

# Wellness at the Speed of Light

THE  
RICHWAY  
GROUP

US FDA Medical Device  
Health Canada Medical Device  
Japan FDA Medical Device  
Korea FDA Medical Device  
China Medical Device  
Europe CE  
Federal Africa Medical Device  
Russia CU



*We Have  
a Vision*



## **RICHWAY**

*A Name You Can Trust!*

- 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 how we passionately care for others.



Helpful



*Meet the Founder*

Jeanna  
Kim

Richway, CEO

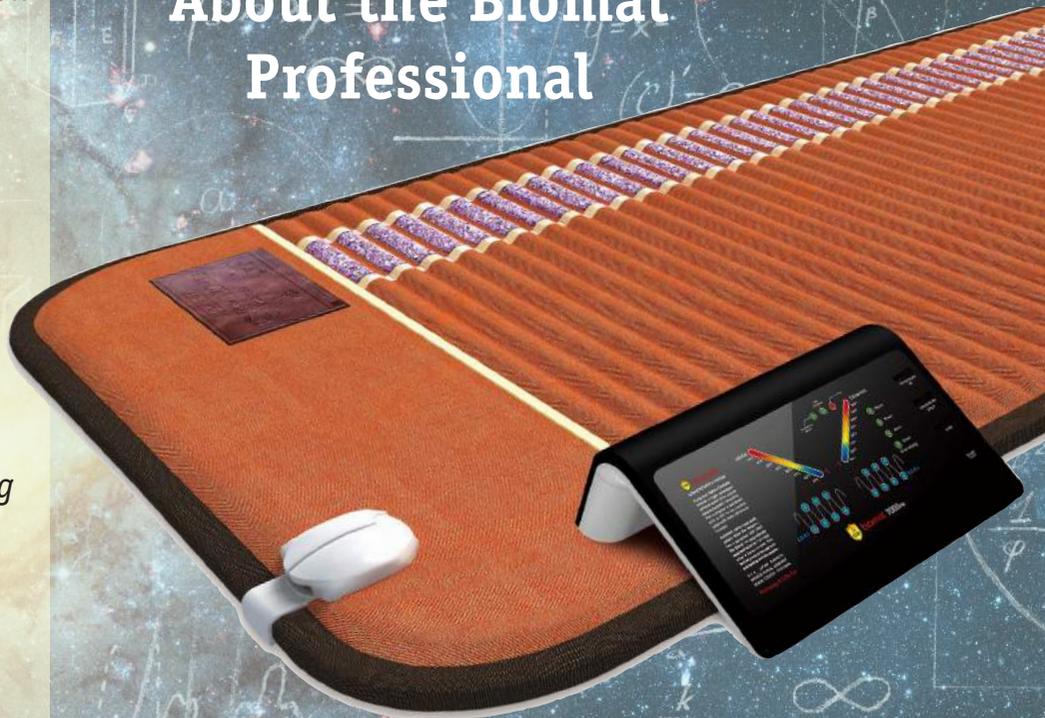
PhD  
Chemistry  
Smart

Joy  
Energy  
Passion  
Zeal

**We know our purpose is to make life better and we hold our basic creed: look better, feel better and live better.**

1. **Premium Cotton**– & *Silicone Urethane Window*
2. **Waterproof**– *protection*
3. **Amethyst**– *natural infrared rays*
4. **Hyron**– *thermal insulation*
5. **TOCA**– *negative ions*
6. **Nano Copper**
7. **Quantum Energy**– *peach and grape seed*
8. **Copper Fabric**– *electromagnetic interception*
9. **Carbon Fiber**– *electromagnetic interception*
10. **Fiberglass**
11. **Thermal Preservation**
12. **Silicone & Teflon**– *Reverse currency heating with EMF interception*
13. **Fiberglass**
14. **Aluminum**– *reflects infrared rays*
15. **Non Woven Fabric**– *heat preservation*
16. **Thermal Protection**
17. **High Quality Cotton**– *brass pattern*

## About the Biomat Professional



INTELLIGENT DESIGN



17

Layers of Quantum Technology

# *Biomat<sup>®</sup> Benefits*

- **Ease Muscle & Joint Pain**
- **Soothe Arthritis Conditions**
- **Temporary Relief of Sprains & Strains**
- **Relaxes Muscles**
- **Improve Blood Circulation**
- **Reduce Inflammation**
- **Strengthen Cardiovascular System**
- **Increase Restful Sleep**
- **Overcome Stress & Fatigue**
- **Support Immune System**
- **Raise Tissue Oxygenation**
- **Boost Energy & Vitality**
- **Improve Mobility**

Relax  
Arthritis  
Relief

Detox



# *Ancient Wisdom Meets Cutting Edge Science*



## **- NASA Technology -**

- **Negative Ions**
- **Far Infrared**
- **Amethyst Crystals**

*Synergistic  
Technologies*

# *Hippocrates: Our Father of Medicine*

**T**he “Original Biomat®” was discovered by Hippocrates when he discovered giant caverns filled with amethyst crystals. The geothermal heat charged the crystals, providing the perfect frequencies for FIR production. He invited people with various health challenges to visit, and found it supported the healing of a wide variety of human ailments.

Warm  
Infrared  
Rays



“Give me the power to produce fever,  
and I will cure all disease.”



# Far Infrared Light (FIR)

**H**ave you ever noticed the charge of energy you feel when the sun is on your face? Or the soothing warmth that fills your body when you lay on a sandy beach? That's the power of Infrared Rays on the energy field of the human body.

The Richway Biomat® produces Far Infrared Rays (FIR) through a Texas Instrument computerized control panel. FIR was discovered by NASA to be the safest and most beneficial light wave with a unique ability to penetrate 4-6 inches into the body, boosting energy on a cellular level.

The combination of natural Amethyst crystal channels with our Hyron Cotton layer generates FIR that the human body can easily absorb.



Love

Joy

Bliss



# *Negative Ions, Thank You Nature!*

**I**t's no wonder we seek restoration at oceans, waterfalls, pine forests and mountains for our vacations or recharge days.

**Negative ions = Nature's antidepressant.**

**The Biomat® opens the channels of our cells which then activates the body's entire communication system. The Nobel Prize for medicine was awarded to two scientists, Erwin Neher and Bert Sakmann, for their discovery that there are channels connecting all of our trillions of cells. Clear channels allow for the passage of nutrients into the cells and the excretion of waste from the cells to be eliminated from the body.**

**The production of negative ions in the Biomat® purifies the blood and increases cellular metabolism, thereby addressing inflammation, and so much more!**



Renewed  
Vigor

# Amethyst

**T**he dazzle and splendor of purple Amethyst offers much more than its beauty. The combination of its ability to generate FIR and its high vibrational qualities enhancing the crown and third eye chakras makes it known as “nature’s peaceful energy.” Amethyst harmoniously provides physical, emotional and spiritual support.



Calm  
Focus

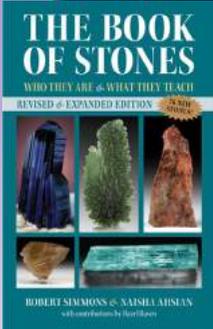
# Tri Synergy

**A**ccording to Aristotle, “the whole is greater than the sum of its parts.” In synergistic interactions coupling two or more ingredients produces a magnified effect.

The three Biomat® components, each offering amazing wellness support individually, combine in ways that amplify their benefits! In essence 1+1+1 equals “infinity and beyond!”

“The synergy of the Biomat® creates deeper states of awareness and instant regeneration of one’s energy and wellbeing.”

Robert Simmons– *The Book of Stones*



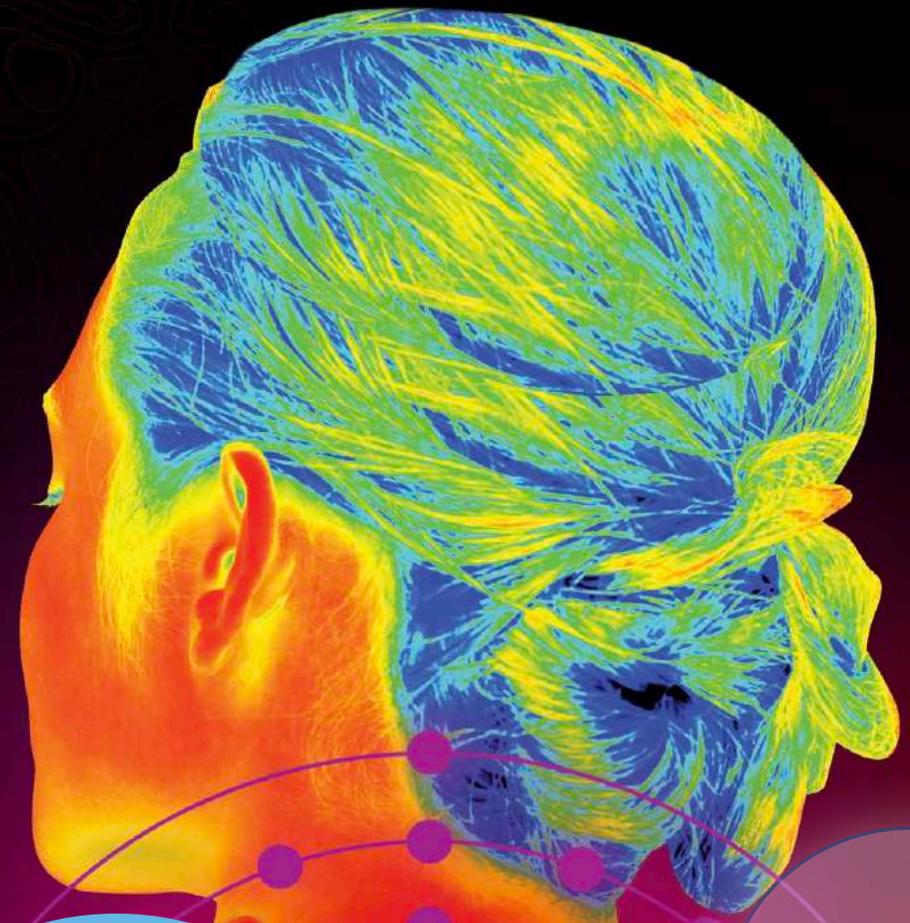
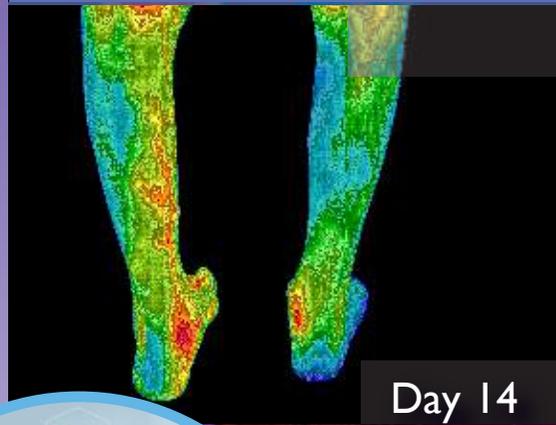
1+1=3

# Thermo Therapy

**A**ccording to the American Heart Association, a healthy circulatory system delivers oxygen-rich blood while also removing unwanted waste.

Day 1 and 14 photos show a dramatic increase in lower leg circulation.

The patient was 72 years young and used the Biomat® consecutively for 14 days to treat Neuropathy.



Heart  
Health



Circulation  
Moves

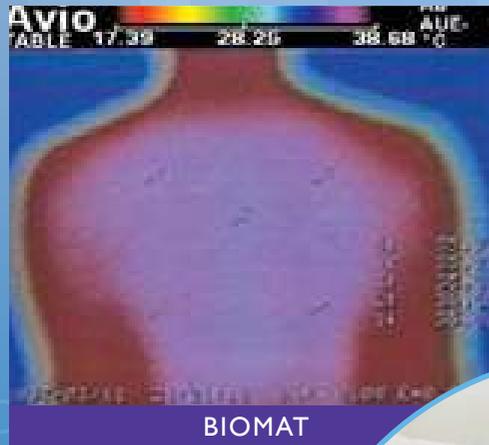
# Biomat® Beats Heating Pad Hands Down

*Top Photo:*

A conventional heating pad in use for 10 minutes shows only the outer surface of the skin is affected.

*Bottom Photo:*

After 5 minutes of using the Biomat® with Far Infrared Rays (FIR) deep penetration of 4-6" is quite visible.



FIR Rays  
Go Deep



# Cells are Well with Heat Shock Proteins

**A** 40 minute Biomat® power nap on 158° generates HSP's that replace damaged proteins from traumas, diseases, and stresses. HSP's function as cellular chaperones protecting our cell's life force, activating lymphocytes (natural killer cells) and promoting the synthesis of interferons to strengthen the body's immune system.

As we age our core body temperature decreases. Just -1°C dramatically reduces immune function.

-1° Celsius		
Lowers	Immune Function	36%
	Basic Metabolism	12%
	Enzyme Activity	50%

**Biomat® boosting HSP's allow us and our trillions of cells to thrive with age!**

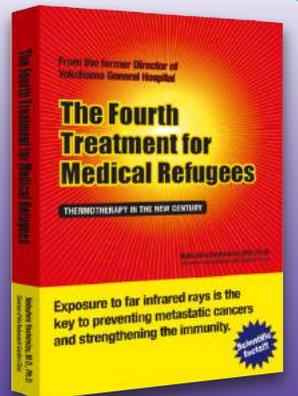
# HSP

**1°C increase in body temperature improves immune function 64%.**



Activate  
3,000  
Enzymes

88%  
Metabolism  
Increase



# Stimulating ATP

**A**TP, known as the “energy currency” of the cell, is an important molecule found in all living tissue. It’s like a battery, storing fuel for anytime you need it.

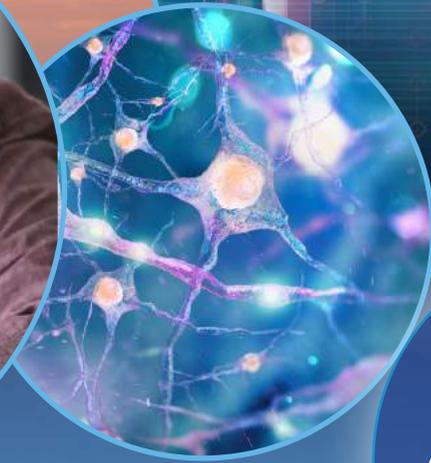
When a cell requires power, the ATP releases the atoms necessary for that energy to be utilized. This facilitates many processes, including muscle contraction, nerve impulse transmission, brain function and biochemical reactions.

Need your batteries charged?  
We got ‘ya!

FIR fires up

# ATTP

(Adenosine tri-phosphate)



Biomat®  
Amps Up  
ATP



# Published Research

Medical & wellness professionals of all walks have raved about the FDA Cleared Biomat®- both privately and publicly. This *Stress Reduction* article is just one example.

It has received accolades for health, beauty, higher consciousness and more! But the best research is your own blissful experience. We look forward to your feedback.

Facial Aesthetics | Sleep Disorders | Treating Acne | Prime People | Industry News

# PRIME

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AMETHYST BIOMAT  
NATURAL INFRARED RAY AND NEGATIVE ION

PRP  
AN OBJECTIVE EVALUATION

VOLUME RESTORATION  
CONSENSUS RECOMMENDATIONS

Novel approaches to  
**STRESS REDUCTION**

ENGLISH  
JAPANESE  
CHINESE

informa  
healthcare

PRIME | STRESS MANAGEMENT | ARTICLE

## MEASURING PAIN AND STRESS REDUCTION USING THE INFRARED, NEGATIVE ION, AMETHYST BIOMAT

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



**ABSTRACT**  
Twelve subjects were tested before and after using the Biomat for 1 hour daily over a 3-month period, using 3 different Biomat devices and blood cortisol levels to measure stress reduction. For infrared, negative ion, and Amethyst Biomat, stress levels by 78% as validated by pre- and post-Biomat blood tests, 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 crystals. These powerful health stimulants 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, mood, 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 wellness. Based on Nobel prize-winning scientific research sponsored 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 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 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 infrared capsule (ICAP) device, heat (one-velocity IRV) ions, and the magnetic resonance biofeedback. The results showed a stress reduction by 78% among subjects tested and an increased sense of well-being. All 12 subjects were tested in Toronto, Ontario, Canada. The psychometric properties of the Depression Anxiety Stress Scale (DASS) were evaluated on a normal sample (n=50), who were also used 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 variation in factor loading. The DASS anxiety scale had a full 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 preoccupations, and irritability, which fails to discriminate between depression and other affective states. The factor structure of the combined BDI and DASS items was virtually identical to that reported by Beck for a sample of diagnosed depression and anxiety patients, supporting the view that these clinical scales measure severe expressions of the same states that may be observed in normals. The results implicate on the conceptualization of depression, anxiety and tension items are considered, and the utility of the DASS scale in discriminating among these constructs is discussed.

**AUTHOR: DR. GEORGE GRANT, PH.D., M.D., M.Sc., M.Ed., C.Chem., R.M.**  
Currently in private practice at Champion Hospital Clinic, Toronto, ON, Canada. Former Consultant for Health Canada, Ottawa, ON. Professor at Seneca College, North York, ON and Scientist at the Faculty of Pharmacy, Selkirk, BC, Canada.

**DR. GEORGE GRANT is a Canadian pioneer of Quantum Integrative Medicine.**  
email: ggrant@qigms.com

**KEYWORDS**  
stress, cortisol, wellbeing, sleep

prime-journal.com



Stress Less,  
Sleep More

Sleep More,  
Play More

## *User-Friendly*

**T**he Biomat® is simple to use at home and sophisticated enough for MD's, Dentists, Med-Spas, LMT's and other medical professionals.

You can place it on your bed for a transformative nights sleep, in your Yoga room or on a massage table for a daily tune-up. No need for undressing and sitting in a hot, uncomfortable sauna. Just enjoy a Power Nap on the highest 158° setting. In no time, you will be transported to the relaxation previously requiring a trip to the beach or a mountain top!



Paradise Found

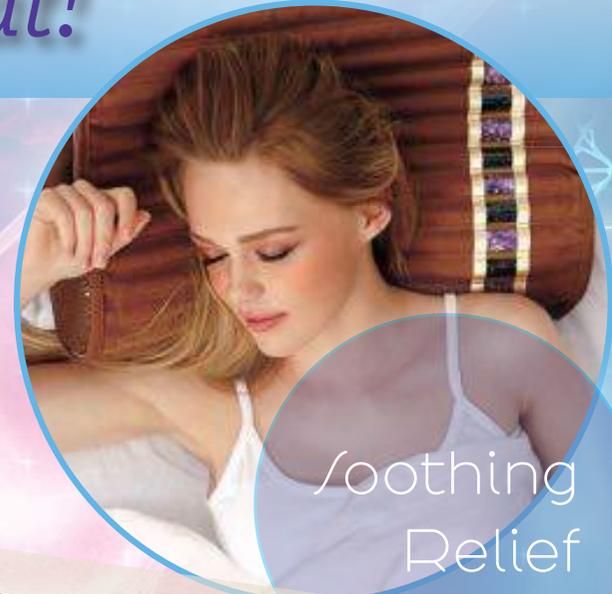


# Arthritis Foundation Gives a Thumbs Up to Biomat!

**I**ncreased blood flow brings oxygen and nutrients to injury sites, reducing inflammation, and promoting the body's natural healing process.

**Biomat® Infrared treatments effectively reduce the pain and stiffness associated with arthritis.**

**Do more, enjoy more!**



Soothing Relief

**FDA approved Biomat® treatment for arthritis pain relief.**

The Biomat® soothes arthritis pain by delivering warm infrared heat to the affected areas. The infrared rays penetrate deep into the body providing relief where no sports creams or patches can reach.

Being Alive

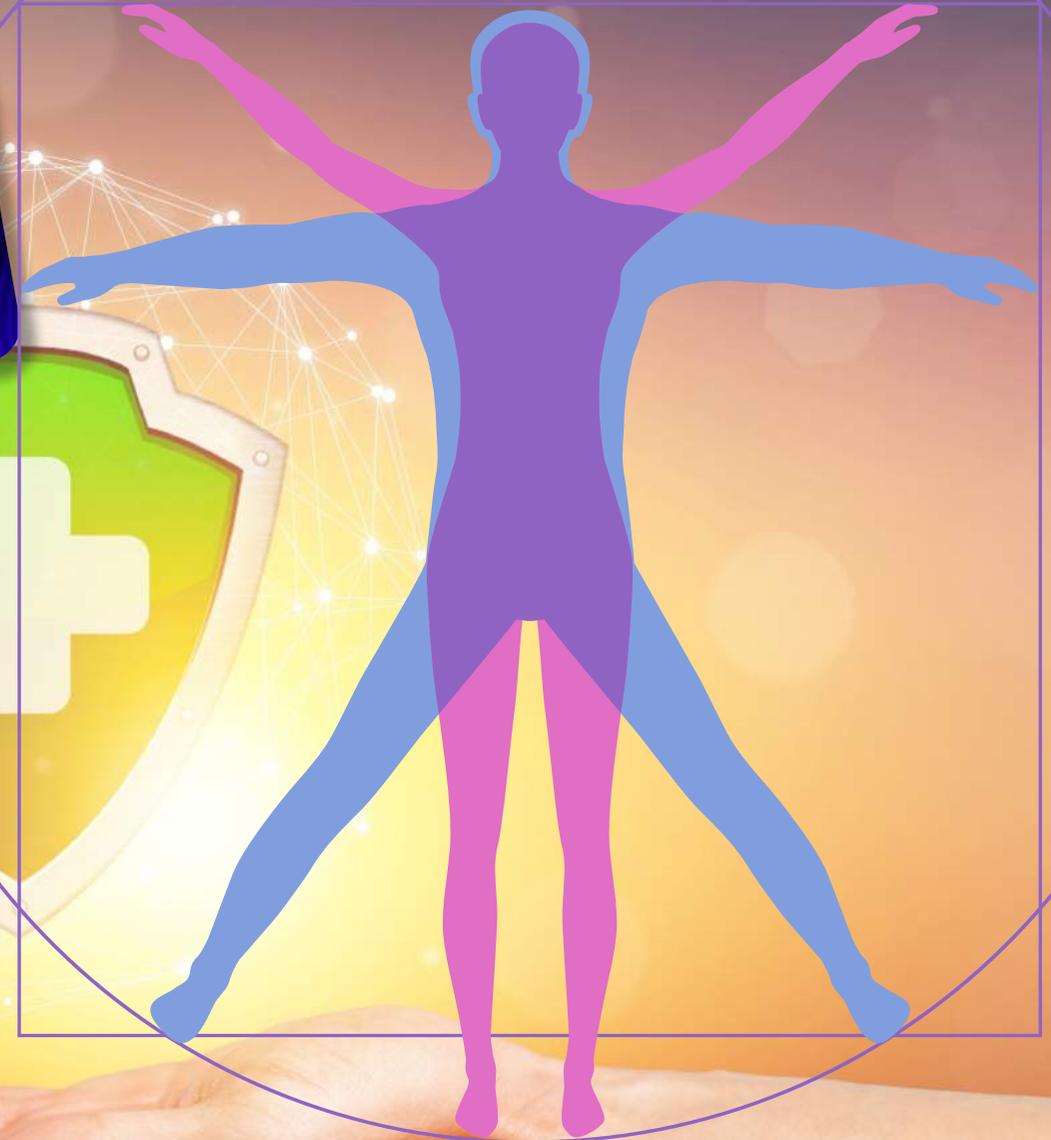


# Let Insurance Pay with HSA

**T**he Biomat<sup>®</sup> has a durable medical equipment code. Therefore, you can use your HSA (Health Savings Account) or FMSA (Flexible Medical Savings Account) to purchase the Biomat<sup>®</sup> for your personal needs.

It has also been covered with current Auto Insurance Policies and Workman's Comp Claims.\*

\* Must be a current claim.



# *Real People, Real Results*

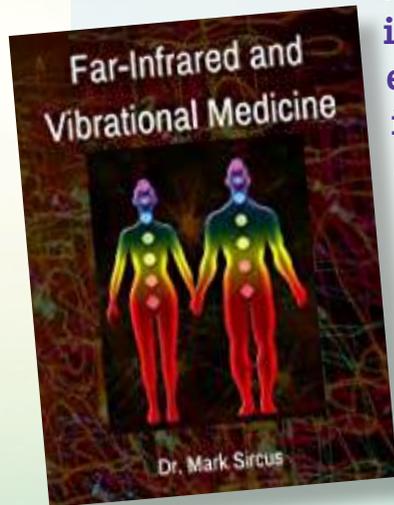


# Practitioners and MD's Speak

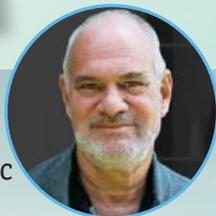
“  
The best way to generate heat in the body is to simply jump on a far infrared Biomat® ...

...deep penetrating heat energy provides a heightened sense of well being and healing.

... molecular level massage with better lymph & blood circulation, increased enzyme activity, decreased acidity and improved pH balance in your body for easy detoxification.”



Dr. Mark Sircus, Ac, OMD, Natural Allopathic Medicine and Oncology



“  
Biomat® feedback... is very encouraging and sometimes breathtaking...

... as humans we function optimally when all enzymes and the immune system are supported by optimum working temperature ...

... results come faster with the Biomat® as the negative ions and infrared rays do their miraculous work...”



Uwe Karstädt, Author and Naturopath



“  
With the Biomat® our patients literally wanted to sleep through the procedure...

...They were that relaxed, and that was very important to us.

The Biomat® technology ... synergizes to permeate into our bodies... which is more than skin and bone, but mainly is a bioenergetic, very dynamic system that will now be able to detox with the Biomat®.”

Asher Milgrom, PhD, President & CEO  
Dr. Alice S Pien, MD, Medical Director  
American Medical Aesthetics



**I had trouble falling asleep for 40 years.**

**I fall asleep within 10 minutes now instead of it taking me 2-3 hours.**

**I feel refreshed in the morning instead of draggy...I sleep on it all night long and adjust the temperature according to the seasons."**

**I Love My Biomat®!!!!**

Carrie Luke • Alachua, FL



**I couldn't believe it!**

**During my first 13 minute Biomat® experience I immediately sank into the ethers, hearing and feeling every sound of nature as I relived the countless memories of my personal past living on the mountain.**

**I travelled home feeling recharged, arriving with no stiffness or body tightness after 10 hours of driving that day."**

Virginia Biasizzo • Indianapolis, IN  
-NDTP Natural DNA Therapy



## *Devoted Home Users*

**I have 3 Biomat® sanctuary areas for healing in my home.**

**When my grandson was injured in an auto accident he had his doctor write a prescription for the Biomat® to ease his pain quickly.**

**I am a satisfied customer for 15+ years!"**

Debra Rand • Hollywood, FL  
-Retired Physician's Assistant



**I suffered with severe discomfort for 2.5 years in my right shoulder, elbow and wrist.**

**One half hour Biomat® session released all pain and restored full joint mobility."**

Joyce Carrington  
Punta Gorda, FL  
-Licensed Massage Therapist

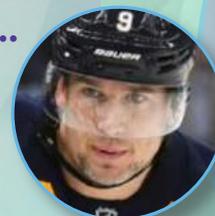


**The Biomat® has had crazy results from my...  
...NHL and NBA customers who can't relax after games.**

**The Biomat® is the only product that relaxes athletes minds post game. I had one client who paid sleep doctors thousands of dollars, bought float tanks and a hyperbaric chamber... the day he tried the Biomat®, his life changed!**

**The Biomat® allows an athlete a very holistic approach to unwinding after practice and after games. Rest and recovery are extremely important for waking up refreshed the next day ready to practice or perform again."**

Scottie Upshal • Newport Beach, CA -Professional Hockey Player NHL



# Relax Fast, Recharge Faster

**“I push my body hard... it helps me recharge my batteries and gets me where I’m supposed to be.”**

*Professional Figure Skater  
& Fitness Specialist*  
**Jonathan DePaz** • Venice, CA



**“It is important to me to create a Sacred Space for my Yoga Practice, Meditation and Sound Healing. The Biomat® takes me into a deep dive in my spiritual practices.”**

*Hatha Yoga Teacher*  
**Amanda Robben** • Cape Coral, FL



**“When presenting at a retreat, my Biomat® provides an added dimension of healing energy. It helps participants rest deeply and integrate their experience.”**



**“As a bodyworker, I find the Biomat® allows the client to relax and let go, which helps them to receive touch with much more ease. This of course, makes my efforts so much easier!”**

*Author, Founder Principle-Based  
Partner Yoga*

**Elysabeth Williamson**  
Rimrock, AZ

**“It’s really about extraordinary rejuvenation. I recommend the Biomat® as a healing tool in daily life.”**

*Yoga Instructor /Founder  
Prana Vinyasa Yoga*

**Shiva Rea**  
Malibu, CA



**“Never had enough energy during the day... until the Biomat®... my energy levels rose... my stress levels went way down... natural, consistent free flowing energy for weeks from first use.”**

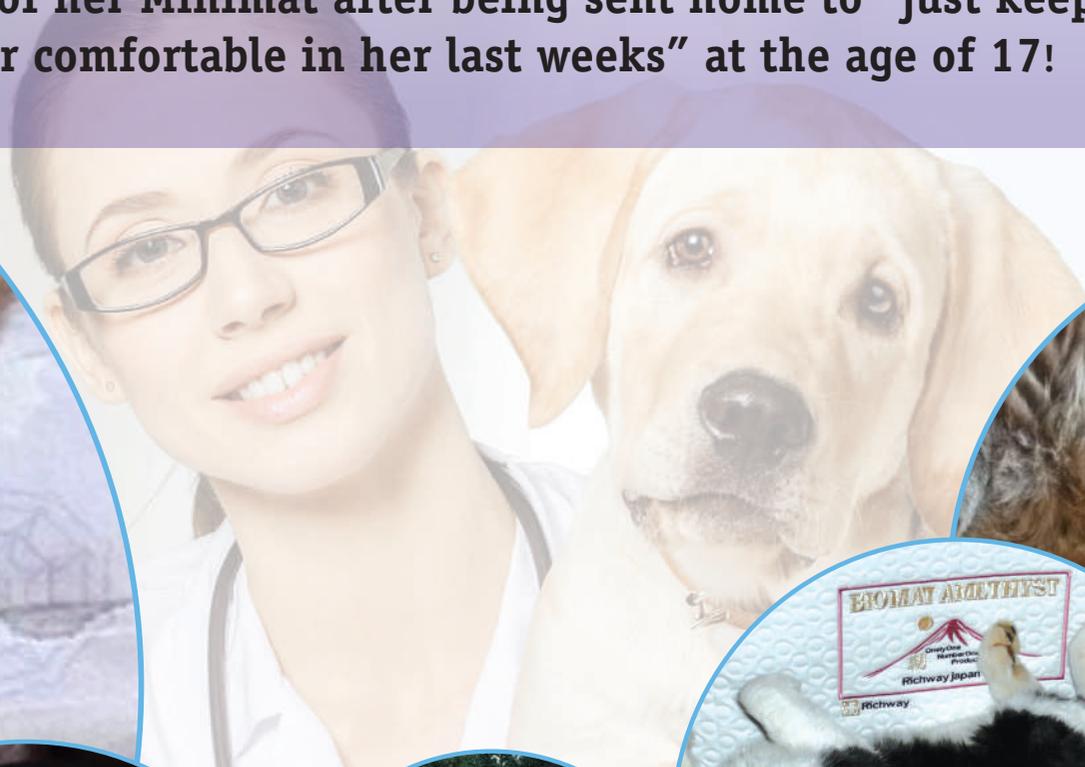
*Founder and Chief Executive Officer  
of Accu Light Wellness*

**Omarian Atman**  
Corona Del Mar, CA



# Purrfect for Pets

**Wookie** lived to the age of 19 and a half because of the gift of her Minimat after being sent home to “just keep her comfortable in her last weeks” at the age of 17!



**Xena**  
Shares the  
Love!



**Margarita** received Biomat® sessions for burned talons. Like her owner, daily wellness sessions are a ritual. Birds of a feather ... BioMat together!

# Biomat® Models



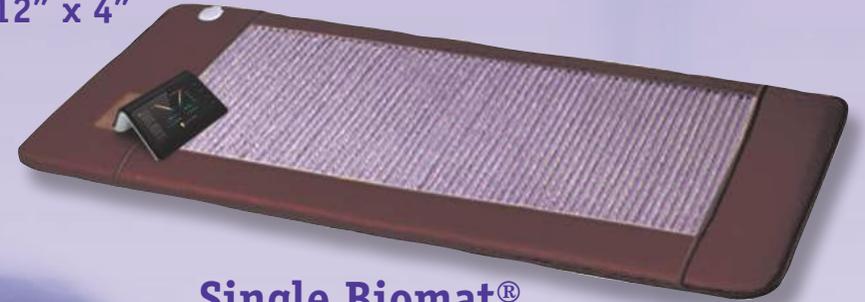
**BioBelt** 8" x 17.5" Crystals,  
5.75" x 55" R, 63" XL Belt



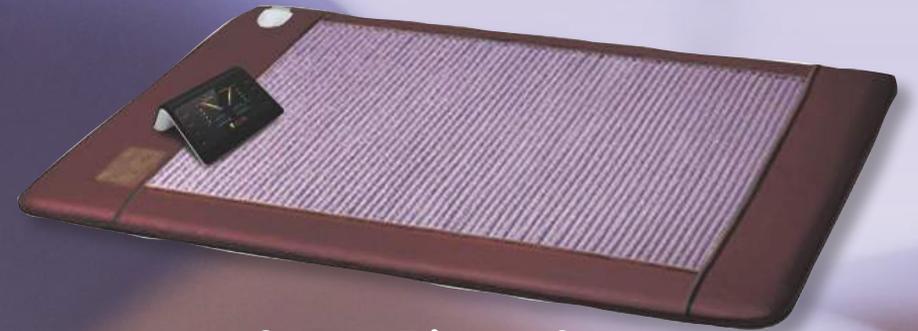
**Mini Biomat®**  
33" x 20"



**Pillow**  
19" x 12" x 4"

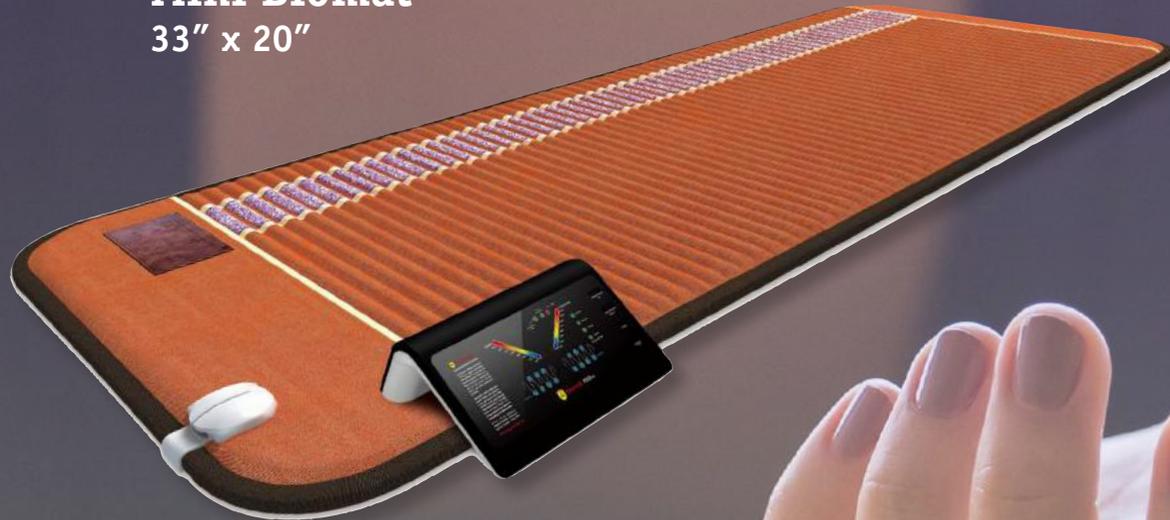


**Single Biomat®**  
79" x 40"



**Queen Biomat®**  
79" x 55"

**Multiple Sizes  
for all bed and body  
shapes. Sleep, treat,  
recover!**



**Professional Biomat®**  
74" x 28" x 1"



**King Biomat®**  
79" x 71"



*The Time is Now!*

**W**ith our seven day money back guarantee, you have nothing to lose\*!



So give yourself, your pets and your family the gift of wellness.

Take a quantum leap towards vitality today.

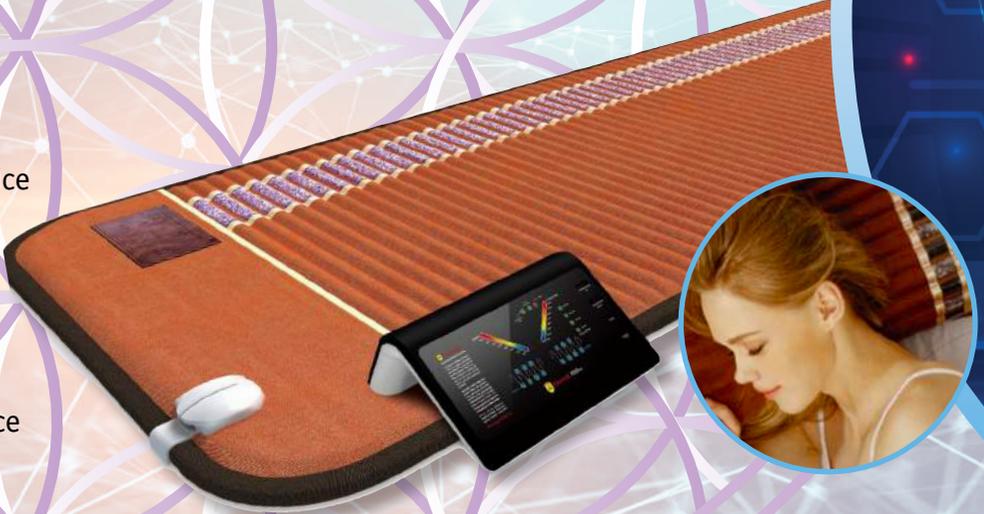
\* Must pay shipping to Richway if returned.

*Elvis says:*  
"It's Now or Never"



THE  
RICHWAY  
GROUP

- US FDA Medical Device
- Health Canada Medical Device
- Japan FDA Medical Device
- Korea FDA Medical Device
- China Medical Device
- Europe CE
- Federal Africa Medical Device
- Russia CU



**RICHWAY & FUJI BIO INC.**  
1314 South King Street Suite 520, Honolulu, HI 96814 USA Tel: 808-589-2800  
Toll-Free: 855-338-6410 Fax: 808-597-1651  
[www.richwayandfujibio.com](http://www.richwayandfujibio.com) [www.richwaykorea.co.kr](http://www.richwaykorea.co.kr)