



**For Immediate Release**

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## **Japan Sends America Its Own Form of Therapy**

### **Revolutionary shiatsu massage chair is perfect way for Americans to relax**

NEW YORK - November 12, 2001 - Americans are treating themselves more than ever to massages, aromatherapy treatments and anything that encourages relaxation and promotes well-being during this time of uncertainty across the nation. Japan delivers its answer with the arrival of the INADA massage chair coming to our shores next month.

"Americans live fast-paced lives in normal times and now stress levels are higher than ever," said Nichimu Inada, president of FAMILY INADA. "With the introduction of the INADA chair, Americans can now enjoy the stress-relieving benefits the Japanese have been taking advantage of for years. We like to think of it as Japan lending its own form of therapy to America."

Combining the synergy of Eastern medical wisdom and modern technology, FAMILY INADA, founded in 1962, has developed Japan's top-selling luxury shiatsu massage chair. Referred to as the "Medical Chair" in Japan, it is the only massage chair using a state-of-the-art infrared technology to scan the body's pressure points, creating a custom program and ensuring maximum results and lasting effects. The INADA line of chairs has been designed by leading massage and shiatsu experts.

Shiatsu massage involves applying pressure and motion to the body's pressure points which are aligned with internal organs. When the pressure points are tapped and kneaded, the internal organs are stimulated and energized creating physical and mental relief. The INADA chair enhances the body's natural healing abilities while reducing stress and general discomfort.

"We have gone beyond simply enhancing the 'relaxation' process to incorporate the benefits of 'therapy.' We were the first to use the fundamentals of Eastern medicine, namely 'tsubo pressure point therapy,' in our massage chairs," said Inada. "Our latest model, the INADA Chair H.9, is the first massage chair in the world to feature a Synchronized Music Program, combining music with massage to broaden the sensory experience of the massage leading to full mental relaxation."

The innovative design of the chair and healing effects have already caused heads to turn, and backs to heal, in America. Several notable publications have taken notice to the chair and its therapeutic ways. There are many massage programs from which you can choose including Healthcare Programs providing general relief of full-body, sore shoulders, lower back pain, legs and hips. There are also Well-being Programs for specific times of the day designed with the philosophy of shiatsu massage in mind.

In December, there will be two models available in America. The H.9 is the flagship of the INADA line of chairs and the i.1, the best-selling luxury massage chair in Japan. The H.9, the newest model in the line, retails for \$3,500 and is upholstered in black, yellow or light grey colored leather. For the first time, INADA has combined the soothing power of shiatsu massage and music. The H.9 model features a Synchronized Music program creating optimal relaxation. The i.1 is covered in synthetic leather and is available in black only. Both models are sleek in design and fit nicely into office and home decors. All models are delivered and set-up for immediate use.

For more information and to start the healing process, please call FAMILY INADA at 877-22-INADA or visit the company's website at [www.inada-chair.com](http://www.inada-chair.com). A retail store located in Manhattan is in the works for additional retail distribution.

About FAMILY INADA:

FAMILY INADA is a manufacturer of Japan's best-selling luxury shiatsu massage chair, INADA Chair. The company was founded in Japan in 1962, introducing the world's first therapeutic massage chair. Since its inception, the company has been devoted to designing and building therapeutic massage devices for home use and holds many international patents in the field. With sales divisions in the U.S., Germany and SE Asia, FAMILY INADA is creating a healthy living environment for all as a leader in the advanced research and development of massage-related technology.