

MAGNETIC THERAPY SUPPLIES



Winter

Eaton, Ohio

Mid-American Marketing Corp.

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MAGNETS MAGNETS MAGNETS

- Pain Relief without drugs
- Enhanced circulation to painful area
- Promote your body's own natural healing
- Promote a general sense of well-being

Magnets, magnets everywhere... but which ones should I buy?

In the more than 24 years since we began selling biomagnetic products we have seen some dramatic changes. Even 5 years ago most people had never heard of biomagnetics and there were very few sources for magnetic products, high quality or otherwise. Then a few years ago some nationally known golfers and other sports figures began talking about how they had been helped by magnets. Reports appeared in the national media in such publications as **USA Today** and **The Wall Street Journal** and almost overnight magnetic products began appearing in practically every mail order catalog and in national chain stores. Everyone wanted to cash in on the hottest new “fad”. Shoe catalogs, garden supply catalogs, car enthusiast catalogs, high-tech gadget catalogs and general merchandise catalogs are all selling “magnet therapy.”

Anyone who has experienced the relief produced by properly designed magnetic products or who is aware of the 40 year history of magnetic products in Japan knows that magnetic therapy is not a fad. Unfortunately, for many people it will be a fad since their introduction to magnetic therapy will be with a poorly designed, poor quality, ineffective product. The product descriptions which I have seen in most catalogs make it obvious that they have no knowledge in the area of magnetic therapy and no knowledge of the products which they

are selling. You may have heard the expression about “selling the sizzle and not the steak.” In too many cases the customer ends up with nothing but the sizzle and a meat scrap instead of a steak. Many of the statements made in product descriptions are not just exaggerations but are blatantly false. In some cases this may represent a deliberate attempt to deceive the customer but in most cases it is probably a matter of ignorance on the part of the seller and a blind acceptance of whatever information was furnished by his supplier.

This brings us back to the original question: “*Magnets, magnets everywhere... but which ones should I buy?*” We obviously would like for you to buy from us and we think there a number of good reasons for doing so.

- **Over 20 years experience with magnetic therapy products; this is not a “me too” product or sideline for us...**
- **Highest quality products available anywhere...**
- **Manufacturer/Importer; no multi-level organization to inflate prices...**
- **Wide variety of products for every application...**
- **Honesty, Integrity and Service...**
- **30 day money-back satisfaction guarantee (less shipping).**

Our business has grown over the past 20 years as a result of satisfied customers telling their friends about our excellent products, fair prices and good service. On the following pages you will find the highest quality magnetic products available anywhere. If you have any questions feel free to call us at 800-922-1744, M-F 8:30-4:30 EST. Thanks for your interest in our products and we will look forward to serving you.

Sincerely,

Gale M. Weisenbarger, President

WARNING

Magnetic devices should not be used by persons fitted with pacemakers or other electronic devices or by pregnant women.



Faceted Twist



Small Twist



Large Octagon



Large Twist



“Magnum”

These high quality magnetic bead necklaces should be your first choice for supplying the head, neck, shoulders and upper back with magnetic energy to help relieve pain and melt away stress. A number of features set these necklaces apart from anything else available.

Features:

- High grade ferrite ceramic magnet beads are hand cut and polished.
- Necklace is strung on stainless steel “aircraft” cable, fitted with stainless steel clasp and crimp beads so that it can be worn 24 hours a day, even in the shower or bath.
- Stylish good looks combined with magnetic energy.
- Excellent magnetic value for dollars spent.



Standard 20” length in all styles except “Magnum” \$59.95

“Magnum” necklace, 20” (our strongest necklace) \$64.95

Custom lengths are available in all styles. Price is based on length. Photos above are close to actual size. Please order by bead style and length desired.

Magnetic Bead Wrist/Ankle Wraps

These unique wraps have a number of advantages over other styles of bracelets and anklets. A standard 14" length without a clasp lets the wrap be adjusted to fit most wrists and ankles. The bead string is simply wrapped around the wrist or ankle and the magnetic attraction between the overlapping beads holds it in place. This design allows for close contact with the magnetic beads for maximum penetration of the magnetic field.

Features:

- Same high strength beads used in necklaces.
- Easy to put on or take off without help.
- Lots of magnetic energy without weight and bulk.
- No cloth to become soiled, frayed and unsightly.
- Pain relief **and** attractive jewelry.

Although available in any style we recommend either the "small twist" or the "faceted twist" beads since the smaller beads conform better to the wrist or ankle.

Standard 14" in all styles except "Magnum" \$37.80
 Standard 14" "Magnum" (strongest) wrap \$41.30

See necklace photos on previous page for styles. Longer wraps available with price based on length. Please order by bead style.



Magnetic Expansion Bands



Features:

- Lots of magnetic energy for hand, wrist, elbow and arm.
- Four attractive styles made from the highest quality materials which will not tarnish or discolor. No plating to wear off.
- Can be worn 24 hours a day (not affected by moisture).

Available in deluxe 1/20 12K gold-filled with stainless inside or brushed stainless steel finish, narrow (10 mm) or wide (15 mm) in either “standard” or superpowerful strengths.

Stainless steel, standard strength, narrow or wide	\$29.95
Stainless steel, superpowerful, narrow or wide	\$69.95
Deluxe gold-filled, standard strength, narrow or wide	\$69.95
Deluxe gold-filled, superpowerful, narrow or wide	\$109.95

Note: Please specify style, strength, and width when ordering. The narrow bands is approximately 7” in circumference and the wide band 8”.

Magnetic expansion bands continue to be some of the most popular magnetic personal products since their introduction in Japan over

30 years ago. The Japanese describe both local and “remote” effects from wearing magnetic products. One theory is that the blood, being a conductor, generates a weak electrical current as it passes through the magnetic field of the necklace or bracelet. This results in enhanced pain relief and improved blood flow to areas not in direct contact with the magnetic field. For relieving discomfort and promoting the body’s own natural healing process in the hand, wrist., elbow and even the shoulder, the magnetic expansion band is a good choice.

Both the stainless steel bands and the deluxe gold-filled bands are available in two widths and two strengths: high strength and superpowerful. Our “standard” band is much stronger than the standard Japanese bands, let alone the cheap imitations from China. All of our “standard” bands use custom made high-grade ferrite ceramic magnets. The superpowerful bands (a product originated by Mid-American Marketing Corp.) use high grade samarium-cobalt magnets to produce 4-5 times as much magnetic energy as the “standard” bands.

If you prefer the look of real gold the deluxe gold-filled band offers high quality construction and a dressier appearance. This is not a *gold-tone* or gold-plated finish. The caps on the links of the band and on the magnet enclosures are 1/20 12K gold. This is a heavy, mechanically bonded layer of 12K gold which will continue to look good even after years of wear.



Chain Style Magnetic Necklaces

These necklaces combine the traditional appeal and good looks of a “chain” style necklace with the magnetic energy of 10 superpowerful rare earth magnets which are contained in capsules incorporated into the chain. (See photo above.)

Features:

- Chain, magnetic capsules and clasp are all made from highly polished stainless steel.
- Attractive chain is approximately 20” long and suitable for men and women.
- 22K gold-plated necklace has extra heavy plating for long

wear. The plating is 20-40 times thicker than that on high
quality costume jewelry.

We originally had this necklace made for us in 1982. All of the other magnetic necklaces available at the time were made of brass with inexpensive gold, silver or rhodium plating. They looked nice in the box but after a brief period of constant wear the plating began to wear off and the necklaces began to turn green (along with the wearer’s neck). We solved this problem by using high grade stainless steel which will continue to look good after many years of wear. Our gold-plated necklace uses the stainless necklace as a starting point and then adds a very heavy layer of 22K gold.

Stainless Steel Necklace	\$99.95
Gold-Plated Necklace	\$179.95



Mag-Stride™ Insole

Relief for tired, aching feet!

Features:

- The ***original*** Mag-Stride™ high-comfort deluxe magnetic insole.
- “High-force” flexible magnetic material maximizes field penetration into the foot while allowing maximum flexibility. In about 30 minutes of use this insole will actually mold itself to the shape of your foot and shoe!
- Smooth surface... no lumps or bumps.
- Large range of whole sizes (Ladies’ 6-11, Men’s 7-15) which can be trimmed if needed.
- Cordura and ballistic nylon construction not only makes this insole comfortable but extremely durable as well.
- Closed-cell foam cushioning layer gives added comfort while reducing moisture problems. To clean, insoles can be wiped with a damp cloth.

Accept no substitute... Order your Mag-Stride™ Insoles today!

Mag-Stride™ Deluxe Magnetic Insoles \$19.95



Magnetic Mattresses & Pillow Pads

**Bathe your entire body in a soothing
North Pole magnetic field.**

Features:

- Highest quality construction:
 - Covered in loom state fabric from Belgium...contains no resins or other fillers.
 - Quilting provides enough cushion to conceal the magnets but is not so thick that it interferes with the feel of your bed.
 - Highest quality Ceramic VIII magnets insure good projection of the magnetic field from the mattress surface.
 - No solvent-based adhesives are used so that it can be safely used by environmentally sensitive individuals.
- Full range of sizes from travel to king; custom sizes available.

Travel size, 30" X 72", 119 magnets	\$159.95
Twin, 37" X 73", 162 magnets	\$176.30
Full, 52" X 73", 234 magnets	\$223.25
Queen, 59" X 78", 266 magnets	\$272.00
King, 75" X 78", 342 magnets	\$330.35
Pillow Pad, 12" X 18", 18 magnets	\$27.95



Magnetic Back Belt

Find the relief you are looking for
with this multi-featured belt!

Only \$36.95.

Features:

- Combines:
 - *magnetic energy*... supplied by 16 high grade ferrite ceramic magnets.
 - *bioceramics*... bioceramic dots absorb body heat and return it in the form of far infrared energy which penetrates the muscles and tissues to help promote circulation and relieve soreness.
 - *support*... the high quality Velcro™-type closure and elastic material allow the belt to be easily adjusted to provide the amount of support you find most comfortable.
- Special pocket behind the magnets can be used for money and ID for joggers or it can be used to hold our 4" X 6" X .5" encased bar magnet for maximum field penetration into the back.
- High quality construction prevents "rolling" along the edges of the belt.
- Magnet-containing panel is approximately 10" long and 6" wide and then tapers to 5" along both ends.
- Wide range of sizes to ensure comfortable fit:
 M - for 25-38" waist • L - 29"-42" • XL - 33"-46"
 XXL - 37"-50" • XXXL - 43"-56"

KNEE WARMER

with 32 Magnets



\$29.95

Features:

- Elastic tube-style support with 32 magnets; 8 magnet packs with 4 magnets each are sewn into the tube so that they stay in place for trouble-free wear.
- Magnetic field surrounds the knee area.
- Cotton and synthetic blend with cotton lining is soft and stretchable in any direction.
- Comfortable design permits all-day wear or it can even be worn while sleeping.
- Helps retain body heat in the area.
- Available in **6** sizes! (M, L, XL, XXL, 3XL, 4XL) See size chart to determine which size to order.

SIZE	UNSTRETCHED CIRCUMFERENCE	STRETCHED CIRCUMFERENCE
MEDIUM	9.5"	15"
LARGE	10.75"	15"
X-LARGE	11.5"	19.5"
XX-LARGE	13.5"	21"
3X-LARGE	15"	22"
4X-LARGE	17"	25"

The stretched sizes shown are not the absolute maximum size to which they could be stretched but beyond these sizes they would be too snug for comfort.

ELBOW WARMER with 18 Magnets



Features:

- Elastic tube-style support with 18 magnets; 6 magnet packs with 3 magnets each are sewn into to tube so that they stay in place for trouble-free wear.
- Magnetic field surrounds the elbow area.
- Cotton and synthetic blend with cotton lining is soft and stretchable in any direction.
- Comfortable design permits all-day wear or it can even be worn while sleeping.
- Helps retain body heat in the area.
- Available in **2** sizes. (L, XL) For larger sizes substitute Knee Warmers shown on previous page.

Large size is approximately 7" in circumference unstretched and 13" stretched.

ExtraLarge size is approximately 9" in circumference unstretched and 15" stretched.

Elbow warmer with 18 magnets \$19.95

SUPERPOWERFUL HEAD/NECK BAND

The head/neck band is approximately 27" long and 2" wide with Velcro[™]-type closure. The magnetic insert contains 5 grade VIII ferrite ceramic disks (approx. 1" diameter) with the North pole facing the body.



Superpowerful Head/Neck Band \$24.95



WRIST WRAPS

These tan colored wrist bands with a Velcro[™]-type closure are easy to adjust for comfort and have a soft cotton pile lining. They provide firm support and protection for the wrist while supplying magnetic energy from the sewn-in magnet packs. The wrist band is approximately 10.5” long and available in two widths, 3” with 9 magnets and 4” with 15 magnets.

- 3” Wrist wrap \$14.95
- 4” Wrist wrap \$18.95



ANKLE WRAPS

This tan colored 3” wide stretch wrap has 15 magnets and a Velcro[™]-type closure. Provides support and protection for the ankle and has a comfortable cotton pile lining.

- Ankle wrap \$19.95



MAGNETIC SEAT AND BACK CUSHION

Enjoy the powerful magnetic field of this cushion whether at home, at work, or on the road!

Features:

- Ultimate comfort from a 1" thick cushion measuring 16" wide and 36" long.
- Highest quality ceramic VIII magnets (57) are sandwiched between two layers of dense polyurethane foam.
- Elastic straps on the back hold the cushion in place.
- Attractive bluish-gray velour style auto upholstery cover not only looks great but is very durable as well.

Magnetic Seat And Back Cushion \$89.95

MAGNETIC SEAT CUSHION

Features:

- Same construction features as seat and back cushion but measures 16" X 16" with 25 magnets.

Magnetic Seat Cushion \$44.95

SUPER PADS



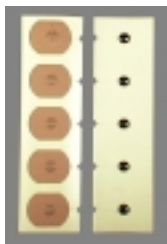
Hips, shoulders, backs, legs, or arms.....anywhere that you wear clothing you can use our durable super pads. By putting one pad on the inside of your clothing and another pad of the same size on the outside of your clothing you can literally wear these lightweight super strong pads anywhere 24 hours a day. For our super pads we encase grade 42 neodymium iron boron magnets (the strongest commercially available magnetic material) inside flexible foam pads, then cover them with a durable ballistic nylon. The incredible strength (over 6" of field penetration), the ease of use, and the versatility of these pads make them a truly unique and effective way of delivering massive amounts of magnetism to almost any part of your body.

Features:

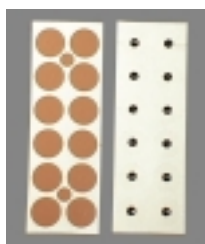
- Very strong while light in weight and flexible.
- Used in pairs they can be worn over any part of the body covered by clothing without the need for tape or bandages.
- Color coded for easy pole identification: the Green side is North pole and the Red side is South pole.
- Available in many sizes to accommodate any need.
- Magnet disks are grade 38 neodymium-iron-boron, .375"X125".

1-Disk Super pad, 1" diameter	\$2.75
4-Disk Super pad, 1.5"x1.5"	\$11.00
9-Disk Super pad, 2.25"x2.25"	\$24.95
14-Disk Super pad, 2"x5.75"	\$38.95
18-Disk Super pad, 3"x4"	\$49.95
28-Disk Super pad, 3.625"x7.375"	\$76.95

SPOT MAGNETS



Ceramic Spot,
Bipolar



Ceramic Spot,
North



Rare-Earth
Spot, North

Spot magnets are ideal for application “where it hurts.” Simply attach the spot magnet to the painful spot with the supplied adhesive plaster. They will normally stay on for up to 3 days, even through bath or shower and can be reused by changing the adhesive plaster. Discontinue use should skin irritation occur. We offer three styles of spot magnets as well as replacement plasters.

Ceramic spots, bipolar, 20 pieces with adhesive plasters \$12.00

Ceramic spots, North, 12 pieces with adhesive plasters \$8.95

Rare-earth spots, North, 4 pieces with 12 adhesive plasters . \$15.00

Replacement adhesive plasters, 60 pieces \$7.50

BLOCK & DISK MAGNETS

We offer several sizes of ferrite ceramic and neodymium magnets which are encased in ABS plastic to prevent chipping and breakage. The poles are permanently marked on the plastic cases and they are magnetized through the thickness so that one side is North pole and the other side is South pole. The sizes refer to the size of the magnet before it is encased. The ceramic magnets are high strength Grade VIII and the neodymium disk is Grade 35. Care is advised when handling these magnets to avoid being pinched by two attracting magnets.



4" x 6" x .5", \$55.00

4" x 6" x 1", \$70.00

Ideal for treating a
pitcher of drinking water.



1" Diameter Neody-
mium Disk, \$50.00



2" x 5" x .75" , \$40.00

FLEXIBLE MAGNETIC PADS



Our flexible magnetic pads, with alternating strips of North and South poles are available in a variety of stock sizes. We can also supply custom sizes upon request. These pads can be attached with tape or placed inside conventional supports or wraps. Ideal for supplying magnetic energy to larger areas without a lot of weight.

5.75" X 3.75"	\$19.95
2" X 2.75"	\$6.25
2" diameter	\$5.00
1.5" diameter	\$3.75
1" diameter (pkg. of 2)	\$3.95

MAGNETIC POLARITY CHECKER (Magnetic Drink Stirrer)

This polarity checker consists of a cylindrical, grade 35 neodymium-iron-boron magnet encased in a break-resistant plastic tube. The biomagnetic North pole is clearly marked and is at the end of the tube. By checking the attraction or repulsion, the polarity of other magnets can be determined. A



similar item was marketed in Japan as a drink stirrer which was reported to make beverages more mellow through the effect of magnetic polarization. We have found that most people can, in fact, taste a difference in coffee, tea, etc. after stirring for 15-20 seconds with this magnetic stirrer.

Magnetic Polarity Checker/Drink Stirrer	\$15.00
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MAGNETIC PET NECKLACE™

Now your canine and feline friends can enjoy the same health-enhancing benefits of magnetism as you. The unique Magnetic Pet Necklace™ not only provides maximum magnetic energy (and maximum benefit) but looks great too. The highest quality magnetic beads are strung on a coated stainless steel cable for strength and durability. The necklaces are fitted with a black plastic scrow clasp which will not pull your pet’s hair. The larger “Magnum” bead is great for medium and large dogs while smaller dogs and cats may prefer the lighter weight faceted twist bead. Your pet may also select one of the other styles shown on page 4 of this catalog.



“Magnum” Bead



Faceted Twist Bead

Unlike other magnetic pet collars which simply add magnets to a conventional collar, the Magnetic Pet Necklace™ is designed with one goal in mind... *to provide the most benefit to your pet.*

Benefits of magnetic energy include:

- Pain relief
- Enhanced circulation
- Promotion of the body’s own natural healing.

These necklaces are priced according to length and can be sized for any dog or cat.

“Magnum” Magnetic Pet Necklace™ \$2.95 per inch
 All other bead styles \$2.70 per inch

Just multiply the cost per inch by the length of the necklace which your pet needs.

Shoulder Pad with 43 Magnets



A larger and heavier shoulder pad with 43 magnets. Large 12"x17" size covers the entire shoulders and upper back. Each ceramic magnet is 0.1"x0.7". Has Velcro[™]-style closure.

Shoulder Pad with 43 Magnets \$44.95

Coconut Oil Supreme™

Occasionally we include a product in our catalog even though it is not related to “magnets” simply because we are enthusiastic about it and think that many of our customers might benefit from it also. As a result of my own search for coconut oil to use in baking I found this remarkable oil. Unlike most coconut oil which is refined, bleached and deodorized, this oil is produced from wet milled fresh coconut without heat or chemicals and thus retains all of the coconut essence. Contrary to popular misconceptions promoted by the vegetable oil industry, **coconut oil is good for you.** In fact it has been called the healthiest dietary oil on earth. In his book, *Healing Miracles of Coconut Oil*, Bruce Fife, N.D. summarizes the properties of coconut oil as follows:

What Coconut Oil Does Not Do:

- Does not increase blood cholesterol level
- Does not promote platelet stickiness or blood clot formation
- Does not contribute to atherosclerosis or heart disease
- Does not contribute to weight problems

What Coconut Oil Does Do:

- Reduces risk of atherosclerosis and heart disease
- Reduces risk of cancer and other degenerative conditions
- Helps prevent bacterial, viral and fungal (including yeast) infection
- Supports immune system function
- Helps control diabetes
- Provides an immediate source of energy
- Supports healthy metabolic function
- Improves digestion and nutrient absorption
- Helps prevent osteoporosis
- Has a mild delicate flavor
- Is highly resistant to spoilage (long shelf life)
- Is heat resistant (the healthiest oil for cooking)

Ask about our coconut oil starter kit (1 lb. of oil, 1 special glass jar for kitchen and general use and 1 small glass jar for skin care) for only \$14.95. For complete details visit us online at:

www.coconutoil-online.com

THE MISINFORMATION AGE

We hear a lot of talk about living in the “Information Age.” Unfortunately in the area of magnetic therapy it could often be more aptly called a “Misinformation Age.” Practically any catalog that you pick up, no matter what else they may sell, is also selling “magnet therapy.” With few exceptions, the descriptions of the products make it obvious that the seller has no knowledge in the area of magnet therapy or doesn’t even know anything about the product itself. Ceramic bead necklaces are commonly referred to as “hematite magnetic necklaces.” Indeed the beads look like hematite but they are not. One catalog even went so far as to describe them as “natural semi-precious stones which have been magnetized.” Other ads tout “unique” magnetic patterns, etc. One large company which distributes magnetic products through national chain stores says:

*It is **believed** (emphasis ours) that bipolar magnets offer greater coverage and **deeper penetration** (emphasis ours) for enhanced healing and pain blockage.*

This statement is patently false. The depth of the field penetration from a magnet is not a matter of belief but can easily be determined and the bipolar pattern of this particular magnet does not have deeper penetration. This is like saying “it is believed that aluminum is heavier than lead.” Had this company spent a little time learning a few fundamentals about magnetism instead of devoting all of their efforts to finding a clever magnetic pattern for the magnets they would not have made the above statement. Then again, they might have... there seems to be generally more concern with sales than with truth. If the facts get in the way of sales too many companies opt to sacrifice the facts.

We have opted to provide quality products and factual information (to the extent permitted by FDA) to the best of our ability. If you have questions about any of our products feel free to call us.

