicated with the PalmMag. In addition, the sensor can be moved around the PalmMag in a 350 degree radius showing how the energy field extends in a complete sphere.

Flexibility Demonstration #1 (Trunk Rotation)

- 1) Have the subject stand straight with knees locked and both hands under the chin (one hand directly on top of the other) with elbows pointing out to the sides at shoulder height.
- 2) Have the subject slowly twist to the right as far as possible without straining, keeping their knees straight and elbows at shoulder height. Have subject note where their elbow ends up pointing to around the back. Repeat the same rotation, this time to the left.
- 3) Allow the subject to drop their arms and relax, without moving their feet. Spin the Magboy or PalmMag over their lower back area for 1 minute, then repeat the test.

Flexibility Demonstration #2 (Laser Pointer)

- 1) Have the subject hold one arm straight out in front, with a laser pointer in hand. Have subject keep their arm at shoulder height and rotate it as far behind body as possible. Note where the laser pointer stops on the wall behind. (To isolate the shoulder area, ensure the subject does not rotate their hips or knees.)
- 2) Repeat with the other arm, then spin the Magboy or PalmMag over their lower back area for 1-2 minutes. Repeat the test. *Note: Be very careful that laser pointer does not contact spectators!*

Variation: To test the trunk area, have the subject hold the laser pointer firmly in two hands, with arms stretched straight out in front. Keep knees straight and rotate at waist in both directions.

Flexibility Demonstration #3 (Chest Stretch)

- 1) Have the subject stand with both arms extended out to sides at shoulder height. Stand behind subject and grasp both their hands. GENTLY draw arms backwards until a noticeable resistance is met - try to keep arms close to shoulder height. Note the distance between the outstretched arms.
- 2) Massage upper back and shoulder area with Magboy for 1-2 minutes, then repeat the test.
- 3) *"Do you like yourself better with or without the products? What would more flexibility mean for you with respect to a quality of life? Would your golf game improve? As a sports warm up? Less stiffness?"*

Flexibility Demonstration #4 (Magboy ball or Mini on Forehead)

- 1) Ask the subject to extend both arms out front, one hand under and holding the wrist of the other with the thumb extended.
- 2) Ask them to rotate around without straining, keeping their eyes on their extended thumb without moving their feet. Have them rotate around as far as they can and mark the spot on the wall where they stop.
- 3) Either place a single ball of the Magboy or a Mini on the middle of their forehead and ask them to rotate around once more. Compare the difference in rotation.

Note: This test can also be done standing on Magsteps or Magstrides.

Shoulder Endurance Demonstration

- 1) Select a subject with no shoulder problems. Have subject hold one arm straight out to the side, perpendicular to the body.
- 2) Push subject's arm down towards the side several times, until fatigue is evident by decreased resistance.
- 2) As you begin the next push, apply a Flex to the deltoid area (shoulder/upper arm). Resistance will immediately improve.
- 3) Continue to push down on the arm, and remove the Flex - resistance will decrease again! Repeat to show that endurance improves as long as the Flex is in contact with the body.
- 4) Ask the question - *"Would that much more endurance make a difference in your day? What about an athlete whose performance depended on endurance? Would even a 5% improvement make a difference in their performance?"*

Magboy Daisy Chain Demo

- 1) Have 5 or 6 people stand in a line holding hands.
- 2) Have the person at the beginning of the line hold one arm out at shoulder level. Tell them to resist, while you push down over the wrist area to test their resistance level.

- 3) Then give a pair of loose Magboy balls to the last person in the line and have them rub the balls in their hands for a few seconds. Then tell them to hold them in one hand and rejoin hands with the rest of the group.
- 4) Retest the strength of the first person in line. He/she will be significantly stronger!

Magboy/Hand Demo

- 1) Remove one of the Magboy balls from the case and place on the palm of the subject's outstretched hand.
- 2) Take the remaining ball in the case and spin it under the hand that is holding the other ball. The ball will visibly vibrate on the outstretched palm!

KenkoSeat Strength Test

- 1) Seat the subject on a KenkoSeat with one arm bent with the fist up against their shoulder. Tell them to make a fist and hold their arm as tightly as possible against the shoulder.
- 2) Now place one hand against the person's shoulder and with your other hand grasp their wrist (like a slot machine handle) and gently try to pull the arm away from the shoulder.
- 3) Repeat the test without the subject sitting on the KenkoSeat.

AC Current Demo

An electrical field robs your body of strength and energy when you're near it.

- 1) Do a standard strength test on subject on one of their outstretched arms.
- 2) Have them grip a lamp cord while the lamp is turned off, and repeat the test. Turn the lamp on and do the test again.
- 3) The third time, stand the subject on Magsteps, turn the lamp on and repeat the test. They will test stronger.

Variation: The same test can be done by flicking a light switch on and off several times.

An Explanation of Magnetic Energy

"Some people see these demonstrations and think they're like tricks or magic. Let me ask you a question... have you ever had one of those days when you've been so busy you didn't have time to eat? By the end of the day, you felt horrible - headache, light-headed, cranky, etc. Then you finally got something to eat and almost immediately felt better, right? What happened? Was that magic? No, you just gave your body some energy it needed - nutritional energy - and you immediately felt and performed better."

"Magnetic products also provide energy to the body - a natural energy that helps all of the systems in the body work better. I can demonstrate this quickly and easily with these tests, but the real benefits come when you use them regularly. Just imagine how much better you would feel, and how much healthier you would be, if every system in your body improved as much as you just experienced! And, unlike eating, you can use this energy safely all day, every day, without worrying about calories!"

FAR-INFRARED ENERGY DEMONSTRATIONS

Begin by explaining that our far-infrared products contain a ceramic material that reflects energy deep into the body (2 - 3"). Most people notice a pleasant sensation of warmth that comes from the inside out, rather than from the outside in. One of the neatest features is that the far-infrared products create exactly the right amount of heat for each individual, without getting too hot. This feature has ended many of the "blanket wars" that happen in marriages between a hot-natured spouse and a cold-natured spouse. The far-infrared comforter is able to keep two people with totally opposite internal thermostats, each at their ideal body temperature!

Put as many far-infrared products as possible on people. Tuck a comforter around two people sitting together, give the travel comforter to someone else, and give others joint wraps, mini comforters or far-infrared gloves. Ask them to note how they feel as you do the ice demo and the lemon demo.

Ice Melting Demo

- 1) Get 2 identical ice cubes and the far-infrared melting plate. Have the subject note the temperature of the far-infrared plate (cool), then hold it flat on the palm of his hand.
- 2) Feel the subject's other hand and note its temperature (warm) and ask him to hold that hand palm up. Ask the subject where an ice cube should melt faster - on the cool plate or the warm hand?
- 3) Put one ice cube on the plate and the other on the subject's palm. Ask subject to report on what happens. The ice on the plate will immediately begin melting, while the one on the hand will melt very little.
- 4) Ask the subject to report on the temperature of the plate - it's getting colder.
Say - *"The plate is getting colder and colder, yet the ice is melting faster and faster!"*
- 5) Take the ice cube from the subject's hand, and place on the plate beside the other to show the difference in size. Let everyone feel how cold the bottom of the plate is.
- 6) Explain that Nikken's far-infrared products contain the same ceramic material as the plate, and that they provide the same wonderful warmth to our bodies. Have those people using products describe what they're noticing.

Long Johns Demo

To demonstrate how the Nikken Thermowear keeps you dry and comfortable

- 1) Turn the Long Johns inside out.
- 2) Take some paper towels and put them inside between the fabric.
- 3) Pour a teaspoon of water on the outside of the fabric, above the paper towels, to simulate perspiration.
- 4) Watch it bubble and then whisk away.
- 5) Touch the fabric and notice that it is dry.
- 6) Take out the paper towels from inside the Long Johns and notice that the water has been absorbed inside instead.

Lemon Tasting Demo

- 1) Have the subject hold a far-infrared product (mini-comforter, sock, joint wrap, headband, etc.) over the throat area. While they're holding it there, explain that the other benefit of this technology is that it seems to be able to help the body balance its pH levels. If people are either too acidic or too alkaline, they are susceptible to disease. An acidic environment allows the growth of such undesirables as bacteria, viruses and cancer cells. Athletes also deal with lactic acid in their muscles when they train hard.
- 2) Give the subject a slice of lemon or a sip of lemon juice to taste. Ask how it tastes - most will describe it as lemony, a few will say it's sour.
- 3) Take the far-infrared product away. Ask if anyone has had the experience of going to bed and getting that burning feeling in their throat and upper chest? Note that drugs to treat ulcers and heartburn totaled \$9.5 billion in the US last year - second only to antidepressants.
"Do any drugs come without side effects? No. Many people find that simply sleeping under our far-infrared comforter completely eliminates that burning problem. If you could choose between taking a prescription medication or sleeping under a comforter to solve a problem, which would you prefer?"
- 4) Have subject taste the lemon again, without the far-infrared product against the throat. It will generally taste much more acidic/sour. *"The comforter changed the way your body dealt with the acid in that lemon".*
- 5) Note that we can't change the stress in our lives or the toxins we're exposed to in our environment. What we CAN change is how our bodies deal with these issues. The magnetic mattress pad and pillow help our bodies deal with stress through quality sleep. The far-infrared technology helps our bodies deal with pH imbalances and temperature control - think of all the health benefits that could result from these areas alone!

Note: Some people who have de-sensitized taste buds may not notice the difference (e.g. smokers, the elderly, gum chewers etc)

SLEEP SYSTEM DEMONSTRATIONS

Seated Arm Strength Demo

- 1) Have the subject sit on a chair that is approximately the same height as the bed. Ask subject to bend their dominant arm with their elbow against their body and their clenched fist directly in front of their shoulder.
- 2) Standing directly in front of subject, place outside hand against subject's shoulder (as a brace). Grasp the subject's fist with your inside hand and attempt to straighten the arm by pulling the fist away from the body. Note resistance.
- 3) Repeat test with subject sitting on edge of Nikken sleep system. Note greater strength.

'In the Bed' Energy Demo

- 1) Perform a strength test on subject(s) before and after lying on the Nikken sleep system (head on pillow, under comforter) for approximately 5 minutes. (Use the 5 minutes to explain the features of the sleep system)
- 2) When subject(s) note their increased strength after lying on the sleep system, say - *"If you got this much more strength and energy from lying in the sleep system for 5 minutes, imagine the benefits you would experience if you were actually sleeping in it all night, every night! What would this mean to lifestyle benefits? More productivity, more money/income? More energy? Better mental clarity, better relationships?"*

THE FORMAT FOR ROLLOUTS

- 1) *"We are going to do a rollout in order for you to experience what it's like to have a good night's sleep on the sleep system."* First get your client to drink some water explaining its importance because the body may start to clear up some blockages. You will also need to ask a few questions using the Wellness Consultation form. Have them lying on the pad and the pillow, covered by the quilt, while asking the questions.

It is important to ask questions and listen to what your client's needs are so you can relate the benefits to them. ****Take note of any information that can be of assistance in your follow-up call.****

The benefit of the Sleep System is that the body is placed into a stress-free environment which enables you to get into the deeper levels of sleep where your body rejuvenates and regenerates.

- 2) Explain the format including the fact that they will be asked to talk about their experience when done.
 - a) Person receiving the massage then lies face down on the magnetic pad *"which is like the Earth's energy"*, forehead on pillow, arms at their sides (or whatever is comfortable for them). Cover the lower part of their body with the far-infrared comforter *"which is like the sun's energy"*. Use support pillows where necessary to make them comfortable. Place the sleep mask at the nape of the neck to relax the neck and prevent the roller from grabbing their hair.
 - b) Consultant will straddle the person or kneel by their side and, using the Magcreator, perform the Masuda rollout.
 - c) On completion, give the person the option to roll over onto their back or side, cover them completely with the comforter and allow them to rest for 5-10 minutes.
- 3) After completion of the rollout, benchmark the person again by asking where their emotional and physical stress levels are now. It is important for the client to drink water as it may assist the body to release any toxins that may be released during the massage.

Thank the person for participating and arrange the date and time for a follow-up telephone call.

PiMAG WATER DEMONSTRATIONS

PiMag Strength Demo

- 1) Pour a cup of PiMag water and a cup of tap water. Say - *"The body has an amazing ability to recognize the energy of things that are either good or bad for it. It responds to positive energy with strength and negative energy with weakness. You can test anything this way, by tasting it or even just holding it in your hand. Let's see what your body thinks of our Living Water compared to regular tap water."*
- 2) Begin with a baseline strength test. Have the subject hold their arm straight out from the side and resist while you push down on wrist area. Note the amount of resistance it took to push their arm down toward side.
- 3) Have subject hold a glass of tap water at their sternum. Repeat the test.
- 4) Then ask the subject to do the same with a glass of PiMag Water. Notice how much stronger the subject tests.
Take it further:
- 5) Get the subject to drink 2-3 ounces of the PiMag water and note how it smells, tastes and feels in the mouth. Repeat the strength test. The subject will be noticeably stronger.
- 6) Have subject drink 2-3 ounces of tap water and note smell, taste and feel. Repeat the strength test. The subject will be noticeably weaker.
- 7) Note that whether or not the subject could smell, taste or feel a difference between the two waters, their body knew the difference! *"Your body is over 70% water - that water is replenished every day from the water you drink. Which water would you rather have nourish and hydrate your body?"*

Chlorine Test

Note: This test only works with chlorinated water found in all US city water supplies. Well water is generally not chlorinated.

- 1) Pour tap water into 2 small glasses and fill a third small glass with PiMag water. Use clear glass, so everyone can see the water.
- 2) Using the OTO chlorine test drops, put 5 drops into the tap water and swirl in glass. The water will become yellow, indicating the presence of chlorine.
- 3) Add 5 drops of OTO to the PiMag water and swirl. There will be no color change, indicating that the PiMag filters have removed the chlorine.
- 4) Have the subject stir the remaining glass of tap water for 30-40 seconds with their finger. Then add the OTO drops and swirl. There will be no color change this time. *"What happened to the chlorine? It went into your body!"*
- 5) Note that cancer risk among people drinking chlorinated water is 93% higher than among those whose water does not contain chlorine. In addition, up to two third of our harmful exposure to chlorine is due to inhaling steam and absorbing it into our skin through the shower. Both the PiMag home filtration system and the Ionic Filtration Water Bottle remove chlorine and it's by-products from our drinking water. We also have a shower head that screws right onto your shower that takes care of the chlorine problem associated with shower water.

Water Bottle Dirt Test

- 1) Ask how many people drink bottled water or know people who drink bottled water when away from home? Note that 70% of the water we drink is away from home. So even with a home filtration system, we can still be exposed to bad drinking water if we don't carry it with us. Wouldn't it be handy therefore to have a bottle that could be filled from ANY source, and would always deliver absolutely pure, clean drinking water? The Nikken water bottle can be filled from a lake, stream, swimming pool, flood waters, even a toilet tank, and deliver 100% safe drinking water every time!
- 2) Fill the Ionic Filtration Water Bottle two thirds full of water, then add 1-2 tsp. of course-grade, sterilized potting soil. Shake well, and ask - *"Who would like to drink this muddy water?"* (There are usually no takers at this point!)
- 3) Squeeze water from the bottle into a clear glass or plastic cup, so everyone can see that the water coming out of the bottle is crystal-clear. Now get a volunteer to taste. *(Note: if muddy water is left in the bottle too long, some of the soil can go into the solution with the water - when poured, the water will be pure, but discolored.)*

4) Think of the benefits:

- no more lugging water home from the grocery store
- no more paying exorbitant prices for bottled water at concerts and sporting events
- no need to remember to fill your water bottles at home to take to work
- campers and hikers can carry empty bottles with them, as long as there will be water at their destination.

5) And ... *the price is right!* At \$59 for a bottle - good for approximately 1100 refills - this works out to 5 cents/26 oz. bottle of 100%-pure drinking water. If someone paid the average price of \$1 for a 16-ounce bottle of water, and drank the recommended 64 ounces of water a day, they would save over \$1,400 per year by using this bottle!

Magnet Under a Glass of Water

- 1) On a table, place a Mini under a glass of water. Do not use Magsteps in this test, because you want to show the power of magnetic water.
- 2) Get the subject to extend their arms out in front and do a standard strength test.
- 3) Ask the subject to drink the water and repeat the test. Notice the increased strength.

Shower Filter Demo

Demonstrate the shower filter by doing a before and after water taste test. This is a good demonstration for regions where the water generally doesn't taste very good. Alternatively, use a small amount of Ruby Red Grapefruit juice (100% juice for this demo).

- 1) Have the subject drink and hold the juice in their mouth, much like a wine tasting. Ask them to mentally note the tartness on their tongue or palate. After a few seconds allow them to swallow the juice.
- 2) Place a plastic funnel on the shower filter and pour a small amount of juice into the funnel and through the shower filter. Collect the juice through the filter and have the subject drink and hold the juice in their mouth just like they did before.
- 3) The difference in the sensations are remarkable. Have some fun and be creative! Point out that if the filter does this to Ruby Red, imagine what it will do for your water!

Molecular Change Demo

- 1) Fill two paper cups with Pepsi or Coca-Cola. Place a Mini under one of the cups for about half an hour.
- 2) Do a standard strength on the subject after they've taken a few swallows from the cup.
- 3) Repeat the test on the subject after they've drunk from the cup which has had the Mini underneath. Notice the difference!

NUTRITIONAL DEMOS

Strength Test comparison of Multi-Vitamins

- 1) Do the standard strength test on the subject using one arm outstretched.
- 2) Have the subject hold 3 tablets of a regular brand of Multi-Vitamins in the other hand while you repeat the test.
- 3) Replace the 3 tablets with 3 of the Nikken Multi-Vitamins and do the test again. Notice the difference in strength.

Bio-Directed Digestion Demo

- 1) Mix a packet of instant oatmeal with the recommended amount of hot water. Stir well and separate the mixture into two globs on a paper plate.
- 2) Once the oatmeal has congealed a bit, open 2 capsules of Bio-Directed Digestion and stir the contents into one of the globs. Mix well. Within 1-2 minutes, the enzymes in the powder will begin to "digest" the oatmeal, liquefying it. The other glob will just get more disgusting as it congeals into a yucky mess.

Bag of Candy

- 1) Take a small bag of candy (e.g. M&M's) and hold near chest or place inside a pocket.
- 2) Do the standard strength test using one arm outstretched.
- 3) Repeat the test with a sample of Kenzen Wellness Multi-Vitamin in other hand or pocket. Notice the improvement. What are the benefits? *"You may indulge in junk food occasionally but you can counteract it with good supplements!"*

Synergy Demonstration

This demonstration shows how Nikken's technologies work together to create total body wellness.

- 1) Do the balance test (see page 4) on a guest with no Nikken products at all - baseline.
- 2) Repeat test with Magsteps under feet - strength/balance will improve.
- 3) Add a FIR wrap resting on the shoulder and repeat test - more improvement!
- 4) Keep Magsteps and FIR wrap, then have guest drink a cup of PiMag water and repeat test - even more improvement!
- 5) Now have guest swallow a BioDirected Multi Vitamin/Mineral and repeat test.
- 6) Add a drop of LCC Swiss Soflower Skin Care to back of hand - rub in and repeat test - strongest yet!
- 7) Optional - put a dab of a petroleum based skin care product on the back of the hand, or have the guest drink a few swallows of tap water. Repeat the test - they will be totally weak again!

SKIN CARE DEMOS

Skin Product Test

Nearly all skin products contain petroleum by-products which rob the body of strength.

- 1) To do the test, first clean the subject's hand with the SS Toner and then apply the SS Light Hydra-Protectant Lotion.
- 2) Do the strength test with hands out in the front or at the side of the body. Ask if they notice a difference.
- 3) Next, apply ordinary hand lotion to the hands and repeat the test. They will test weaker.

Variation: Ask another person to rub their hands with ordinary hand lotion and stand behind the subject, putting their hands on their shoulders. Repeat the strength test. You'll find the person is robbed of their strength.

Swiss Soflower and ThalassoKea Experience

- 1) Have guests use the SS Cleanser to clean one side of the face. Follow with SS Toner.
- 2) Apply either 1 ThalassoKea Eye Patch or ½ of a Face Patch to the side of the face that has been cleansed. Leave for 20 minutes.
- 3) Remove TK Patch and compare the 2 sides of the face.
- 4) Follow TK Patch with LCC and Light Hydro-Protectant.

AIR WELLNESS POWER5 DEMONSTRATION

- 1) Strength test a subject at a distance from the Air Wellness5 unit.
- 2) Then repeat the test with subject standing behind the unit, after breathing the filtered air for approximately 30 seconds. Note the difference in strength.
- 3) If any guests are experiencing any type of respiratory discomfort, ask them to rate their level of discomfort (chest tightness, wheezing, etc.) on a scale of 1-10. Then seat them close to the Air Wellness5. Check with them periodically to see if their discomfort is easing.