

PHITEN



“Life Coaching For Your Individual Greatness”

4636 Lebanon Pike, PMB #251
Hermitage, TN 37076-1316

Internet: one80turn.com
Email: one80turn@comcast.net

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ABOUT ONE 80 TURN, LLC

One 80 TurnSM is a holistic life wellness service provider located in Nashville, TN. Our whole body approach utilizes results oriented tools and concepts, from various cultures and philosophies, to provide high school and college athletes with reliable information on various topics that have the potential to help them improve their athletic performance, as well as assist them in forming good habits that will benefit them throughout their lifetime.

The concept for the services of One 80 TurnSM was conceived by the owner after several years of personal interaction with teens through life coaching and athletic instruction. The goal is for our business to be recognized as the number one source of life enhancing information and instruction for high school and college athletes.

Our mission is to provide a supportive, non-judgmental environment to assist our partners in reaching their highest potential as athletes and achieving whole body wellness by utilizing resources, programs and tools that promote good health physically, emotionally, mentally and spiritually. Personal gains, such as improved self esteem and self motivation, combined with measurable benefits, will create tremendous life long advantages. Our holistic approach to wellness will establish our reputation as the best in the industry.

DOCUMENT INFORMATION

2.1 Description

The information in this document, on Phiten titanium infused products, is taken from various internet sources and is provided in this compiled format for easy reading.

2.2 Objectives

Provide general information about, and on the use of, Phiten products.

2.3 Suggested Users

Any person desiring to increase their knowledge about Phiten products as they make choices for their individual nutrition/exercise needs/requirements.

DOCUMENT CONTENT

3.1 Company History

The Phiten company (<http://www.phitenusa.com>) was founded in Japan in 1982 by an alternative medicine practitioner named Yoshihiro Hirata. After an illness derailed his training as a chef, Hirata claims to have studied physical therapy and rehabilitation methods on his own, which led to him later developing titanium-infused tape.

3.2 Product Claims

The Phiten company titanium-infused products, are manufactured using an exclusive process (called the Phild process) where titanium is supposedly turned into "aqua-titanium". The company claims to be able to integrate small amounts of this metal directly into the fabric. As a result Phiten says its products work to stabilize the electric flow that the nerves use to communicate actions to the body which can result in:

- Improve rate of recovery from fatigue and muscle strain
- Prevent injury through reduced muscle tension and increased flexibility
- Enhance ability to perform at optimum level, by reducing fatigue and tension

Critics of these products say that the medical and performance-enhancing claims relating to Phiten's products are considered pseudoscience as fatigue is not caused by an imbalance of ions in the body, and the technology behind the company's products is not approved by the United States Food and Drug Administration (FDA).

Despite critics, Phiten products first gained popularity in Japan and have become very popular with athletes with many positive testimonials on the company web site. Not to mention the number of Major League Baseball (MLB) players you see wearing the Phiten necklace. Testimonials from people using various Phiten products claim:

- Reduced soreness from working out
- Decreased knee pain
- Reduced back problems
- Decreased stiffness in neck and shoulders

3.3 Personal Use Review

In December 2010, I purchased the Phiten Titanium Necklace X30 – Edge for \$35 (shown below) at Dicks' Sporting Goods. I also gave three as gifts and told the recipients to wear them and, "let me know if you notice anything."



I purposefully waited to start wearing my necklace after resuming my workouts after a two-week layoff. I wanted to be plenty sore to see if there was any difference in my recovery after two hard sessions at the gym. **I wore my necklace to bed after the second day of my work out, and the following morning I rated my neck, shoulder and back soreness a "6" versus the typical "9" I would experience after a layoff.** My soreness was noticeably reduced overnight.

Those who had received them as gifts, made the following comments after approximately 2 days of use:

- Arms and back were not as sore after lifting and bending all day
- Neck and shoulders are not stiff
- Experienced more energy during the day
- Able to sleep without tossing and turning all night
- Seemed to be able to push through workouts a little harder

3.4 Sources

1. <http://www.phitenusa.com>
2. <http://www.amazon.com>