

# Our Company Story



*“Braz...I’ll pay you to take this trip to the Bahamas”*

...and spend a day talking with Dr. Jacobson, and a couple of days gambling at the Atlantis Hotel”, said my buddy Todd, in late 2005. It turned out that there was a short time-frame in which things had to happen quickly, or an opportunity with Dr. Jacobson would vanish. You see Todd Siegel and I grew up together and were both in our late 40’s at that time. Todd was still active in a Rugby league (it was old man rugby.... but still rugby!). So, Todd always ended up with more than his fair share of bruises, strains, and pains. As a result, he tried any number of therapies throughout the years to help heal himself. Ultimately, he ran across a little-known magnetic-therapy technology developed by Dr. Jerry Jacobson; and for the last 10 years or so, treated his ailments.... and “loved” the results.

So, a few months earlier when he originally shared this chance for a “ground floor” opportunity in a company with a wonderful technology, a brilliant scientist, but no corporate structure, personnel or revenue.... I was lukewarm to the thought. (First: I was not a doctor, Second: I had no experience in running a medical device company, and Third: I was happily semi-retired). Todd was what some might call “persistent” (there are other adjectives that also fit). He eventually found the key to getting me on the trip: A couple of free nights at the Atlantis Hotel (a phenomenal place, if you’ve not been). Todd wanted me along, because he felt like I was far too young not to be gainfully employed, knew that the company would have a lot of “challenges” to be addressed, and had to “trust” the person at the helm.

For me it was an easy choice to go. A “no lose” situation. I was going on an expense paid boondoggle to Bahamas’ finest hotel, with my buddy. All I had to do was listen to some rocket scientist for a few hours, and we’d be back at the hotel before the dessert bar closed. If you know anything about Florida and the Timeshare industry, then this was like a free weekend in Disney World and all you had to do is listen to a 1hr sales pitch... on steroids!

*But then EVERYTHING changed...*

We showed up for a noon time meeting with Dr. Jacobson. He had not arrived yet, so the receptionist helped us into the clinic and indicated that Dr. Jacobson should arrive shortly. In the clinic, the area was full of different pieces of equipment and old furniture (couches, chairs). Todd was somewhat familiar with the equipment. We walked around looking at all the systems, which had some form of "rings or coils". Some were 18 inches, or 4 feet in diameter, but the largest was 7 feet. Later on, I would learn that the size of the rings allowed for particular body areas to be treated versus the largest which allowed for whole body immersion.

In walks Bill; a round little man in his 60's with a 5-day beard, baseball cap, and T shirt wearing flip flops on his purple feet! Bill looks at me and says, "I'm Bill. Are you the Doctor?" We introduced ourselves and let him know we were waiting for the doctor ourselves. I asked him if he wouldn't mind sharing with us, why he was there ? He gladly jumped into his story. "I got the diabetes and my feet are killing me", he said. At that time I had no idea what diabetic peripheral neuropathy was, but we were looking at a classic case. And no sooner than he finished this comment, Dr. Jacobson showed up for our meeting.

Dr. J was slight of build, mid 60's, and still carried his "Brooklyn" accent. He spent about 2 minutes with Todd and I then said, "Guys, we've got all afternoon to talk, but if you don't mind, I'd like to help Bill first." I thought this was great because that was one of the primary things we wanted to see. Actual patients being treated. Little did we know, but this was also a harbinger of what Dr. Jerry Jacobson is all about. There is NOTHING he liked better than treating people with health problems. It was true in 2005, and it is still true today. Bill told Dr. J his story. Dr. J asked him to rate the pain levels in his feet (on a scale of 1 to 10 with 10 being the worst). Bill said, "My feet are an 8, but my ankles are killing me and are at least a 9." Dr. J made some notes and asked Bill to sit in a chair and prop his bare purple feet on a couple of pillows. Dr. J positioned the 18" device so that the coils are on the outside of his feet. He then began to quickly punch buttons on a DS360 function generator. Dr. J pushed 15 buttons to produce one magnetic field signal, then stopped and asked Bill if he felt anything. Bill answered yes or no, and then Dr. J repeated the sequence all over again. This went on for about 10 minutes and then Dr. J said, "Ok Bill, I'm going to let you stay in this signal for about 30 minutes and then I'll come back."



While Bill was sitting there, Dr. J walked with Todd and I around the clinic as he began to explain the basic theory behind his technology and described what he had learned from years of Clinical Research conducted at Universities around the US and Europe. He never took an eye off Bill, though. Thirty minutes later, Dr. J turned off the function generator and asked Bill to stand up and walk around. Bill did so, and as he walked, a smile started to slowly grow on his face. By the time he got back in front of us, he has a huge smile and shouted "Holy Crap Doctor.... My feet feel GREAT!" He begins to lift his feet up and "slap" them back down on the ground. Dr. J quickly interrupted him with "Bill, Bill.... Please don't do that." Bill stopped. Dr. J asked him what his pain levels were? Bill said "My feet are less than 1, my ankle is just over 1... but they both feel GREAT!" His smile was still running from ear to ear. Dr. Jacobson said that he thinks he can continue to reduce the pain levels, but that he'd prefer to do so the next day. Explaining that there will be a "cascade of healing" occurring after a treatment, that should continue to improve later into that day and evening. (It was only later, after I learned more about the technology did I understand that bringing balance to the body's autonomic nervous system continued to improve symptoms "after" the actual treatment session finished). Bill happily made an appointment for the next day.



My spider senses were on full alert, I asked Todd to step outside the clinic, so we could talk alone. I literally thought we had just experienced the greatest hoax I'd ever seen. I felt like Alan Funt and his crew, would step out behind some fake wall and shout "Smile, you're on Candid Camera.". Okay, now I'm showing my age, maybe it would be more like Ashton Kutcher and his crew shouting "You Got Punk'd". Either way I was very concerned about what we'd just witnessed, and was pretty sure that Bill was the greatest actor I'd ever met. Fortunately for me, Todd was not concerned at all. He had known Dr. Jacobson for 10 years and he couldn't help but laugh at me when he said... "Trust me Braz... what you just saw was the real Dr. J, and I will lay odds that you'll see more of the same this afternoon." He was right!

We spent that afternoon and the next morning with Dr. J, his patients and their families. These folks were primarily elderly Bahamians with very few resources and serious health problems. They ranged from suffering with osteoarthritis to headaches, parkinson's disease and diabetic peripheral neuropathy. We even met athletes with injuries to their knees or shoulders. Even though this technology did not then, and does not now diagnose, treat, cure or prevent any disease, their stories all had one common theme, each one said sometime during our discussion, "Dr Jacobson saved my life." I felt this story coming together.



I spent the rest of the weekend talking with Dr. J. I did not even make it to the gambling tables. I was too busy taking a deep dive into his published research (and while I don't pretend to be a doctor, I'm not stupid either). I found it hard to believe that this technology, and this genius of a man was toiling away in obscurity in some clinic in the Bahamas; helping a few people live better with health problems that had no solution, and a future with little hope. I knew that our own healthcare system stifles new ideas and innovation and only understands solutions that involve drugs or surgery. So, unless you happen to be part of a billion dollar publicly traded pharmaceutical company, the odds were stacked against you.

Personally, I got excited about the "challenge" of taking this technology to market. I saw the many hurdles we'd have to jump. I knew, however, that if we could help people feel better without drugs, shots, or surgery that we would change a lot of lives AND have a chance to build a big business. Todd and I returned from the Bahamas and along with my Father (the smartest businessman I've ever met), set to work building a company with Dr. Jacobson. Our foundation included a relentless focus on our customers. We continued with clinical research trials and product development and have spent years and millions of dollars completing these steps. If we fast forward in time to 2018 we have reached a point where we have great products, happy customers, and a demonstrated business model. Our family of Systems was sold to doctors and other healthcare professionals in commercial settings, as well as to their patients or clients in a residential setting. This allowed us to change people's lives by "Enhancing Feelings of Relaxation" (our FDA authorized claim) and improving issues associated with Chronic Stress and its adverse impact on health.



In 2018 we faced the common business challenge of "How do we get more customers and help more people?" Without an in-depth review of the options small companies have (direct sales force, distribution, retail, etc.), let me jump right to the answer.... An Affiliate Marketing program! There is nothing more powerful than happy customers sharing their story (and we have many), to generate interest in a product. But once again, I was faced with not having much experience, this time with Affiliate Marketing. Generally, this business model was successful at selling household products, lotions, potions, and lipstick. So how would an Affiliate Marketing model work for a company like us? I had to look no further than the Bemer Group, a German company that's been successful with a "first cousin" approach using a Multi Level Marketing model, selling \$6,500 magnetic therapy mats to people all over the world and now in the United States. If there was room for only one magnetic therapy company in the world, then similarly the auto industry would belong to Henry Ford... but it didn't and it doesn't. 2018 would be the year that Magneceutical Health makes a business "pivot" and morphs into an Affiliate Marketing company still founded upon the same goals we've had since the beginning. We believe that we can improve people's lives without any more drugs, shots, or surgeries. We see three pillars of health that we can address: Emotional, Physical, and Financial.

In her final program broadcast, Oprah Winfrey, one of the worlds most appreciated and beloved women, chose to speak about our "calling in life." She said: "I believe that everyone has a calling, his or her own unique way of helping others." On her last show, she announced, that everyone has a unique platform. Whether large or small, this is your "circle of influence" and that is where your power lies. Every day, you can show people exactly who you are. You let your story speak for you and you receive what you give. The power is within each of us. Everyone can find their way to heal, help, listen, and change lives. That is what a calling really is.

For Magneceutical Health, our Affiliate Marketing business model provides a unique platform to help you to influence others, improve their health and share their story. That is what we can offer the world, the ability to improve your pillars of health and to create the life you desire to be living.

We appreciate the time you took to review our Company's Story, and if you haven't done so yet, please join our team. As we are moving onto the most exciting chapters, our race to make a positive impact on One Million lives.

Be Well,



Allen Braswell, CEO

