

MARCH 2023

BIOMAT

CONNECTION

RICHWAY & FUJI BIO INC.
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CEO INTERVIEW

Jeanna Kim

ISA SPOTLIGHT

Marla Koupal | Jocelyne Colombe | Jennifer Lyall

PRIME

Measuring Pain and Stress Reduction

MEDCRAVE

Dr. George Grant, Ph.D

BIOMAT PRACTITIONER DIRECTORY

RICHWAY REGIONAL CONVENTIONS PICTURES

PRACTITIONER SPOTLIGHT

Shantel King-Whitby

EMPLOYEE SPOTLIGHT

Daisy

ROCKIN' ON THE ROCK

THE BIOMAT
IS A PRODUCT OF
MODERN
TECHNOLOGY

CRAFTED BY
HIGHLY SKILLED
SCIENTISTS
AND ENGINEERS

IN MEDICAL SCIENCE
WITH PROVEN EFFICACY





CONGRATULATIONS! **RICHWAY** 26TH ANNIVERSARY



When we started the Richway story in 1997,

we believed we had an incredible product that could change people's lives. Little did we know how widely the world would embrace the Biomat[®] and the positive impact it would have on countless users. Over the years, we have received countless heartwarming stories from hundreds of thousands of Biomat[®] users around the world. While some people use it for just a few minutes, others use it for hours. However, we discovered that some users had difficulty sleeping on the Biomat[®].

As a result, we set out to address this issue a few years ago, and our research and development led us to many discoveries resulting in patents for our exclusive Biomat[®] technologies. These discoveries have set us on a path to revolutionize the way people sleep and recuperate at home.

Our latest creation, the Biomat[™] with Quantum pad, offers all the benefits of the Biomat[®] on a soft and luxurious bedding product. With the Biomat[™] with Quantum pad, you can now enjoy deep, healing sleep every night and wake up feeling refreshed and renewed. Thank you for your continued interest in RICHWAY & FUJI BIO INC.

Thank you for your continued interest,

RICHWAY & FUJI BIO INC.

RICHWAY & LIFE CO.
BIOMAT FACTORY

LIFE WITH A BIOMAT 

After 26 years of research and development,
we have designed a holistic concept for sleep
that has never been done before.

RICHWAY & FUJI BIO INC.





CARVING HER OWN PATH

What made you decide to start Richway?

"I left Korea because there weren't a lot of opportunities for women, so I came to America. I travelled around. I met so many different people, and I met Calvin in Hawai'i. He was always a very creative man. He used to make art on shirts in Waikiki. He was also a very creative business man. My first job in Hawai'i was a printing business. I made business cards and pens with names on them, but it was so stressful. One wrong spelling mistake, and you lost so much money on inventory. Calvin and I decided that we would start a jewelry store, but the jewelry industry is very unforgiving. We worked so hard and I was so stressed. I broke out into hives; my stomach was always hurting, but we had two kids, and they always kept us going. Calvin also got very sick.

I had a friend who introduced me to something he had trouble selling. I asked him what it was, and he was selling healing mats. I told him to get everyone he knew; I will sell it for him. We were in a small room with about 20 people. When I was in front of everybody, I was so scared. They were all looking at me, and my English wasn't that good, but when I started talking, everything just came out. I had to fake my confidence because it was do-or-die. My friend told me the company that made these healing mats was in Korea, so Calvin and I went to Korea. The company that made them was called Richway Korea. When I started

JEANNA'S QUEST TO SUCCESS

Jeanna Kim, founder of Richway & Fuji Bio Inc, has had to face an arduous climb to success in her career. Jeanna's legacy started in 1997, and over the years, she has worked hard to develop and expand the influence of Richway. Today, we have the opportunity to dive into and explore the mind of this accomplished business woman.

using the mats, Calvin and I started feeling so much better, and we wanted to share this with everyone. That's when we decided we would use what we had from the jewelry business to invest into our next business venture, and Richway International was founded."

Where do the ideas of Richway come from?

"When I first came across the Biomat[®], I wanted to know how it could be used to help heal the body and mind, and all I wanted to do was share this with everybody. I believe much of the influence of the original Biomat[®] was based on an old Korean technique. Many Koreans were peasants. They didn't have a lot of resources, and the winter environments were harsh. Yet they never got sick, and I was interested to find out why. I believe it is because Koreans used an old technique called Ondol which is

an under-floor heating system." This long-established architectural system has been found in archaeological sites as far back as the bronze age, 1,000 B.C. With the Ondol system, living space made sitting, sleeping, and even eating always comfortable. Today, it is still used in many modern homes and hotels and has spread A traditional Ondol heating system with stones arranged to keep a room warm. to many neighboring countries.

One of the Ondol system's many advantages was that it maintained its heat for extended periods of time, long after the fire was



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The first Biomat® was very different from what it is today. It went through so many changes. We wanted to combine the Ondol system with other techniques.
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extinguished. Due to its popularity, the dol-bed (or stone bed) was born. Jeanna saw that the heated beds had brought many health benefits, which she believed inspired the Biomat®. “Calvin and I decided to name the mats Biomat® since it would easily get the point across that this product would be related to your health. The first Biomat® was very different from what it is today. It went through so many changes. We wanted to combine the Ondol system with other techniques. Calvin fought for the idea to use the jade from our inventory to create our first Biomat®. Our first commercially sold Biomats® were made with crushed jade powder and made its debut in 1997. Actually, many of our products are influenced by Korean culture. We also have a focus on beauty or appearance, and we have a saying in Korea, ‘Good looking also tastes good.’” The saying usually meant that when effort is made into making food look good, effort is also used to make it taste good, so if it looked good, it tasted good. It also meant good-looking rice cake will taste better than a plain looking rice cake. The saying wasn’t limited to just food but related to many parts of life.”

What is Richway’s mission?

“When I started Richway, all I wanted to do was help people. I want to help people maintain their health, and I want to help others find financial success. Rich or poor, the most important thing is always health. Those who think about themselves, and those who think about others. In this society, no one can do anything by themselves. In everything, teamwork is most important. You must have others

understand your vision. Richway is a teaching business, not a selling business. Everyone is smart; you just have to get them to understand.” What is your favorite product? “Any Biomat®! I still use the Rejuvena™ every morning. Water (Alkal-Life™) is always important, but I am always using the Biomat®. I use it for everything. I use it in my meditations and exercises, it really helps me warm up for stretches. I even eat on the Biomat®. I have one Biomat King® in my room. My son has a Biomat®, and we even keep two Biomats® in the living room - one for the floor, and one for the couch.”

Who inspires you?

“Myself of course! You must always find motivation from yourself! But one of my biggest role models is my mom. She is the toughest woman I know. Before, in Korea, women had very little rights. The social climate for women in Korea has only significantly improved in recent years. Even if you were educated, you had to be confined to the house as a wife or a mother, but my mom, she was an exceptional business woman. She was aggressive. Calvin always believed in me. He was a very progressive man for his time, and he always saw me as a partner instead of a housewife. And before Richway, we started a jewelry store together. It tough, and around this time, I had just had my second child. I consider my children as my good luck charms. With them around, things were always better. When I finally had the inspiration to share the Biomat® with Calvin backing me, Richway was founded.”

What was your first job?

"I had all different kinds of jobs when I was young. I worked on a bus, and I worked near the pier, too. But my first real job was advertising when I was in my 20's. It was for a snack company. I knew I wanted to be in the business sector since then, but it was very difficult to be taken seriously in Korea. So, I came to America in hopes of more opportunities. I went through so many states, just traveling. That's how I learned English. I had all kinds of jobs. I was a waiter; I worked at bookstores; I even I got to work back stage on shows. I think if I didn't get into business, I could've been an entertainer. However, around 1980, my travels eventually brought me to Hawai'i, where I wound up meeting Calvin."

What did you wish you knew about leadership in your 20's?

"Things will never be exactly how you want it to be. Actually, it will be very different from what you thought it would be. Plans are good to have, but it is more important to be adaptable. People think sharks are the strongest animals in the ocean, but when they all get caught in the low tide, it is the small fishes that survives. When it comes to surviving in this ever-changing economic and business climate, adaptability is the key to survival. Also, as a leader, there is a lot of decision-making, and everyone is looking to you for the answer. Proper communication is so important. If you don't communicate why you are making that decision, if you don't let people know how you came to that decision, your team won't know what they want from you. You always want to make sure everyone is on the same page."

How do you define success?

"We all have different ideas for success, either goals, material or immaterial, but the most important thing is your health. Without a good quality of life, it is hard to be happy about the other things in your life that matter. In the end, our relationships are all we have. Once you die, you don't take a penny to the grave. Imagine what your funeral looks like. Imagine the people you want there and all the nice things they are saying and how much they loved you. Now, live your life in a way to make that a reality." What have you learned from past failures? "I have experienced many failures, but you need the courage to start all over again, and don't let anyone stop you. When it comes to keeping myself motivated, it comes down to believing you are making a positive contribution to the world. If you don't have a goal, it is very easy to forget why you started what you are doing, and I believe Calvin and I are helping to make the world better."

If you were hiring and had two equally qualified candidates, how do you decide who gets hired?

"Vision, whoever has a vision for the future. If you don't have a vision for the future, you have nothing guiding you. Vision is one of the most



Hollywood Actor Mr. Cary Hiroyuki Tagawa

important traits, and your vision will help you get pass obstacles and speed bumps. It will help you persevere when the going gets tough."

What are you excited for in the future of Richway?

"Trying to create new products that will help with people's well-being, and of course always meeting new distributors. Everyone you meet will always have exciting stories. In our upcoming products, I want to focus more on people's mental health. I strongly believe that stress and emotional health are very closely tied to the immune system. Depression is normal in life, but if you are always depressed, then that will lead to more serious health problems. I am very excited to introduce our next new product, but we are still figuring out the plan on how we are going to market the product. We still need to figure out the price point, the packaging, the supply and demand, but until we figure everything out, I am going to have to keep my lips sealed. I don't want to spoil anything, but I'll give you a hint, it has to do with sound and vibrations. We are always trying to look for new opportunities. Richway has been forming strategic partnerships with corporations in Korea to try and bring new and exciting products. We want to try diversify our product line. We will also soon release a product called Mega Bio Cleanse™ and it's aimed towards digestive health. Your stomach is so important, like roots for plant. Your stomach cannot be neglected, it needs to be taken care of. It will have many natural ingredients and probiotics. Honestly, we have been so fortunate. This year (2018) has been such a great year for us. The economy has been slowly turning around, the company has grown so much and we are so excited to introduce all our new ideas. Make sure to interview me again next year!"

MEASURING PAIN AND STRESS REDUCTION

USING THE INFRARED, NEGATIVE ION, AMETHYST BIOMAT

ABSTRACT

Background

Twelve subjects were tested before and after using the Biomat for 1 hour daily over a 3-month period, using 3 different biofeedback devices and blood cortisol levels to measure stress reduction. Far infrared, negative ion, and amethyst Biomat reduces stress by 78%, as validated by pre- and post-biofeedback brain scans, as well as a fasting blood test to measure the stress hormone cortisol. The core of the Biomat technology is a combination of far infrared rays, negative ion effects and the conductive properties of amethyst channels. These powerful health stimulators are combined into a single, easy-to-use product with remarkable healing properties. The Biomat delivers soothing, deep-penetrating heat, while stimulating the regeneration of damaged cells in the body. It is a safe and natural way to achieve optimal health now, and maintain a stronger, more resilient body in the future. This effective therapy is now available to medical professionals and home consumers who want to improve their health and wellbeing. Based on Nobel prize-winning scientific research pioneered by the National Aeronautics and Space Administration (NASA) and developed using pure, natural materials, the Biomat is an approved medical device by the Food and Drug Administration (FDA).

Objectives of the study

Examine the key benefits of the infrared, negative ion, and amethyst Biomat for reducing stress and fatigue, relieving anxiety and promoting relaxation, improving sleep patterns, reducing inflammation, easing joint pain and stiffness, and eliminating toxins from the body.

Subject selection criteria

Twelve healthy subjects with mild to moderate stress levels were

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George Grant studies the use of infrared ray heat therapy as a means of reducing stress and improving the quality of sleep of patients.

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selected to participate in this case study, with their informed consent. Subjects with medical or psychiatric conditions, and those taking heavy medication were excluded from the study. Subjects were tested weekly using biofeedback devices before and after using the Biomat, and blood tests to measure cortisol levels were obtained from each subject before and after the 3-month period of the case study.

Methods

Twelve subjects were tested weekly before and after using the Biomat for over 2 months, using the internal capsule (ICAP) brain scan, heart rate variability (HRV) scan, and the magnetic resonance bioanalyzer. The results showed a stress reduction by 78% among subjects tested and an increased sense of wellbeing. All 12 subjects were tested in Toronto, Ontario, Canada. The psychometric properties of the Depression Anxiety Stress Scale (DASS) were evaluated in a normal sample (n=12), who were also assessed using the Beck Depression Inventory (BDI) and the Beck Anxiety Inventory (BAI). The DASS was shown to possess satisfactory psychometric properties, and the factor structure was substantiated both by exploratory and confirmatory factor analysis. In comparison to the BDI and BAI, the DASS showed a greater separation in factor loadings. The DASS anxiety scale had a 0.81 correlation with the BAI, and the DASS depression scale showed a 0.74 correlation with the BDI. Factor analysis suggested that the primary difference between the BDI and the DASS depression scale is that the BDI includes items such as weight loss, insomnia, somatic

preoccupation, and irritability, which fails to discriminate between depression and other affective states. The factor structure of the combined BDI and BAI items was virtually identical to that reported by Beck for a sample of diagnosed depressed and anxious patients, supporting the view that these clinical states are more severe expressions of the same states that may be discerned in 'normals'. The results' implications on the conceptualization of depression, anxiety, and tension/ stress are considered, and the utility of the DASS scales in discriminating among these constructs is discussed.


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KEYWORDS

stress, cortisol, wellbeing, sleep



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**Stress can interfere with deep sleep,
which can further increase stress levels.
While sleep medication provides
temporary symptomatic relief,
it does not always improve
the quality of sleep.**
”

RICHWAY | ISA SPOTLIGHT ⁴

Jennifer Lyall

DIAMOND EXECUTIVE (ISA)





There are so many reasons why people choose to be a part of the Richway & Fuji Bio family. Some people are attracted to the business opportunity, others love the Biomat® and want to spread the word, and some simply stumble across us. This is what happened to Jennifer Lyall one day while strolling through a trade show.

"I wasn't even looking for it at the time, it found me" said Jennifer. Unbeknownst to her, Jennifer's future sponsor Ramona Ng invited her to try the Biomat® because she could tell how exhausted she was.

"After chatting with her and relaxing for about 15 minutes, I got up

and felt like I could walk through the whole show all over again. The best part was that I slept well that night. Which is what my body really needed."

She purchased a Mini Biomat® and eventually signed up recalled Ramona, "To this day, Jennifer is always quick to help out and is generous with information, advice and everything else regardless of where the person is placed. I really feel like this attitude is part of what makes her so special and so successful. What goes around comes around for sure."

This first encounter, with an amethyst Biomat® began Jennifer's quest to discover her calling. The Merriam Webster dictionary defines calling as "a strong inner impulse toward a particular course of action especially when accompanied by conviction of divine influence."

Thus began Jennifer's journey into alternative practices. Her first experience with natural wellness was when she used a midwife to deliver her children. Since then, she created Liv Healthy, a website

providing viewers with a wealth of information on vitamins, healthy eating and food allergy resources as well as an alternative health practitioner listing.

On her website, Jennifer states “Living healthy is an evolution and not something that happens overnight. It is about getting back to the basics of a healthy lifestyle and taking the simple steps that will lead to rewarding results. This new site is about enabling people to have access to information that will help them within their own timelines and schedules.”

She explains to us,

“

I was so curious about healthy living, it was all new to me and I wanted to connect with people who shared this passion, and inspire others to consider a more natural approach to living.

”

Around the same time Jennifer started Vitamin Junkeys a video podcast she co-hosted with Naturopathic Doctor Jean Jacques Duguo. The program tackled everything from vitamins and health tips to natural remedies.

“I found that while it was great, I didn’t believe in myself, because I didn’t have any certifications or formal training in the wellness field.” In her next phase, Jennifer went back to her roots in the corporate sphere. Knowing businesses lack the knowledge she had to offer, Jennifer began to offer wellness training. Unfortunately, this came at a time when corporations were making big cutbacks in staff and lots of local corporations were closing down.

“I came to a place where I knew I was meant to do something more, but I didn’t know what. So I gave myself time and space to discover and my world opened up to a spiritual wonderland. I discovered dowsing, learned more about crystals, and meditation.”

Her latest venture, Your Soul Connection was born when Jennifer realized she was clairsentient, the ability to feel the physical and emotional states of others. She uses her ability to help people heal their souls and understand themselves on a deeper level bringing clarity and peace.

“I now offer Spiritual Mentoring, Intuitive Guidance and Workshops, and I consider myself a Soul Guide, helping people with navigating their spiritual path, especially those who are new on their journey.” During her journey, Jennifer has been selling Biomat’s® all along the way.

“The biggest struggle I had in the beginning, was simply believing



Jennifer hugging a favorite tree.

in myself. I am not a healthcare practitioner with formal training, so I questioned why anyone would want to listen to me or buy a Biomat® from me.”

“Then, I realized that my dedication to product knowledge and customer service is a big asset that helps me stand out from others.”

She credits the staff at Richway for help in understanding our products.

“

The team at head office is fantastic. They always get back to me to answer my questions. I really appreciate the conversations I have with Renee in particular, because she explains technical aspects of the product in easy to understand language which I can share with my [customers].

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New ISA's often struggle with the same problems she once faced. Jennifer's sage advice is "to believe in yourself. There was something inside of you that inspired you to bring the Biomat® into your life and to become an ISA. Believe in that inspiration. It was presented to you for a way to help people and to help yourself. Be brave. Share your voice and the Biomat® in your local community."

So where is her journey heading? Right now, it's all online. Fellow ISA Koi Neah has mentored Jennifer and helped her to grow

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**As I started to share more content online,
I started getting more traffic to my website,
resulting in more sales. I also had to become clear
with my intentions for the business.
[During] the first five years I made very few sales.
It's been in the recent years that
I've built momentum.**

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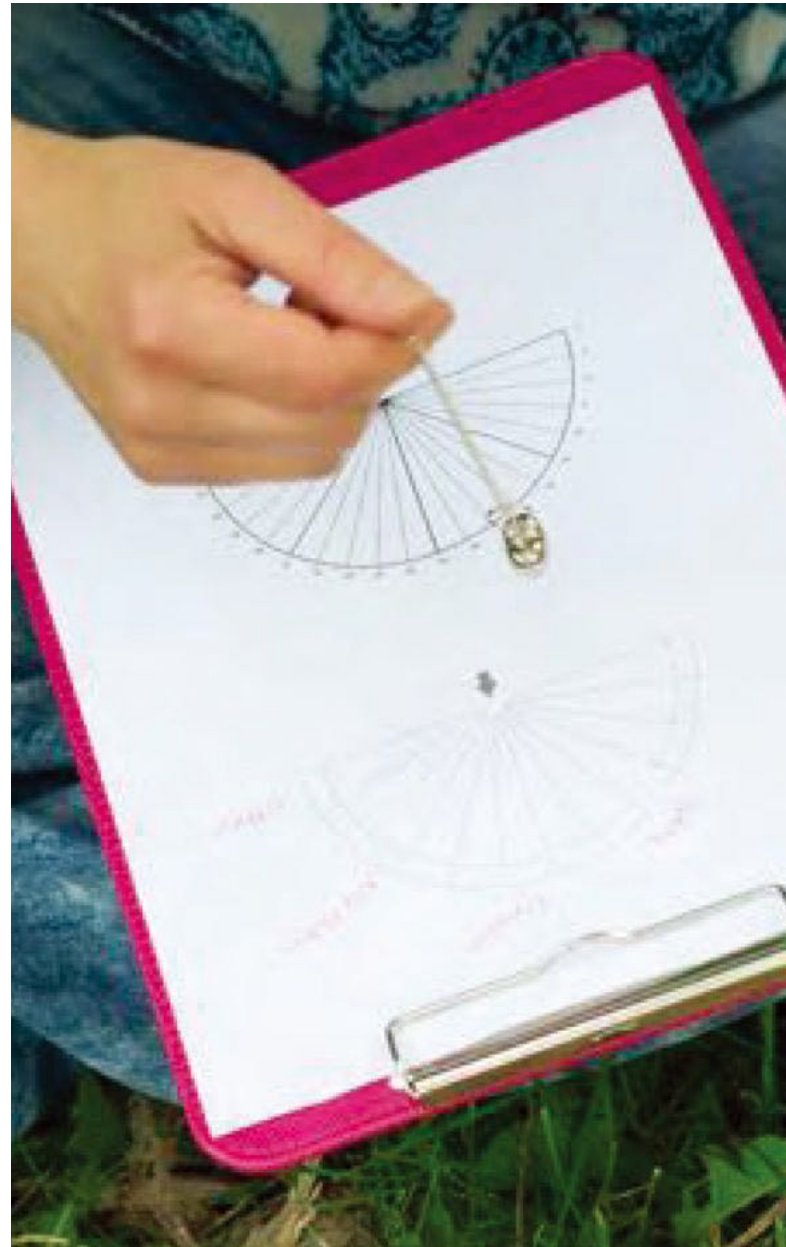
her business. "I know a lot of my more recent growth has been thanks to her suggestions and coaching. Koi Neah and I have also partnered on creating additional online training for [our] entire team."

"I really appreciate Jennifer's positive and enthusiastic approach to all aspects of her business and it has certainly resulted in her being regarded as an expert when it comes to the Biomat® and other Richway products" says Koi Neah.

The future continues to evolve for Jennifer. "Now, I'm about to embark on bringing things all together, with Liv Healthy focusing on mind, body and spiritual wellness. In the coming year, I'll be making big changes to my website and blending both aspects of my business together, because personal wellness is truly the foundation for both."

When she reflects back on the start of her journey, it seems like it was all predestined. She states "Hindsight is 20/20. In the book, The Book of Stones by Naisha Ashian and Robert Simmons they talk about how amethyst is often the first stone people are attracted to on their spiritual journey."

Now Jennifer knows her calling, "it's about inspiring people to find their truth, their soul's purpose and [to] live a healthy, radiant life. I love what I do, now it's simply fine tuning how I express it in the world."



Jennifer presenting at Believe.



Evaluating the Reduction of Cancer Pain Using the Infrared Negative Ions Amethyst Biomat in 12 Subjects over 6 months

Corresponding author : Dr. George Grant, Ph.D., IMD
www.academyofwellness.com

Abstract

The amethyst Bio Mat was used by 12 subjects for one hour three times per week as well as using the Detoxi Salt during sleep daily over 6 months period. We used two different biofeedback devices to measure pain reduction, CBC 12 hours fasting blood test including WBC & hsCRP to measure inflammation. The Far Infra Red/Negative Ions Amethyst Bio Mat reduced pain by 21% and reduced hsCRP by 15% and reduced Stress by 52% of 12 subjects in 6 months as validated by Pre and Post Biofeedback Brain Scans as well as fasting blood test to measure the stress hormone cortisol.

Thermotherapy was enhanced when the Bio Mat was combined with the Detoxify salt during sleep to reduce pain and side effect of chemotherapy. The Bio Mat technology is a combination of far infrared rays, negative ion effects and the conductive properties of amethyst channels. These three powerful health stimulators are combined in a single, easy-to-use product with remarkable healing properties. The Bio Mat delivers soothing, deep-penetrating heat while stimulating the regeneration of damaged cells in the body. It's a safe and natural way to achieve optimal health now and maintain a stronger, more resilient body in the future. The combination of the bio-belt and the bio mat is a highly effective thermotherapy available to medical professionals and home consumers who want to reduce pain, stress and abdominal fat. The Bio Mat is an approved medical device by FDA.

Objectives of the study

Examine the Benefits of the Bio Mat using the Infra Red & Negative Ions for reducing pain in cancer patients for 12 subjects over 6 months. The main objective of the study is to measure the reduction of inflammation, joint pain and stiffness for 12 subjects suffering from cancer over 6 months using biofeedback devices and blood tests including hsCRP that correlates with pain & inflammation.

Case Report

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World organization of Natural Medicine, Canada

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Introduction

The Bio Mat is a natural heating pad which lies on top of a massage table or a home mattress. It converts electricity through a computerized control panel, produced by Texas Instruments, into Far Infrared Rays (FIR), nature's invisible light. FIR was discovered by NASA to be the safest, most beneficial light wave.

This reduces pain, swelling, increases blood flow and reduce stress by increasing the secretion of serotonin. The Bio Mat also produces Negative Ions, nature's energizer, which deliver a molecular level massage. This accelerates and deepens all healing and cleansing processes. It balances pH by decreasing acidity and is considered the "Master Power Switch" which activates the body's entire cellular communication system, making everybody function work better! Negative Ions alleviate allergies, migraines and sinus problems (Figure 1). These two components are transferred through Amethyst Quartz channels which cover the entire Bio Mat's surface. Amethyst Quartz is nature's Super Conductor, scientifically found to offer the steadiest, most powerful delivery of healthy far infrared light waves and the highest vibrational frequencies into the body. The core of Bio Mat technology is a combination of far infrared rays [6-12 microns], negative ion effects and the conductive properties of amethyst channels. These three powerful health stimulators are

combined in a single, easy-to-use product with remarkable healing properties [11]. The Bio Mat manufactured and distributed by Rich way International Inc. delivers soothing, deep-penetrating heat while stimulating the regeneration of damaged cells in the body. This highly effective therapy is now available to medical professionals and home consumers who want to improve health and well-being with products based on Nobel prize-winning scientific research pioneered by NASA and developed using pure, natural materials. The Bio-Mat Professional is registered an FDA Medical Device #2954299.

Biofeedback devices used to measure stress reduction:

1. Quantum Resonance Magnetic Analyzer [QRMA]: measures electromagnetic waves emitted by human bodies which represent condition of cells, tissues and organs. The data is compared with standard spectrum to detect imbalances and measure stress reduction. This biofeedback device provides the stress of vital key organs and systems. Test Results provides a range of mild [0-30], moderate [30-60] and severe stress [70-100]. This correlates with DASS [Depression Anxiety Stress Scale] the International Stress Scale.
2. ICAP [wireless Brain Scan EEG]: ICAP Release Meter to measure stress zone to monitor brain imbalance & blockages & Stress. The results also correlate with DASS. The ICAP™ Release Meter System is made up of the EEG sensor, the signal transmitter, the USB base station that captures the signal, the proprietary algorithm that translates the raw data from the transmitter (Release Vector) and the visual representation of that data in the ICAP™ Release Meter software. The system also incorporates the Release→ Technique, a method used to retrain the brain’s responses. The device provides 3 distinct stress zones as well as an average stress score at the end of the measurement. A value of less than 500 indicates manageable stress, 500-700 medium stress and from 700 to 900 high stress. A value over 950 indicates extremely high stress (Figure 1).
3. Blood Test Results hsCRP: Many scientists believe inflammation is a primary causative factor in many chronic diseases of today, such as diabetes, heart disease, cancer and degenerative brain disease. C-reactive protein (CRP) is produced by the liver. This protein was discovered in 1930 by William Tillet and Thomas Francis, investigators at the Rockefeller University. They found it could be isolated from the blood of patients with a specific type of pneumonia. Later it was discovered that elevated CRP-levels can be measured in blood in response to inflammation [12]. The difference between CRP and hs-CRP is contained in the “hs” abbreviation; “high sensitivity”. CRP is traditionally measured down to concentrations of 3-5 mg/L, whereas hsCRP measures down to concentrations around 0.3 mg/L. This improved sensitivity allows hs-CRP to be used to detect low levels of chronic inflammation.

Case Report

12 subjects were tested before and after using the Bio Mat for one hour 3 times per week and sleep on the Bio Mat daily over 6 months. The biofeedback test for stress using ICAP Brain Scan, and the

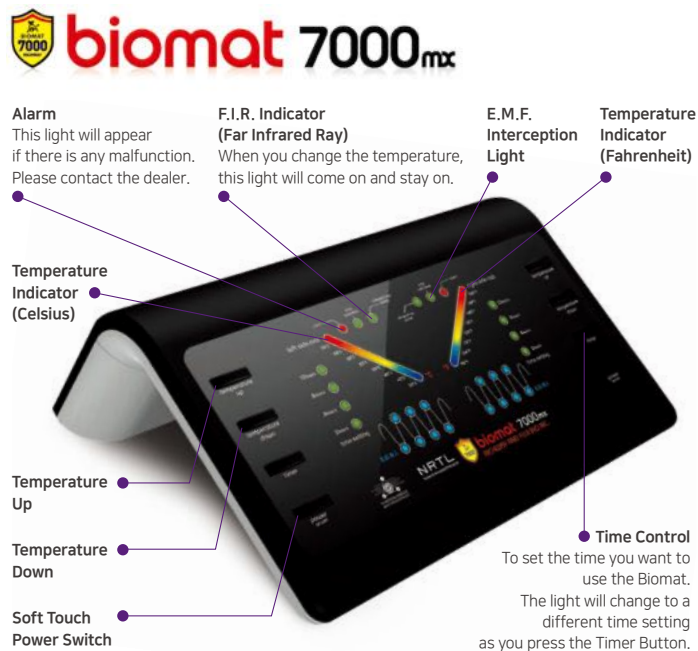
measurement for pain was done using the Bio resonance Magnetic analyzer biofeedback device [1-5]. The results were reduction in stress by 52% among subjects tested and an increased sense of well being. The pain was reduced by 21% and the hsCRP was reduced by 15%. All 12 subjects were tested at our clinic in Richmond Hill, ON Canada.

The ICAP biofeedback device was used to measure stress reduction. The bioresonance magnetic analyzer biofeedback device was used to measure pain and inflammation. Blood test including hsCRP was used to measure pain.

Conflict of interest disclosure

The author is not employed nor compensated by Rich way International or Fuji Bio Sciences the manufacture and distributor of the bio -belt and bio mat [6]. The company provided both the bio belt and the bio mat at no charge to conduct the case study for 12 subjects at our clinic in Toronto, ON Canada. The author has no financial interest in the company.

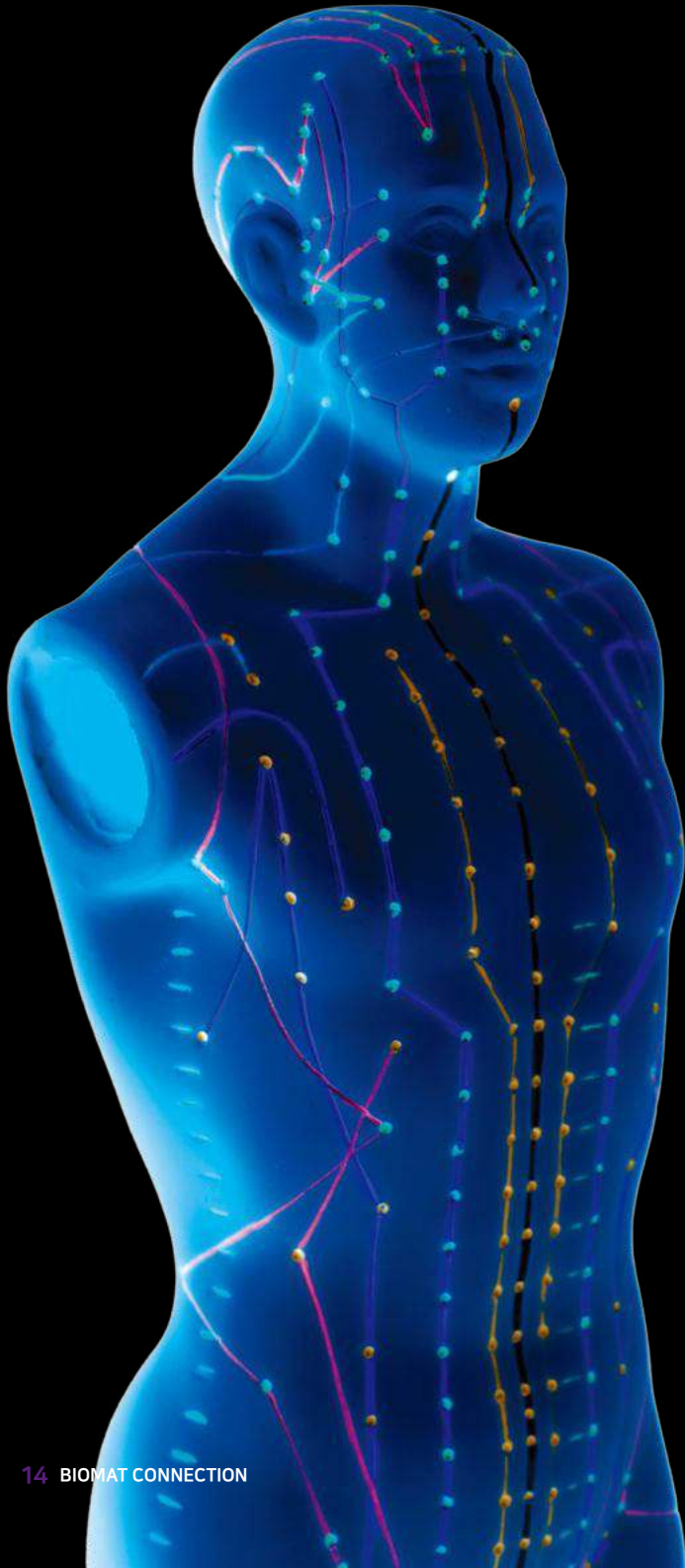
The Controller of the Biomat (Time and Temperature control)



Subject selection criteria

12 subjects who were diagnosed with cancer and experienced moderate to severe pain were selected to participate in this case study and signed an informed consent [7-10]. Subjects with medical, psychiatric conditions and those with heavy cancer medications were excluded from the study. Subjects were tested using bio feedback devices and blood tests before and after using the Bio Mat every week and a blood test to measure hsCRP levels was obtained from each subject before and after 6 months at the completion of the case study.

RETURNING ENERGY FLOW WITH THE BIOMAT[®]



Acupuncture is a complementary medical treatment used in traditional Chinese medicine (TCM). Increasingly, people are turning to the practice looking for a non-pharmaceutical approach.

Acceptance of the practice continues to grow, as an increasing number of institutions recognize acupuncture as an effective form of health care. Acupuncture is now covered by many insurance policies, and doctors are eager to find a drug-free alternative to pain management in light of the dangers of opioids, and the opioid crisis in the United States. The National Institutes of Health (NIH), an agency within the U.S. Department of Health, recognizes acupuncture as an effective treatment for pain and an adjunct treatment for addiction, stroke rehabilitation, headache, carpal tunnel syndrome, and other conditions¹. The World Health Organization (WHO), an agency within the United Nations issued a report listing 28 diseases, symptoms and conditions for which acupuncture has been proven effective². The American Medical Association Journal of Internal Medicine (JAMA) concluded acupuncture as an effective means for reducing chronic pain with few side effects³.

What is acupuncture?

Acupuncture is a traditional Chinese medical practice in which trained practitioners stimulate specific points on the body to relieve pain or treat a health condition. The practice involves using very

1. <https://www.ncbi.nlm.nih.gov/pubmed/9809733>

2. <http://apps.who.int/bookorders/anglais/detart1.jsp?codlan=1&codcol=93&codcch=196>

3. <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1357513>

MERIDIANS

The pathways in which chi flows. In Traditional Chinese Medicine (TCM), the meridians are connected to organs and glands transporting vital energy and nutrients to all the cells in our body. When a meridian is blocked, the flow of chi is disrupted. This disruption can lead to pain and illness.

RICHWAY | KNOWHOW

KNOCKOFF PRODUCTS:

DON'T BE FOOLED BY LOW PRICES AND LOOKS ALONE



“
Not all reviews and health blogs are legitimate. Some receive kickbacks for positive reviews.
”

With the rise of the internet and mall marketing sites such as Amazon and Alibaba, shopping is easier than ever. Websites like Kickstarter make it easy to showcase a new product concept and raise the funds to make the product a reality. However, with the ease of convenience comes a few perturbing, and in some cases, hazardous down sides.

For business owners and product innovators, the growth of the internet and internet mall marketing websites has been both a blessing and a curse. While the internet makes it easier for visionaries to get their products out onto the market, it also makes it easier for those willing to replicate ideas for their own gain. In the modern age, a new product concept could be advertised or posted to a site like Kickstarter, and a knockoff of that very product could be advertised for sale on Amazon or Alibaba by a copycat manufacturer in a matter of weeks.

CNBC reported on this very issue this time last year. Many reputable businesses are feeling the effects from knockoffs, particularly from China, that undercut on price and gain the unknowing shopper's attention through questionable business practices, such as jumping seller ranks on Amazon through an abundance of fraudulent positive reviews or making dubious claims and comparisons regarding the knockoff product.

Furthermore, while it is easy enough to copy the look of a product and have it look the same to the average Joe or Jane, the overall quality, functionality, and effectiveness of the final product are what truly matters.

The Biomat[®], Knockoff Heating Pads, and FDA Registration Compliance

A product as advanced and groundbreaking as the Biomat[®] is definitely not immune to such knockoffs. The Biomat[®] is a state of the art far-infrared healing device which also produces beneficial negative ions. It is unlike anything seen on the market. Scores of heating pads have flooded internet mall marketing



sites from a few (mostly) Chinese-based manufacturers. Some manufacturers try to imitate the look of the Biomat[®], and some infringe upon our registered trademark, "Biomat[®]," to describe their basic heating pads to mislead consumers. To the average consumer, it may seem like a sweet deal to purchase a heating pad that looks the same as an original Biomat[®] with a lower cost. While in some cases, cheaper items can be considered a substantial value, like most other cases, Biomat[®] knockoffs are a prime example of "you get what you pay for."

Our original Biomat[®] is registered with and cleared by the US Food and Drug Administration (FDA). We are also registered with the FDA as the official importer, specification developer and complaint file establishment for the Biomat[®] and as the manufacturer through Richway & Life Co. (R&L) in South Korea. This means that Richway & Fuji Bio Inc is completely responsible for the designing, developing, manufacturing, and servicing of the Biomat[®].

Most sellers of knockoff products do not manufacture; most act solely as distributors. They have no legitimate input into the manufacturing and design of their products. These knockoff sellers

generally outsource to a third-party manufacturing facility (usually in China) and slap their brand name on to the final product.

While most of these knockoff competitors claim they are FDA registered to sell their brand of basic heating pads, a quick search from the FDA's database will reveal that many of these distributors are not registered as they say.

To be completely compliant with the FDA as a distributor of a medical device, the manufacturer and importer/distributor of the product must be registered with the FDA. The parties must be listed as such. Some manufacturers of knockoff heating pads are registered with the FDA.

However, the importer/distributor and entity handling quality control (company in the United States) are usually not registered.

This further proves that they are not involved in the manufacturing of their products. Richway & Fuji Bio and our contract manufacturer, Richway & Life (R&L) Co., are both currently registered with the FDA in a compliant manner.

Studies, Tests, and Certifications

The Biomat® is a medical device which has been consistently developed and improved over the past 20 years. Because the Biomat® has been proven effective in many applications, many medical practitioners use it in their practice to help their clients. Many other businesses including yoga instructors and massage therapists use the Biomat® to enhance their classes and sessions.

An abundance of studies involving far infrared and thermotherapy exist. Many knockoff companies relate these studies to their heating pads. While these studies do highlight and prove the many benefits of far infrared rays and even negative ions, the positive results were not the results of subjects using the knockoff heating pads.

On the other hand, the Biomat® itself has been the main subject of a few studies and featured in a few books. Dr. George Grant of the International Academy of Wellness (IAW) conducted a study on the Studies, Tests, and Certifications Biomat® which is published in the Prime International Journal of Aesthetic and Anti-Aging Medicine.

Unlike the knockoff products currently on the market, the Biomat® has undergone rigorous testing and has many certifications to prove its safety and efficacy. The Biomat® has been properly registered with the US FDA, South Korean FDA, and Pharmaceuticals and Medical Devices Agency of Japan as a medical device. The Biomat® has also been certified for electrical safety. In our next issue, we explain the different certifications and what the significance is in relation to the Biomat®.

As an example, our CSA certification indicates the Biomat® and Biobelt™ have been evaluated by CSA and found to comply with their requirements for their standards. The CSA certification provides increased assurance of quality and safety to consumers. Richway & Fuji Bio and R&L also currently have the ISO 13485 certification indicating our quality management systems have been audited and certified to meet the standards of the International Standards Organization.



DO YOUR RESEARCH AND BUY WITH CONFIDENCE

Many knockoff manufacturers are just starting up, and while many claim to have superior warranties, many come with fine print and technical wording that make them sound better than they are. Why take a gamble on a company that may be here today and gone tomorrow? Also, be wary of what you read on the internet. Not all reviews and health blogs are legitimate. Some reviewers receive kickbacks for positive reviews. Do your research and check multiple sources, so you can make an informative purchase that's worth your hard-earned money. When you order a Richway Biomat®, you can rest assured that you will be able to attain superb service with a class-leading warranty and repair program. Your purchase is backed by a company in business for 20 years and counting with the tools and resources necessary to ensure that you get the most out of your purchase.





BIOMAT® PRACTITIONER DIRECTORY



ACUPUNCTURE

Dahvid Weiss

L.Ac., DOM, PhD
 Divine Resonance Health Center
 17 Broadway Ln. Asheville, NC
 28805
www.DahVid.com
 ► **SPECIALTY:** Acupuncture,
 Vibrational Medicine



ACUPUNCTURE

Noneen O`Rafferty

L.Ac., DOM
 The Center For Natural Healing
 4632 Vincennes Blvd.
 Cape Coral, FL 33904
 Tel: 239-542-5600
www.thecenterfornaturalhealing.biz
 ► **SPECIALTY:** Acupuncture



ACUPUNCTURE

Jonathan Glass

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 Healing Essence Center
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www.healingessencecenter.com
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 Energy Healing



ACUPUNCTURE

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 Oriental Medicine



ACUPUNCTURE

Jessie Barrett

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 Denver Mind Body Essence
 10526 W Alameda Avenue
 Lakewood, CO 80226
 Tel: 720-593-8218
www.denvermindbodyessence.com
 ► **SPECIALTY:** Acupuncture,
 Reiki



ACUPUNCTURE

Kate Carter

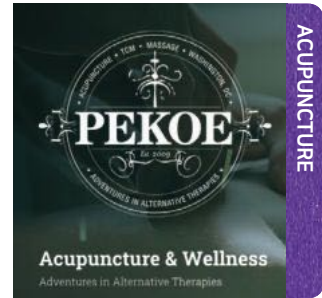
M.Ac., L.Ac., Dipl. Ac.
 Acupunctur with Kate Center for
 Mind-Body Therapies
 5 N. Ben tz St.
 Frederick, MD 21701
 Tel: 978-369-9228
www.acupuncturewithkate.com
 ► **SPECIALTY:** Acupuncture, Massage



ACUPUNCTURE

Michael Vahila

L.Ac., LMT
 Vahila Acupunctur and Massage
 Therapy Total Health and Wellness Center
 2403 Whipple Ave. NW
 Canton OH 44708
 Tel: 330-477-0777
www.cantonacupuncture.com
 ► **SPECIALTY:** Acupuncture, Massage



ACUPUNCTURE

Pekoe Acupuncture & Wellness Center

PLLC
 1410 9th Street NW #1
 Washington DC
 Tel: 202-408-4858
www.pekoedc.net
 ► **SPECIALTY:** Acupuncture



ACUPUNCTURE

Integrative Healing and Wellness

23 Main Ave. Bay Head, NJ, 08742
 Tel: 732-202-6797
www.integrativehealingandwellness.com
 ► **SPECIALTY:** Acupuncture,
 Massage, Reiki, Yoga,
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CHIROPRACTOR

Dr. Jenna J. Anthofer

DC
 The Healing Arts Center
 9715 N. Clark St.
 Carroll, IA 51401
 Tel: 712-792-4600
www.carrollhealingarts.com
 ► **SPECIALTY:** Chiropractor,
 Acupuncturist



CHIROPRACTOR

Dr. Allan Tomson

DC
 Neck, Back & Beyond Healing Arts
 2 locations: Manassas, Va and
 Fairfax, VA
www.neckbackandbeyond.com
 ► **SPECIALTY:** Chiropractor,
 Holistic Health Coach



CHIROPRACTOR

Dr. Rita Lathon

DC
 Restorative Touch Chiropractic
 12741 Research Blvd, Suite 505
 Austin, TX 78759
 Tel: 512-762-2156
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 Massage, Quantum Neurology

BIOMAT® PRACTITIONER DIRECTORY



CHIROPRACTOR

Dr. Tracey Wright

DC
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(Jamaica) Montego Bay
www.ilovemybiomat.com
► **SPECIALTY:** Chiropractor



ENERGY WORK

Cynthia Kraver

12 rue de la Prairie
78500 Sartrouville, France
www.cynthiakraver.thebiomatcompany.com
► **SPECIALTY:** Reiki Maste



ENERGY WORK

Marla Koupal

Vibrancy! LLC
2110 Hollow Brook Dr.
Colorado Springs, CO 80918
Tel: 719-573-5972
► **SPECIALTY:** Healing Touch, Reiki



ENERGY WORK

Mona Schaefer

NVMT 5298
Magnificent Hands Center for Healing
Lasvega NV as 89123
Tel: 702-524-8876
www.magnificenthands.com
► **SPECIALTY:** Reiki,
Craniosacral Therapy,
Massage, Intuitive Healing



ENERGY WORK

Stephanie Cookson

RN (MH-UK), MBA
Transense Healing Arts Holistic Centre
344 Bloor Street West, suite 610
Toronto, Canada
Tel: 416-9916-2980
www.transense.ca
► **SPECIALTY:** Mental Health Nurse,
Reiki Master, Holistic Pyractor,
Personal Development



MASSAGE

Sue Pfendler LMT

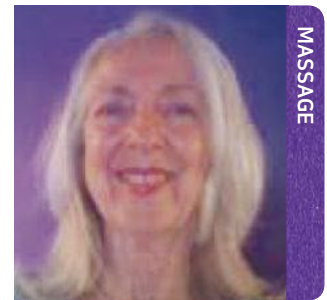
SEP, BCPP
#MA00020087
Balanced Bodyworks
205 E 16th Street
Vancouver, WA 98663
Tel: 360-566-0388
www.MyBalancedBodyworks.com



MASSAGE

Joy Hilluykka

Krystal Lotus
211 Demers Ave.
East Grand Forks, MN 56721
Tel: 701-520-0246
► **SPECIALTY:** Massage,
Meditation



MASSAGE

Caryn Diel

Amethyst Healing Space
839 Paseo de Peralta
Santa Fe, NM 87501
Tel: 505-670-3538
www.AmethystSantaFe.com
► **SPECIALTY:** Asian Body
Work and Energy Medicine,
Massage



MASSAGE

Gretchen Carrubba

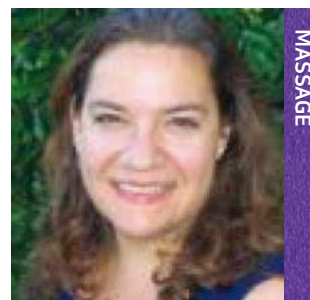
BodyWork by Gretchen
217 E. Unaka Ave
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www.BodyWorkByGretchen.com
► **SPECIALTY:** Massage



MASSAGE

Jessica Proia

Urban Escape
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Craniosacral Therapy



MASSAGE

Niseema Dyan Diemer LMT

SEP, BCPP
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Body Centered Therapy



MASSAGE

Mindy Meyer

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BIOMAT® PRACTITIONER DIRECTORY



MASSAGE

Edan Harari

LMT, OMT
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► **SPECIALTY:** Massage,
Kinetic Flow Facilitator



MASSAGE

Jim Gabriel

Gabriel Center for Wellness 2886
Ringling Blvd. Sarasota, FL. 34237
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www.jimgabriel.net
► **SPECIALTY:** Massage,
Acupuncture, Energy Work



MASSAGE

Jeanne Thune

Wellness Works Massage
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www.jeannewellness.com
► **SPECIALTY:** Massage



MASSAGE

Gay Lacy

Massage Therapist Extraordinaire
702 Grandview Ave.
Altamonte Springs, FL. 32701
Tel: 407-718-5326
www.gaylacy.com
► **SPECIALTY:** Lymph Drainage
+ Craniosacral, Therapy, Visceral
Manipulation, Muscle Release,
Reflexology, Raindrop, Reiki



MEDICAL DOCTOR

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MEDICAL DOCTOR

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Physician and Acupuncturist



MEDICAL DOCTOR

Shiroko Sokitch

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and Natural Remedies



NATUROPATH

Anna Parker

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Homeopath



NATUROPATH

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► **SPECIALTY:** Holistic Therapy



NUTRITIONAL THERAPY

Roxanne Delillo

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www.barefoot-again.com
► **SPECIALTY:** Nutritional
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Massage Therapist



NUTRITIONAL THERAPY

Bryn Perkins

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Eastern View Integrative Medicine
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South Burlington, VT 05403
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www.eatingforahealthieryou.com
www.innerhealthresources.com
► **SPECIALTY:** Nutrition and Brain Balancing

BIOMAT® PRACTITIONER DIRECTORY



PHYSICAL THERAPY

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 28604 IH 10 W suite 4 Boerne,
 Texas 78006
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www.monarchpt.com
 ► **SPECIALTY:** Physical Therapy



PHYSICAL THERAPY

Heather Arlinghaus

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 Integrated Therapy Services
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 Carmel, IN 46032
 Tel: 317-690-7646
www.heatherarlinghausptm.com
 ► **SPECIALTY:** Physical Therapist,
 Massage Therapist, Certified
 Cupping Therapist



PHYSICAL THERAPY

Edie Bernhardt

PT
 PT 360°
 426 Industrial Ave, Suite 190
 Williston, VT 05495
 Tel: 802-860-4360
www.pt360coop.com
 3 Locations in Vermont
 ► **SPECIALTY:** Physical Therapist



WELLNESS & PERSONAL DEVELOPMENT

Jennifer Lyall

2097 Silwell Court
 Burlington, ON. L7P 3P9 Canada
 Tel: 905-315-1619
www.jlyall.com
www.ivhealthytv
 ► **SPECIALTY:** Helping people
 to maximize their energy,
 develop their intuition and
 fulfill their soul's purpose.



WELLNESS & PERSONAL DEVELOPMENT

Cher Elyse Carden

Vibrant Spirit Quest
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 NY, New York 10011
 Tel: 212-242-5127
www.vibrantspiritquest.com
 ► **SPECIALTY:** Colon Therapist,
 Wellness and Personal
 Development Coach



WELLNESS & PERSONAL DEVELOPMENT

Ulymar Rocha

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 N2H5E6, Canada
 Tel: 226-444-0176
www.therockspa.com
 ► **SPECIALTY:** Relaxtion,
 Salt Therapy, Floatation



WELLNESS & PERSONAL DEVELOPMENT

Faye Nulman

A Kneaded Escape
 PO Box 292 Roosevelt,
 NJ 08555
 Tel: 732-895-5926
www.akneadedescape.com
 ► **SPECIALTY:** Life Guide



WELLNESS & PERSONAL DEVELOPMENT

Emma Hall

Life Flower
 Ringstead, Kettering,
 Northamptonshire, UK
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www.lifeflower.co.uk
 ► **SPECIALTY:** Holistic Therapy
 and Reflexology



PILATES

Wallis Mason

Studio 1 Pilates N Movement
 LLC 8415 Bellona Lane Suite 110
 Ruxon Towers Baltimore, MD. 21204
 Tel: 410-321-4912
www.studio1pilates.com
 ► **SPECIALTY:** Therapeutic
 work, Certified Pilates
 Instructor, and Energy Work



PILATES

Ebba N. Legaspi

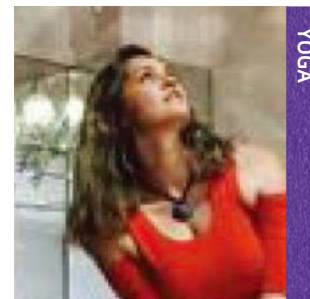
ENL Studio
 Millton, Massachusetts
 Tel: 617-372-5899
www.enlstudio.com
 ► **SPECIALTY:** Pilates,
 Gyrotonic, Yoga, Massage



YOGA

Angela Pantaleon

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 11911 US HWY 1 Suite 108 Juno
 Beach, FL. 33408
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www.wisdomyogawellness.com
www.wisdomyogaretreat.com
 ► **SPECIALTY:** Yoga Teacher,
 Esthetician



YOGA

Jan Andrews

Movement Zone
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 NSW 2481 AUSTRALIA
www.movementzone.com.au
 ► **SPECIALTY:** Yoga Teacher,
 Personal Trainer, Massage

BIOMATS IN THE WORLD

[Malaysia, Europe, Canada, New York]



President CEO Jeanna Kim with Malaysia King



Distributor Open Biomat Shop in Canada



Biomat Trade Show in German



Biomat Shop in New York

RICHWAY REGIONAL CONVENTIONS

[U.S.A.]



RICHWAY REGIONAL CONVENTIONS

[Japan]



RICHWAY REGIONAL CONVENTIONS

[With Richway Royal Family and Diamond]



BIOMATS IN THE WORLD

[Richway & Fuji Bio Inc.]



Diamond Alexia with Dr. Emoto Masaru in Brazil
(Author of The Hidden Messages in Water)



With Royal Family Connie Shank



Trade Show in Las Vegas



Use the Biomat on Soap Opera



biomat 7000^{mx}

LIFE WITH
A **BIOMAT™**

You are my destiny,
you share my reverie.
You are my dream come true.
You share my sweet caress.

FACT OR FICTION

RICHWAY & BIOMAT® MYTHS DEBUNKED

The internet is a powerful tool, but not everything that is on the internet is factual. We have compiled a list of statements found online about Richway and the Biomat and officially answer whether the buzz is fact or fiction.

Be aware of paid-for reviews! Some companies compensate bloggers and reviewers of products to obtain a favorable review of their products. These reviews can contain inaccurate claims and false information about competitor products. Know the facts and research thoroughly!

CLAIM: Other competitor mats that have different stones on both sides (top and bottom) are better because of variety.

FICTION - Having stones on either side could be a safety hazard. Each Biomat® contains a thermal protection layer at the bottom (the side without the stones) to help keep excess far infrared heat from travelling under the mat and onto the surface it is lying on. This also means the user is receiving more of the beneficial far infrared heat. Mats with stones on either side may not have this protection, because they are designed to be used on either side. This allows the heat to travel both up towards the user and down onto whatever surface the mat is placed on. Over time, surfaces in contact with

double sided mats could be damaged more easily by the heat. Also, the user is losing more of the beneficial heat as it travels downward and away from the user.

CLAIM: Richway & Fuji Bio is actually based in South Korea NOT Hawaii.

FICTION – Richway & Fuji Bio is, in fact, based in Honolulu, Hawaii. All customer service, order processing, quality control, and product design is done at our office in Honolulu. The Biomat® is manufactured by our contract manufacturer, Richway & Life Co. (R&L), in South Korea.

CLAIM: The Biomat® only contains amethyst which makes it inferior. It needs jade, amethyst, and tourmaline to be effective.

FICTION – Through our 20 years of extensive research, we have found that amethyst produces the optimal amount of natural infrared rays over jade. The Biomat® also contains a layer within it called the TOCA layer. The TOCA layer is made from tourmaline gemstones. The Biomat® also contains a peach and grape seed layer for natural infrared rays.



CLAIM: The larger Biomats® do not contain tourmaline because it would greatly increase the cost of the product.

FICTION – As mentioned in the previous answer, all Biomats® contain a tourmaline layer within them. The Mini Biomat® includes alternating rows of amethyst and tourmaline stones to aid it in producing the same amount of negative ions as the larger mats.

CLAIM: You have to pay extra for a cover for your Biomat®.

FICTION – Each Biomat® comes with a cotton pad that should be placed over it to protect it and allow the heat to be evenly dispersed. Each cotton pad includes the Hideo diagram – an energy pattern which incorporates sacred geometry. Additionally, each Mini and Professional Biomat® comes with a hard-shell carry

case for convenient mobility. Single, Queen and King Biomats® come with a duffel-like bag. Hi-Pora waterproof pads may also be purchased separately. These special waterproof pads repel water while also remaining permeable enough for far-infrared rays and negative ions to easily pass through them.

CLAIM: Richway was issued an official warning letter from the FDA, and the company never took care of it.

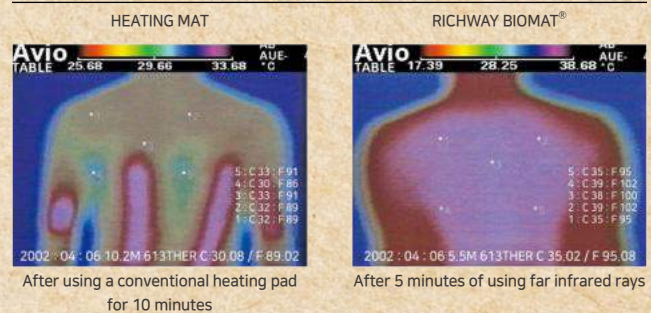
FICTION – Richway’s previous contract manufacturer, Richway NF, received a warning letter in 2013. Since this event, Richway & Fuji Bio contracted a new manufacturer, R&L Co. R&L Co. has been our contract manufacturer since 2013 and meets or exceeds the standards and regulations set forth by the FDA. R&L Co. has never been issued a warning letter from the US FDA.

CLAIM: Richway does not produce their Biomats® and provide support after the purchase.

FICTION – Richway is registered with the FDA as the official importer, specification developer and complaint file establishment for the Biomat®. Our contact manufacturer, R&L Co. in South Korea, is also registered. Richway & Fuji Bio Inc is responsible for the designing, developing, manufacturing, and servicing of the Biomat®.

CLAIM: All infrared, gemstone heating mats are the same.

FICTION – Not all infrared, gemstone mats are the same. The Biomat®, for example, has been evolving since 1997 and contains unique layers to provide additional health benefits to the user. The Biomat® contains the Peach and Grape Seed Layer™ and provides organic energy, natural far infrared, and a class-leading amount of negative ions. The TOCA Layer™ is a tourmaline gemstone layer within the Biomat®. The surface layer of the Biomat® utilizes 100% cotton fabric (not including the urethane window which shows the gemstones). The state of the art IC chip within the Biomat’s® controller controls the programming of the Biomat®. These innovative technologies set the Biomat® apart from the imitations.





Marla Koupal

DIAMOND EXECUTIVE (ISA)

Sometimes in life,
the hardest part in starting anything is the first step.
That first step, however, can be the catalyst to something great.
That's how Diamond Executive Marla Koupal's
distributorship started out in 2007.

"It took me four months to make my first sale, but then it flowed easily," said Marla.

Prior to Marla registering as a Richway ISA, she was a corporate sales trainer for an insurance company. She also had a second job with Sears selling large appliances to help her afford to keep her son in extra-curricular activities and pay for her family's new home.

Marla was introduced to Richway through Doug and Pat Martin of Corona Street Roling. Her husband was their accountant at the time. He spoke to them about her health and about some far infrared products that she had been testing at the time. They provided him with a "loaner" Biomat®, and within three days, Marla realized that the Biomat® was a necessary tool to help her maintain her good health. Marla was no stranger to MLMs. Before Richway, she had prior experience with other MLM structures, but they were not for her.

"Each of them required keeping your buyers into a 'continuous' ordering process, and most people do not know how to judge if a supplement or product is affecting their health," explained Marla.

With Richway and the Biomat®, things were different. Because we live in what Marla calls an "instant oatmeal" society – a society in which people desire a quick fix – she came to the realization that some people are just not willing to wait for subtle physical changes and health improvements from the supplements and dietary regimes offered by other MLMs.

"The Biomat® gives everyone an idea of what is possible immediately, and they can see momentary, daily assists with pain, and eventually, the long-term value. We give them both instant satisfaction and long-term gains – a powerful combination," said Marla.

After her experience with the Biomat®, she enrolled as an ISA. By December of 2008, she left Sears but remained at her full-time job until April of 2013.

"It was logical. I always tell everyone about anything I love. If you, your product, or your service impress me, I will tell at least 20 people or more," said Marla.

Keen to her "promotional" instincts, becoming an ISA was a no-brainer for Marla. Because Richway does not have

monthly quotas, it gave her the opportunity to be an entrepreneur on her terms and time. In the fall of 2007, Marla started with small, local holistic fair events to get the word out.

Today, she is a polished team leader and Diamond Executive.

"Now I focus on my Richway business and offer Healing Touch services. I have also been practicing Low Energy Neurofeedback for three years," said Marla.

What is Marla's definition of success?

"Living life in joy and light. I am my measure of success – no one else." As a leader to her team, Marla provides phone conference training. Uniquely, she offers training opportunities at trade shows and local events "for those who are adventurous." Her perseverance and positive life outlook has helped her to succeed to the place she finds herself today. This was especially highlighted when we asked about her struggles faced in the Richway business. Her answer was simple: The word "struggle" is not a word in her vocabulary.



“
“Living life in joy and light.
I am my measure of success
– no one else.”

Marla Koupal

“I’m just being practical. The word ‘struggle’ blocks the creative processes for solutions, so I roll with the times and get things done,” explained Marla.

When faced with times of difficulty, Marla focuses on conscious breathing, scripting (a form of journaling), and meditation on the Biomat®. On her free time, she enjoys reading, travelling, and riding her recumbent trike. She maintains a positive attitude, viewing her past challenges as “adventures of the past.” She says that by seeing them as adventures, it leaves nothing to overcome.

“I live in joy and am always inspired. Experiencing positive flow is my energy,” said Marla.

Ten years into her distributorship, Marla says the Automobile Allowance Program and Training Bonuses are “wonderful gifts for lifestyle enjoyment.” She also credits her upline, Gail Soucy, for always being available to answer questions and for providing support. She especially loves her energy and “healthy approach to challenges.”

To help build relationships with her clients, Marla keeps them informed of where she will be when she does trade shows. By doing so, many return to see her and even bring friends!

“It is like having a storefront, and they trust that I am still in business after ten

years when they can see me each time,” said Marla.

Marla recommends that sponsors check in with their new downline ISAs to ensure their expectations are balanced. She explains that not everyone is designed to do trade shows, so upline ISAs should consider helping each ISA discover how the business will best fit with their lifestyle. Once this has been established, she advises helping downline ISAs set goals at a pace that they are comfortable with.

She also recommends loaning out a Biomat® twice a week.

“That’s 104 ‘test drives’ a year, with possible sales of two a month, and in the second year, 12 to 15 from your first-year demonstrations. I find that many personal use sales are four to 18 months after the sample. Professionals may make more immediate buying decisions, but they still want to try the product out on their clients,” explained Marla.

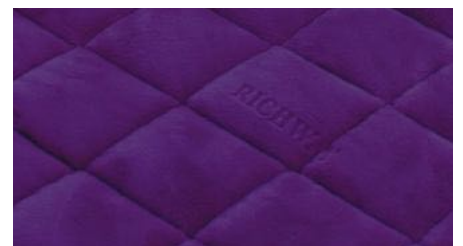
Marla’s infectious positivity and determination are two qualities that have guided her through life and certainly in her ten years as an ISA. She is certainly someone we can all gain inspiration from.

MARLA’S TIP FOR NEW ISAS:

“If you talk about far infrared, most people go “What?” “Why?” etc. Instead of explaining, ask them to try the mat, and schedule a time to get them to do so. Make it a fun offer. Example: “If you take a nap on the amethyst crystal bed...I’ll explain FIR.” “Clients can always taste the difference in the water, they can see the results of a Rejuvena™ sample done on the back of the hand, and now, they feel the benefits of the Orgone Biomat®. Demonstrate, demonstrate, share, share (talk little). Until they have an experience, you really do not have common ground for a conversation about what is possible for your client.”

WHAT IS MARLA’S FAVORITE RICHWAY PRODUCT?

They are all my favorite. The original Biomat® managed my joint pain and gives me great sleep. Yet, I have to say, the Orgone Biomat® has improved my sleeping pattern a few degrees.



BIOMAT® PRACTITIONER SPOTLIGHT

Shantel King-Whitby

“

“Because you are different from anyone else, we offer a variety of services to address your physical needs. From treatments that have lasted centuries-long to emerging technologies, we have it here in one place, available to benefit you.”

– Function and Health website

”



Shantel King-Whitby

MD Board Certified Physical Medicine & Rehabilitation
Physician and Acupuncturist

Function & Health Professionals LLC
685 Arlington Place
Macon, GA 31201
Tel: (478) 292-2060

www.functionandhealth.com

Function and Health Professionals LLC opened its doors in the heart of Georgia in 2016. According to Dr. Shantel King-Whitby, it is a “physical medicine and rehabilitation practice focused on traditional, complementary, and alternative treatments for musculoskeletal pain.”

At the clinic, she treats individuals with neck, joint, and muscle pain. Some of her clients have sustained past injuries while others have pain due to degenerative arthritis or acute/chronic strains and sprains.

Dr. King-Whitby is a graduate of Morehouse School of Medicine located in Atlanta, Georgia. Prior to opening the clinic, she provided rehabilitation services at a local hospital.

She discovered the Biomat® at an acupuncture conference, where attendees could try it for 15-20 minutes.

“I really enjoyed that experience and found it relaxing. I obtained some initial information about the product, and over the next few weeks did some more research on

it. After reading the science behind it and testimonials along with my own personal experience, I purchased the Pro Biomat®, a pillow and the Quantum Energy Pad™ about a month later,” said Dr. King-Whitby.

Using the Biomat® at home provided her with warmth and relaxation. She realized it could be a tool to use with her clients.

“A lot of my patients have chronic musculoskeletal pain, they are stressed out, energy depleted and often report cold hands or feet or are using a heating pad for their pain issue. I felt that the Biomat® would offer some benefit to them so I decided to try it in the office,” replied Dr. King-Whitby.

The response has been great. Dr. King-Whitby has observed that patients respond positively to having the Biomat® incorporated with acupuncture treatments. She notes that they find the warmth from the far-infrared rays to be very relaxing.

“I have had new patients who have gotten on the table following a session where the Biomat® was used earlier to comment

on the table feeling warm. This is always accompanied by a smile,”

Dr. KingWhitby remarked. Dr. King-Whitby finds the Biomat® enhances the effectiveness of her acupuncture treatments. She has also observed that the Biomat® assists her patients in relaxing faster, aiding in muscle relaxation and some psychological stress.

“I have had to wake up patients at times following their treatment. I also believe that the far-infrared rays

help to penetrate the muscles more deeply,” explained Dr. King-Whitby.

A lot of science is behind the body’s reaction to sessions on the Biomat®. Dr. King-Whitby explains the relationship between far-infrared heat and the body.

Science has shown that proteins in the body work optimally at certain temperatures, and we know that heat is energy, and we also know that cortisol associated with prolonged stress is damaging. I, therefore, feel that the Biomat® assists in renewing some of this spent energy which is then available to help

fuel the body’s natural functions,” explained Dr. King-Whitby.

Now, the clinic is receiving requests for treatments on the Biomat® specifically. Their clients feel that it gives them an overall feeling of “well-being,” relaxation and an ease in muscle tension.

“It lets them know that we are different from other places they have been before, in a good way, and [they] are willing to invest in identifying beneficial solutions for the issues they care about. With that said, the Biomat® has been a great patient satisfier, and therefore, helped with word of mouth referrals,” said Dr. King-Whitby.

Dr. King-Whitby recommends other practitioners try the Biomat® as well.

“I think they will be very pleased with the results and find it a great investment, as I have. For me, it has helped my patients physically, helped patient satisfaction and word of mouth referrals and generated some revenue as a stand alone inoffice service,” she said.

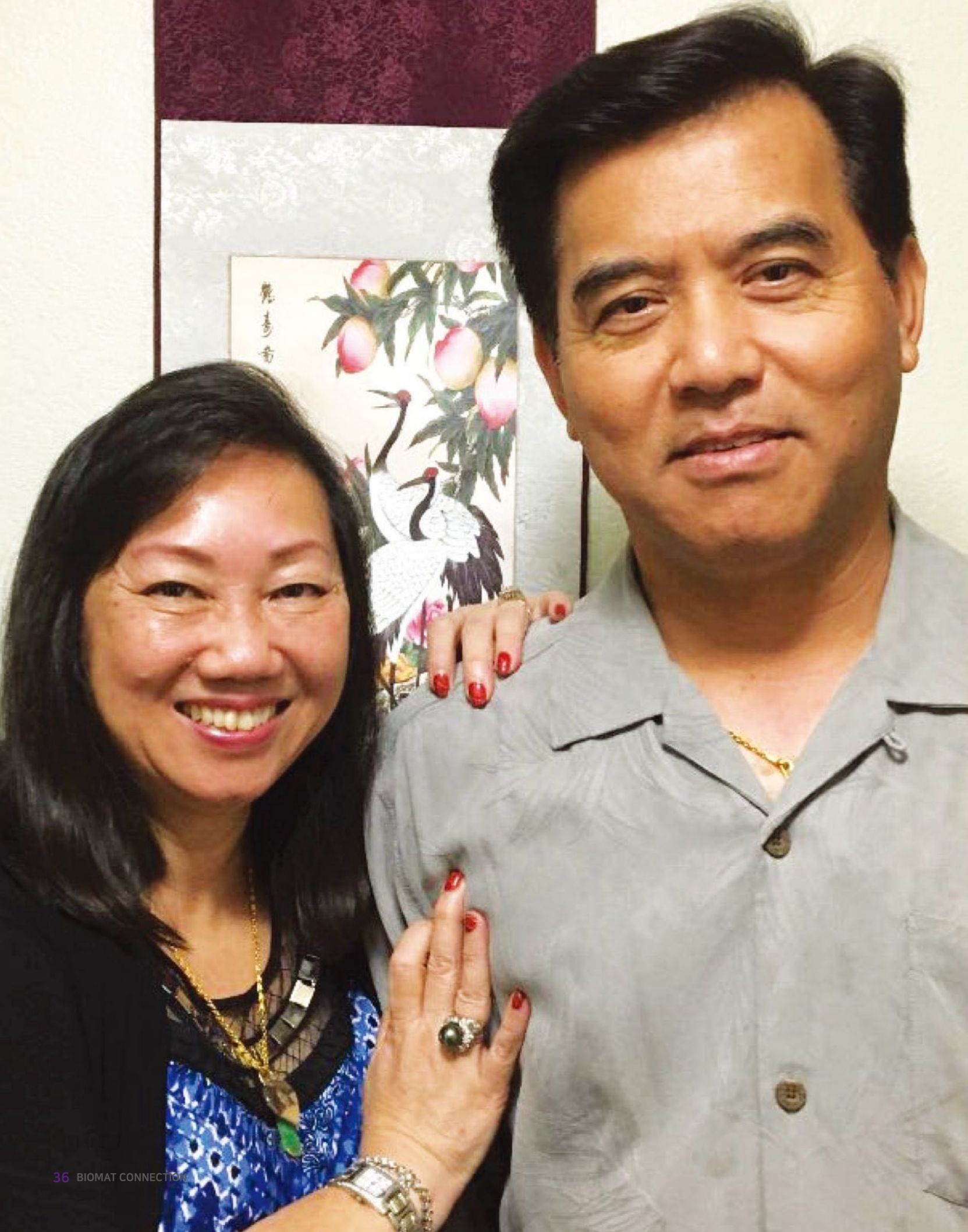
“Several months ago I decided to become a Biomat® distributor with Richway because

I believe in the quality and effectiveness of their Biomat® product. I had tried another brand in the past without the same results. I have since sold several of these to patients who are now enjoying them in their homes.”



Disclaimer - Opinions expressed in this article are those of Dr. King-Whitby and do not reflect health care claims made by Richway and Fuji Bio Inc.





Meet Daisy

POSITION | ORDER DEPARTMENT 1
YEARS AT RICHWAY | 2

We are lucky to have wonderful employees working here at Richway HQ. They come from all parts of the world, and it makes Richway a unique place to work. They are all amazing people with different skillsets and personalities and all share a passion for what they do. In this issue, we introduce Daisy.

Daisy was born in Brunei – a tiny nation on the island of Borneo. “I have great memories growing up there. We had a comfortable home and both my parents had businesses. The only sad thing was we were not considered citizens,” Daisy recalled.

Despite being born in Brunei, most ethnic Chinese remain permanent residents and are not considered citizens – they are essentially stateless. The country’s stateless population is denied certain rights and services. Seeking greener pastures, her father relocated her family to Canada. “I am really proud of my dad. He sacrificed a lot to give us the opportunity for a better future. Now, I am proud to be a Canadian citizen,” said Daisy.

After she married, Daisy moved to Hawaii and now works in Richway’s Order Department. Every day, she speaks with customers from all around the world. Daisy can speak a total of five languages! “I love being able to speak different

languages. At Richway, I can speak to people from many different countries. It is rewarding to help those whose native language is not English. It’s great, because if I do not use it often, I worry I will one day begin to forget it all,” said Daisy.

The Order Department is fast paced and requires quick thinking. Daisy has noticed that “many ISAs submit their product certificate orders without noting an email address.”

An email address is important, so the recipient and sponsor can receive shipping information for the order. In case an ISA or customer wants to inquire about an order, Daisy also suggests keeping a record of all Richway Invoice (RI) numbers of orders for reference. This will make it easier for headquarters to check the order status.

“I love my professional Biomat®!”

One of the perks of talking to customers

all day is listening to how the Biomat® has impacted people’s lives. Intrigued, Daisy began to use one at home and loved it. “Both my husband and I find it relaxing. I love my Professional Biomat®! It really helps my husband. He always has back pain after golfing. As for me, the Biomat® relieves my shoulder pain after a long and stressful day at work,” said Daisy.

Re-energized, her husband began to share his experiences with others at the golf course.

“My husband told his best friend and fellow golfer about the Biomat®. His friend suffered from so much pain he was not able to golf for eight months. After trying the Biomat® for 40 minutes, he wanted to purchase one and sent us a letter to thank us. He told us he sought help from doctors, therapists, healers and even had massages. Nothing helped as much as the Biomat®. At last, he feels so good, can sleep well and enjoy golf again,” Daisy explained.

In her spare time, Daisy likes to stay active and spend time with her family. She has two daughters. “I like to have fun and go out a lot.

So, we joined the Hawaii Ballroom Dance Association to meet new people and learn ballroom dancing. One of our new friends started a local chapter of the red hats, so I joined right away,” said Daisy.



Daisy and her daughters Jessica and Jennifer

The Red Hat Society is an international organization for women at ages 50 and above. They distinctly wear purple with a red hat. According to their website, the society is “a playgroup for women, created to connect like-minded women, make new friends and enrich the lives through the power of fun and friendship.”

“As a Red Hat, we were always out going to places like the museum, orchid shows, the theatre, and of course, enjoying tea time. We also did many activities such as learning to make lei, jewelry and flower arranging,” said Daisy.

Using her experience within the society, Daisy recently formed a Malaysian association for expatriates or for those with family ties to the Kingdom.

“I have a lot of Malaysian friends from a previous job working in Chinatown. In the association, we meet for Malaysian potlucks and karaoke. Our goal is introducing new people, making friends and to share our stories.”

Daisy recommends setting aside personal

time to enjoy life – especially with those we enjoy being with most.

“I always get together with my son-in-law and daughters. I am very involved in their lives. Try your best to enjoy life as much as you can when you are healthy. Spend quality time with your family, friends and whoever needs help,” advised Daisy.

Meanwhile, back at the office, the phone continues to ring, and Daisy continues to assist.

“I love working for Richway and am so lucky to have opportunity to work with co-workers who treat me like a family member. I wish everyone understood how important the Biomat® is and how it can help us live better lives.



Authentic Malaysian food served at the associations potlucks.



RICHWAY | ISA SPOTLIGHT ³

Jocelyne Colombe

DIAMOND EXECUTIVE (ISA)

Most people associate becoming a distributor as “selling,” and are deterred. After experiencing the therapeutic effects of the Biomat® through a massage therapist, Jocelyne realized that becoming a Richway ISA meant more than simply that.

“I dislike ‘selling.’ What I love is to help people feel better in non-invasive ways, and I love teaching,” said Jocelyne.

The Biomat provided Jocelyne with relaxation and stress relief from her 12-hour work shifts. She loved it so much, she would offer the Biomat to those visiting her home when they complained of stress and

pains. At this time, she was simply a happy owner of a Biomat and not interested in selling them.

One day, she received a phone call requesting a Professional Biomat set from a yoga class connection. The son of the woman on the phone was in a stressful state and on the brink of flunking college. She wanted a Biomat to help him relax.

A happy ending to this story – the woman’s son stress was greatly alleviated by the Biomat – and he even ended up graduating from college. Unexpectedly, Jocelyne was asked to do a demo at the woman’s home to help share her son’s story. With six holistic practitioners present and “intently” watching those who tried the Biomat, six mats ended up being sold.

“In time, I realized that everyone is subject to holding onto stress, Consequently, everyone needs a Biomat. At the very least, ONE Biomat per household!” declared Jocelyne.

These events led Jocelyne to enroll as an ISA. She’s since been with Richway for ten years and continues to help people daily. While she had explored some multi-level marketing companies in the past, she was deterred by the requirement of purchasing products recurrently to remain a member, and the sense of pushiness to meet quotas.

What made the Richway business model attractive to Jocelyne was the lack of a timeline to reach various levels, and goals that were not daunting to achieve. In her words, this gave her a “sense of flow rather than force.” Working part-time in a hospital setting, practicing energy medicine, and teaching “various healing techniques” inadvertently helped Jocelyne to boost her business. Having a large student base for teaching helped, too.

“Although I reached the Diamond level in a year, income was steady through my



© Jocelyne Colombe 2017

sales. More financially lucrative, I had two very active ISAs with their own downlines keeping each side of my tree with ample points generating bonus binary payouts,” explained Jocelyne.

After ten years with Richway, Jocelyne has gone from long shifts at the hospital to having the freedom to set her own work hours. The business has allowed her to work from anywhere that offers internet and phone service.

“A cell phone, scanner, and laptop are all I need to conduct business,” said Jocelyne.

Along the way, she has also formed many invaluable friendships with her clients, fellow ISAs, and health practitioners.

“I feel I have impacted many people’s lives to self-care as they purchase Richway products for home use,” said Jocelyne.

Teamwork is key to making the Richway business model “work.” In addition to her sales, enrolling two ISAs who were also strong business builders also helped Jocelyne right off the bat. Since enrolling, Jocelyne has demonstrated that she is a dedicated supporter and leader for her team, and in many cases, she goes above and beyond to ensure everyone is on the same page, and everything runs smoothly.

“I am available for my team by phone, text, e-mail, as well as a support when someone is doing a home demo or trade and home show. I encourage ISAs to work as a team,” said Jocelyne.

Her attention to detail is prevalent in the work she does. Aside from guiding prospective ISAs through the enrollment process, she takes the time to explain the compensation and commission structure in detail. She also spends the time to learn as much as possible about the products and policies associated with Richway, so she can answer any questions they may have. If she’s not sure, she’s sure to ask and get the answers they need.

“[Jocelyne makes] sure that everything [she] and Jeff [does] works to the benefit



of the entire team! [She puts] a positive spin on everything! I stuck it out because of [her]; [she is] the reason I’m still doing the business. We, who are a part of Universal Biomat, team are very blessed!” remarked Diamond Executive Michelle McCarthy.

Going the extra mile, from the time an order is placed to the time the shipment is signed for, Jocelyne ensures that the orders she and her downline ISAs place get to their destination without a hitch. To keep her team unilaterally informed, Jocelyne conducts quarterly training calls for her new ISAs, and will do additional “one-on-one” training when needed. When an ISA in her team places an order, she will review the order for accuracy to avoid processing delays.

She credits her sponsor, Royal Family

ISA Emily Black, with helping her navigate the business. She has attended teleconferences provided by her uplines for the past ten years and has listened to their recorded training sessions.

“My direct sponsor, Emily Black, was instrumental and very patient with coaching me and my partner, Jeff, also a business builder, to understand and navigate the binary system, so that we could do it on our own and for my entire team,” Jocelyne elaborated.

With all that Jocelyne does surrounding the business and her team, what drives her? Well, when she was eight years old, she experienced a near-death experience.

“I was left with a strong sense that I am

here to help people have a better life by treating them with kindness and not hurting them," replied Jocelyne.

Through her work as a Nurse Practitioner in the hospital setting, Jocelyne performed many invasive procedures on infants. She explains that although a challenge, her technical skills helped to diminish the trauma. In contrast with these experiences, the Biomat works differently.

"The Biomat works in a gentle, non-invasive way, I have felt and still feel that Richway products and the people drawn to me for purchases or to join my team bring me into greater alignment with my mission," said Jocelyne.

Throughout her distributorship, Jocelyne has pushed the boundaries of her comfort zone to strengthen her team and grow her business. While she generally has the ability to learn and adapt quickly, she realizes that not everyone learns at the same speed or in the same manner.

"I tend to be very independent, focused, and driven. As my team grew, I had to open up to embrace the uniqueness, strengths, and weaknesses of each person," said Jocelyne.

Her inclusiveness of everyone's abilities is displayed through the development of websites by herself and her business partner, Dr. Jeff Behr. These websites help her downline learn through "auditory and visual means" to "help strengthen the learning process." Jocelyne takes the time to get to know each ISA on her team and supports them based on those unique needs.

"I have found ISAs get disillusioned when they realize the effort they have to make to grow a business and sustain it. I continue to encourage ISAs by reminding them the value and health benefits of the products and my own motto, 'Everyone needs a Biomat,'" said Jocelyne.

After her first few years as an ISA, she and Dr. Behr owned a clinic for the Biomat with five Biomats on hand. Through the clinic,



they observed various, unique experiences of family members, friends, and clients all trying out the Biomat. Since becoming an ISA with Richway, Jocelyne has had the opportunity to gain more control in her work life.

"This business has allowed me to shed some misconceptions about MLMs. I have grown as a person embracing the fact that 'it takes a village!' Most importantly, I have made many friends with my ISAs and clients as their life has changed for the better," explained Jocelyne.

Jocelyne has had her fair share of challenges in life. Her most notable and traumatic challenge was when she endured

five months of bedrest to carry her second pregnancy to near term. During that time, there were more than a few tears shed, and Jocelyne spent a lot of time journaling and reflecting to get herself through it.

"I accepted the support of others around me from family members and colleagues to help out with my four-year old's care. After delivery, to recover from the loss of muscle tone, I began practicing yoga (23 years ago!) and ended up teaching for a decade," said Jocelyne, reminiscing.

Jocelyne's approach to handling challenges has evolved over the years as she comes to understand herself more every day. She lives with the conviction that the only

“Success is loving what you do and living life to its fullest. Doing one’s best to keep all areas of life balanced is living successfully. That’s actually mastery – that’s what I strive to achieve.”

Jocelyne Columbe

person she can change is herself and perspective.

“Looking for a silver lining, if there is one, with every challenge is very helpful. When there is a challenge, there is a solution! As such, I’ve become very ‘solution oriented.’ The strong conviction that I am not alone, and there is support all around me, and all I have to do is simply ask,” explained Jocelyne.

In addition to self-reflection and journaling, Jocelyne finds peace and calm in daily meditation so she can “enjoy the ‘moments’ of her life.

“Life goes by very quickly and no single moment can ever be replicated. Expressing and honoring myself without hurting someone’s feelings is a goal of mine as I interact with people,” said Jocelyne.

When sales begin to slow, it can be a struggle for any ISA to overcome. Jocelyne does not let these tough times discourage her. By applying her “solution-oriented” mentality, she has come up with creative methods to keep her business going.

“I host teleconferences on a specific topic such as water or arthritis to stimulate discussion among past customers and ISAs. This often leads to more sales. I connect with my ISAs to see if they have ideas to generate interest,” said Jocelyne.

Jocelyne does not view her clients merely as “customers,” and this is important as everyone has a story to share and a reason for inquiring about our products. She approaches each of her clients as individuals and applies her “80-10-10 Rule.”

When she engages with a client, she makes sure the conversation is 80 percent about the client and what is occurring in their life that is prompting their potential purchase, 10 percent about the product, and 10 percent about herself. By taking time to learn about her clients’ individual needs, she can determine the Richway products which will be of most help to them, and help them understand how they will improve their lifestyle.

When clients contact Jocelyne via e-mail or phone, she makes it a priority to contact them back on the same day (even on the weekends!). She uses the Richway warranty schedule to follow up with her clients to ensure they are using the product properly and are satisfied with their purchase. When a purchase is made, she also adds an individualized touch by including a hand-written note to thank them for their purchase. On the note, she even writes their name in calligraphy!

“People are surprised to hear a voice at the other end of the phone rather than a recording, and that I am so knowledgeable about the products as well as their medical condition (being a nurse practitioner).

If I don’t know something, I will find the answer from [Richway] HQ. Customers truly appreciate efficiency and thoroughness,” said Jocelyne.

When it comes to her clients and team of ISAs, support is essential. Jocelyne gives a lot of attention to training her ISAs and keeping them updated with the latest information. She also makes herself available for questions and answers when ISAs and health practitioners are demonstrating Richway products or having clients use them.

Being a Richway ISA has also afforded Jocelyne many touching stories involving her clients and Richway products. One such story involved a client in her early 60’s who had been referred to her for a Biomat purchase.

“[My client] experienced pain to such a degree that the only time she got out of bed was to eat, use the bathroom, and visit her chiropractor,” said Jocelyne.

Jocelyne further recalled her client’s experience with various other devices in which she had spent thousands of dollars with only minimal and short term effects. While the woman was discouraged by her past experiences, she bought a Professional Biomat and Pillow set.

“Within three months, I received a call from her, and she shared the following: ‘I went

dancing Saturday night and I have part-time work. I have a life again! Four years later, she is still very grateful to have found the Biomat and [to have] a productive life out of the house,” remarked Jocelyne.

In her ten years with Richway, and based on her personal experiences, what advice does Jocelyne have for new ISAs who are trying to find their way? To sum it up – relax, enjoy the journey, and never stop learning. She

advises all ISAs to get familiar with the products and try them for themselves.

“Have your own experience. Get your feet wet, so to speak. Read about the products. It’s just like when flying. ‘Put the oxygen mask on yourself first, then help the next person.’ If you love the product, it will magnetize people to you,” Jocelyne advised.

Jocelyne also recommends having potential

clients experience the products for themselves and let them draw their own conclusions through their experience.

“Share your love of the Biomat, and let the client have their own experience without expectations of your own or theirs. Work with your upline and connect with other ISAs to showcase the Biomat together. Never stop learning!” declared Jocelyne.

JOCELYNE'S TIPS FOR ISA'S

Be honest with potential ISAs.

Being an ISA does require some work. Sales will come as you use the products yourself and share them with others. “Follow-up, follow-up, follow-up” is another key to success just as ‘location, location, location’ is to your buying or selling a home.



SCHEDULE EVENTS



Schedule events with another ISA to get comfortable with showcasing Richway products.

READ



Read each issue of Richway Wavelength.

VISIT BACKOFFICE



Visit your backoffice.

KEEP A JOURNAL



Stay inspired and keep a journal of your personal progress using Richway products.

VISIT WEBSITE



Visit the Richway & Fuji Bio website.

SPEND TIME



Spend time with your experienced (on the phone or face to face), an sponsored attend their conference calls.

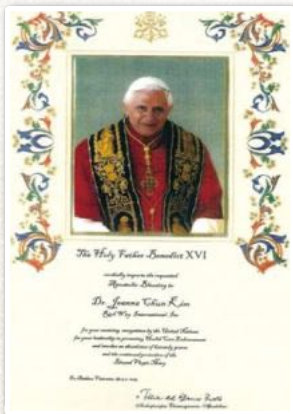
CONTACT



Make follow-up phone calls with your contacts and customers.

RICHWAY

LIFE WITH A BIOMAT™



Pope Benedict XVI's blessing for Richway's contribution to health care enhancement.

The Holy Father Benedict XVI cordially imparts the Apostolic Blessing to Dr. Jeanna Chun Kim, Richway International, Inc., for your receiving recognition by the United Nations, for your leadership in promoting Health Care Enhancement and invokes an abundance of heavenly graces and the continued protection of the Blessed Virgin Mary.

May 6, 2009, The Vatican



The United Nations Association Citation of Special Merit

Dr. Jeanna Chun Kim, C.E.O.
Richway International, Inc.

In recognition of her outstanding contributions, dedication in promoting people's health. She has also demonstrated strong leadership and commitments to Primary Health Care Enhancement for the benefit of the needy people and the society at large. In witness thereof in recognition whereof, I have hereunto put my hand and affixed the Official Seal of the United Nations Association, on the 16th of June, 2009, in Jakarta, Indonesia.

Prof. Kernal Roemawi MD, Ph.D.



Recognition from Prince Fushimi of the Japanese Cultural Agency

Richway Japan received an award from Prince Fushimi of the Japanese Cultural Agency for its contribution to promoting health care for the Japanese people.



Richway CEO Jeanna Kim and the Queen of Malaysia

The Malaysian Royal Family uses the Biomat.



Richway's invitation by the U.S. White House

In 2006, Richway was recognized as an excellent company by the President of the United States and the founder was invited to the White House for a dinner party hosted by President Bush.

ROCKIN' ON THE ROCK

Sends waves of enthusiasm for
new Orgone Biomat™...

By **Donna and the Dynamo's**

(Suzanne Stone, Diamond, MD; Carrie Luke, Royal Family, MD; and Gail Soucy, Royal Family, MD),

photo's by **Nelson Marquina**



Rockin' On the Rock Sends waves of
enthusiasm for new Orgone Biomat™ ...



If you were on Marco Island Halloween weekend you were basking in the energy of new found friends, old acquaintances, and a tidal wave of knowledge shared by our very own ISAs!

The backgrounds and knowledge base of our presenters and attendees was impressive.

“

ISAs came from Australia, Brazil, Canada and all over the United States.

The CEO Jeanna & Calvin Kim along with Janelle, traveled from Hawaii to support us in this marathon of learning and celebration.

Learn by day, and enjoy each other by night, the evening entertainment each night was amazing!

”

Thursday evening kicked off our Rockin' Energy with a concert by J. Roberts. His new show, "The Florida Fiddler" taught us about South and Central Florida's history through the fiddle, guitar, mandolin and later with the harmonica and steel drums.

Those of you who have attended previous Florida Conferences will recall him fondly as we danced the night away to his Steel Drum & Congas Island rhythms.



ALOHA!!!!!!

Is our traditional morning welcome wake-up call, and so it begins...

Friday began with a welcome from Jeanna and then the learning began. Our goal, to introduce the science and technology in a way everyone can understand, appreciate, and still be able to convey that in a nut shell to clients. How to "share" the knowledge and not "sell" the knowledge. Dr Nelson Marquina introduced Negative Ions, and ruled the day along with Mr. Kim's future vision for Richway and ISA. Detoxi™ was explained through blood analysis and the new Rejuvena Premium™ was demonstrated. We ended with an amazing class on infrared, a perfect segue to end early so we could enjoy a sunset cruise on the Marco Princess, having the boat all to ourselves. Out on the Gulf, and inter coastal waterways we cruised, where fish jumped and birds followed, serenaded by Sabrina, another conference favorite. She gets people up dancing and moving like you wouldn't believe! Great conversation, cocktails and nibbles too. A great start to our knowledge packed weekend.

Saturday began with yoga for those who are early risers. To set the tempo of the day and the energy of the room we had a great introspective ZEN Vision talk "What is your WHY," followed by a Jin Shin Jyutsu meditation. A lecture on sleep and brain function was an eye opener given by Dr. Sherron Marquina, and laid the ground work for the orgone information that followed. After lunch we spoke about business building and Janelle schooled a resistant audience on FDA and FTC compliance. A tough subject to understand and embrace, but so strategically important. This topic requires continuing education and Richway will put together statements and more flyers that we all can use to entice and excite our sharing vocabulary. Then, Mr. Kim introduced our NEW ORGONE BIOMAT™ and BIOMAT AROMA STAND™, which was set up at the back of the room for attendees to try throughout the weekend. We had to pry more than one ISA off the Orgone Biomat™ so others could try! Talk about excitement! This was followed by an energizing "Social Media" talk which had us all snapping selfies to share.





The highlight of this day is always the RAFFLE EXTRAVAGANZA and the fabulously fun cocktail and dinner costume banquet!

Last call for raffle tickets happens at lunch and then ISA's line those tickets up and start doing ritual chants and hand movements waving good JuJu over their raffle tickets trying to influence the ticket draw, ready to spring up from the powerful intention they have set to win Richway's incredible line of products, of which one of everything was raffled including 2 Queen Orgone Biomat's™—that's right TWO and the new BIOMAT AROMA STAND™.

The energy in the room is so ecstatic as everyone cheers on the winners and shares in their joy! Only to be followed by our FAMOUS Halloween Cocktail Dinner Banquet.

Creativity never ceases to amaze me! Guessing who people are under their costumes or masks is part of the fun. You truly understand the creative heart and minds of our ISAs when you understand that they flew on a plane to get here and managed to pack their costumes too! From the simplest to the intricate, some took the wrapping paper from teacher and ISA gifts to create "Headgear Magic," those who wished they had brought a prop or two could select from an array of provided masks.

Whether you chose to dress up or not, everyone had a good time. Mr. Kim treated all to the Marriott's Signature Dinner





Buffet, saying "Only the best for his ISAs." A feast for the eyes and tummy.

**BUT...No fears...
It didn't take long to eat and
the revelry to begin!**

Donna & the Dynamo's (Of Mama Mia fame) kicked the dancing off with "Dancing Queens" and the night was on Rockin' Out to Radio Flyer, the best Rockin' Roll band you could ever imagine! For two hours we danced the night away with a surprise guest appearance from Elvis... Yes Elvis (Mr. Kim) sang his heart out in



PERFECT English! Roses given received kisses as he didn't skip a beat singing to his Orgone Glimmering Goddess! Mr. Kim now has received requests that he "sing" his talks to us! Then the Phantom of the Opera (Prentiss Molden) broke out in blues and harmonica! Who knew we had such a talented bunch! It even blew the bands minds!!!! Not to mention the costumes... Effie, a Hippie Chick, Pirate, Ninja, Gia, Moonbeam, Fairy, Ravens, so many creative fun ideas...

**It was a blast...
and hard to get up the
next morning**

Sunday, was the close of our learning marathon, starting with an amazing talk on ORGONE Energy, what is it, where does it come from and what does it do for us? An overwhelming topic leaving us wanting more.

Calvin explained his orgone vision and we also learned how to promote the Alkal-Life 7000sL™ water unit.

Closing remarks and MAHALO to all...we went two hours over, with our ambitious schedule.

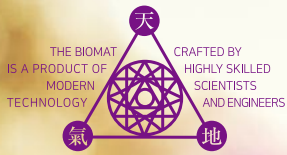
We hope the photos shared with you will inspire you to attend next year's 20th Anniversary Conference!

The evaluation forms we received back reflected the incredible energy and positive learning experience shared by all. Thank You Richway for supporting The BioMat Company Downline as we share our conference with anyone anywhere.

This year we had a 50/50 split with our Downline Tree and people from all over the world. We also had as many brand-new Independent ISAs as Diamond and Royal Family. They loved the caring family feeling and comradery shared and felt by all. We would love to share it with you too!!!!

SEE YOU IN 2017!!!!





IN MEDICAL SCIENCE
WITH PROVEN EFFICACY



I ♥ RICHWAY BIOMAT®

We believe that people must be healed from their wounds, renewed in spirit,
restored from illness, enlightened from ignorance, and saved from pain.

No one should be left behind.

Our beauty does not lie in our appearance, but in our passion of caring for others.

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