



## Bucking the Economic Trends – the RichWay



### How RichWay was Built into a company that can Thrive in *Any* Economy

Witnessing worldwide economic hardships is nothing new to Calvin and Jeanna Kim, founders of RichWay International. Before RichWay, they were both intermediaries in the secondary commodity market, where they oversaw vast worldwide transactions, and watched as the Gulf War brought economic disaster to their industry, ultimately forcing them to seek other income opportunities. They shifted their focus, going to work as a wholesaler for the commodities jewelry department of the company they had been working for. It was in this period of time that they made their purchase of a jade mine.

Although they invested in the mine strictly because of its value to the company, for jewelry, they soon discovered they had many buyers seeking the jade in powder form. The Kims learned that one medical device company – RichWay Korea – was using the powder in the manufacturing of its medical mats.



Curious, and struggling with several of his own health challenges, Calvin tried one of the jade mats and experienced first-hand the powerful health benefits the mat provided. Realizing the sales potential of such a device, Calvin and Jeanna convinced their jewelry company to invest in the struggling, under-marketed RichWay Korea.

Soon after, in **1997**, the Kims took full ownership of the medical device company, along with its laboratory, and RichWay International was born. From there they launched a network marketing company to promote jade BioMat sales internationally. In addition, they developed our other products, the Alkal-life water ionizer and Rejuvena facial system.

In the meantime, they spent years continually researching the infrared, negative ion, and crystal technologies the BioMat utilizes. Initially, it was believed that the health benefits of the BioMat came from the heat of the infrared technology. But after three years of research, it was discovered that the main benefit was not from heat, but rather from the “vibration energy” that the infrared ray provides. And so our RichWay research department dove deep into studying the energy spectrum of the healthiest and most natural frequencies for infrared and negative ions.

From that research, they were able to improve the BioMat technologies to include **two types of infrared waves. One type is referred to as a “photon” infrared wave, at 6.5 microns. The other is a “phermo” infrared wave, which ranges from 9 to 12 microns.** Additionally, the exact content of abundant negative ions in our natural atmosphere, such as a vibrant virgin forest, was studied so that RichWay could advance their results to mimic the healthiest sources for the human body. The end result of all this spectrum-of-energy research? **The Amethyst crystal!**

Most all things generate some form of infrared ray and energetic frequency. But upon observing the energetic spectrum of amethyst, RichWay could see how **similar the frequency was to our human body.** Maybe this is why amethyst is known as “the peace stone.”

In **2001**, RichWay introduced a single and queen-sized Amethyst BioMat to the marketplace. Unfortunately, the amount of labor involved was overwhelming. Amethyst crystals must be *hand-mined* and *hand-fed* into each of the BioMats! After being hand-mined, the crystals are processed to remove any sharp edges, culled for size, washed to bring out their shine, and hand-fed into the mats. No machine can replace the care and diligence the process requires. The result was mats with price tags of \$4,000.00 per single, and \$6,000.00 per queen.



Soon after, luckily for us, the California Massage Association cut a deal with RichWay for a special order of 3,000 Amethyst BioMats specially-designed for massage tables. This investment produced the impetus for RichWay to invest in their own Amethyst crystal mine, and RichWay was able to greatly reduce the cost of the Amethyst BioMat, making them much more affordable for everyone.

But there was no rest for the Kims. They recognized that they needed to continue their in-depth research, to stay on top of the cutting edge technology for medical devices that utilize infrared rays, negative ions, and crystals. This would require a strong investment and – because the medical device field was populated by a few, large, monopolistic corporations – the involvement of a company with significant power in the marketplace. And so the Kims sought out FujiBio Science in Japan, a leading company that excels in product development, has extensive labs, plenty of manpower, and a very strong position in the world marketplace.

RichWay International partnered with FujiBio Science in **2004**, giving us the needed clout to survive in the business world, and the extensive labs to continue improving our technology. Calvin says he is very happy with this partnership.

This brings us to **2008**, as RichWay International celebrates its **12-year anniversary!** When I asked Calvin if the product sales for RichWay have slowed down due to these tough economic times, he replied, “Oh no, our sales have increased!” This, he believes, is due to the BioMat’s ability to assist with health challenges such as pain and stress management. For these conditions, the BioMat is an affordable choice and, for many, the health benefits make the BioMat worth its weight in gold!

As for the future, Calvin sees RichWay continuing its growth by committing to seek ways to improve our products. With partner FujiBio Science, RichWay International is dedicated to improving their innovations for a healthier world.

That commitment is already paying off. RichWay was notified that they were to receive an award that summer for the BioMat, for its **contribution to humanity for peace, health, and culture**. This honorary award will come **from none other than the United Nations**. In other big news, Pope Benedict himself is sending his picture to RichWay with blessings for the BioMat.

Jeanna Kim is a well-known author in Korea for her book, ‘*From Poorway to Richway*,’ written in 2001. I would like to end this article on our RichWay economy with an excerpt from Jeanna’s book on network marketing: “*Network business really gives the chance of success to anyone, but never without making any endeavor. There is a difference between being possible by anyone and being able to be successful by anyone.*”

*Nonetheless, network marketing business will be the leading industry of the 21 century business in this world-wide depression. You can still start this business and be able to become rich right now. It doesn't require any qualifications, experience, or capital.*

*My primary goal is to implant courage in people for self-confidence who are especially in despair. I am very happy to see people make wealth bearing up under adversity and to see them enter the way to the wealthy."*



Thank you Jeanna and Calvin Kim for your devotion to excellent products, fair trading, and continuous steady growth for RichWay International! You've provided us with unlimited wealth through a viable financial business opportunity, while simultaneously making worthwhile deposits in our health account. All of which provides a pathway that truly is the "RichWay"!

~ Article from Verna's Column, RichWay's correspondent, April 2009.

**SINCE then: In 2009**, a Japanese MD published "*The Fourth Treatment for Medical Refugees – thermotherapy in the new century*". The book is available through Richway distributors and as a FREE PDF download on [www.UniversalBiomat.com](http://www.UniversalBiomat.com). The book has been translated in several languages.

Dr. George Grant PhD from Toronto published his first **Biomat Study on Stress Management** in the *International Journal of Aesthetic and Anti-Ageing Medicine*. The article is reproduced in Prime Journal & available for distributors and their clients.

Since **2013**, the Biomat's popularity has grown exponentially within the Chinese market.

With continued product improvements, RichWay and Fuji Bio Inc. merged in 2014.

The manufacturer website is now known as **RichWayAndFujiBio.com**; The **Quantum Energy Pad** is launched as an 'add-on' to the Biomat experience for comfort & health benefits. All Biomat sizes are available except for the Mini.

In **2015**, the **Carry Cases** for USA & Canada are hard cases with 360 degree spinning wheels for easy of portability and purple! Other countries continue to have black canvas carry cases. The **Rejuvena Facial Care** was re-introduced and upgraded with red infrared light. The **Quantum Energy Comforter** was launched to add health benefits to the Biomat.

From January **2016** forward, the Biomats shipped within China will be marketed as the **Biomattress**. The CVC regulations required a maximum temperature of 140°F/60°C so the Biomattress' temperature range will be 77°F / 25°C – 140°F / 60°C. The Biomattress *is the only RichWay product sold in China*. A new Service Center has also been established in China. Staff at this location and in South Korea may assist you with any of your shipping inquiries to China. YTO Express is Richway's selected shipping carrier in China.

An additional Service Center has been established in the Netherlands with UPS as Richway's selected shipping carrier. This location services Europe Zone I & 2, non-EU countries and Germany and the UK. Customers can pay for their purchases using Euros.

Dr. Grant's third Biomat Study shows the efficacy of Biomat use in eradicating pain for cancer patients. He is helping establish multi-center studies to duplicate his studies with larger patient populations.

Continue to enjoy Richway products & STAY TUNED for future news!



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