



Michio Kushi: A Lifetime of Discovery

One man's quest for answers changed worldwide attitudes on health

Distributors who attended the Nikken North America Convention in October had the opportunity to hear a number of distinguished speakers. One truly remarkable presentation was given by a renowned expert on diet and health, Michio Kushi.

Mr. Kushi is an international authority in the area of nutritional science. The Nikken PiMag Water System, which he discussed at the convention, is of special interest to him—because it reflects some of the same ideas that form the basis of his life's work.

The PiMag Water System is designed to be part of a lifestyle that includes good nutrition. It reflects the understanding that what we eat and drink has a major impact on us in many ways. As Mr. Kushi said in his presentation, "wellness comes not from just one source, but from the integration of many factors."

This understanding is closely related to the pioneering research performed by Mr. Kushi, who gave the world a new perspective on what is healthy. His work resulted in the development and rediscovery of the macrobiotic diet—and the worldwide movement it created.

HALF A CENTURY OF STUDY

Mr. Kushi first noticed the link between nutrition and wellness more than 50 years ago, during World War II. At that time, he experienced firsthand the difficulties of growing up in the midst of severe wartime food shortages. Later, he witnessed the changes that occurred after the war, when Japan was occupied by Allied forces.

In the postwar period, many Western customs, including diet, began to exert an influence on the local population. Whole fruits, vegetables and grains were losing ground to the processed foods that were also beginning to transform American eating habits. At the Nikken convention, he explained, "I saw how our way of life was moving farther and farther away from the natural foods that humans ate for thousands of years."

Interested in finding out more about how these changes might influence health, Mr. Kushi began investigating the link between

food and well-being, both physical and emotional. While we know that certain diets can be related to physical consequences, such as a high cholesterol intake and heart disease, it was less clearly understood how diet affects us in other ways.

It is commonly accepted today that food can induce changes in mood or feeling—everyone has now heard of "sugar highs," or the endorphin theory related to consumption of chocolate—but fifty years ago this link was suspected by very few people. Mr. Kushi was determined to learn more, and his research convinced him that nutritional problems can play a major role in the conduct of individuals and nations. He perceived that diet could be part of the equation that would lead to more peaceful relations between countries.

Inspired by the idea of pioneering new approaches to world peace, Mr. Kushi arrived in the United States in 1949. He pursued graduate studies at Columbia University and met with several leaders and thinkers who, like him, were devoted to the cause of peace—among them, Albert Einstein and Albert Schweitzer. He also noted how international figures in the promotion of nonviolence, such as Mohandas K. Gandhi, followed a simple, natural diet.

Mr. Kushi's conclusions led him to perfect what is called the macrobiotic diet. He found that simple meals, emphasizing natural grains and vegetables, could aid in health and promote a sense of well-being and tranquility.

RECOGNIZED BY CONGRESS, AND THE SMITHSONIAN

The impact of Mr. Kushi's studies, and the nutritional movement it inspired, attracted the attention of the United States government. In Washington D.C., Mr. Kushi and his associates met with leaders in the White House and Congress. In 1977, the Senate Select Committee on Nutrition and Human Needs issued the first set of dietary goals for the United States.

The macrobiotic movement—and the Kushi family collection of written works and personal artifacts—is also a focus of the permanent exhibit on alternative medicine and natural health care in the Smithsonian Institute in Washington. And the connection between healthy living, inner peace and world harmony was formally recognized when Mr. Kushi received a proposed nomination for the Nobel Peace Prize.

THE KUSHI INSTITUTE— A GLOBAL INFLUENCE FOR WELLNESS

The interest in Mr. Kushi's findings on food and health continued to grow. It encouraged him to create the nonprofit Kushi Institute in 1978, as a way to share this knowledge of macrobiotics. Since its founding, the Kushi Institute has had a far-reaching impact on attitudes regarding diet and health.

From the original institute in Boston, more locations were opened, until there were affiliates in major cities worldwide. This was followed in 1980 by the Kushi Foundation, dedicated to education and scientific and medical research.

The Kushi Institute (located on the Internet at www.macrobiotics.org, or via telephone at 800-975-8744) continues to operate, under the leadership of Phiya Kushi, the founder's son and executive director. A leading macrobiotic educational center in the world, the Kushi Institute offers courses ranging from beginning to advanced instruction, dedicated to improving health and healing on personal, social and global levels.

Students from around the world travel to the Kushi Institute headquarters in Becket, Massachusetts to discover a healthier way of life. The Institute has helped thousands of health-challenged persons learn an alternative approach to health recovery. Many Nikken Distributors have attended and have adopted the principles of macrobiotics.

WHY WATER MATTERS

When Mr. Kushi was consulted by Nikken regarding the PiMag Water System, he instantly became an enthusiastic supporter of the product. As he stated at the Nikken Convention, "Of all the things we eat and drink, what do we consume the most of? Water!" And the PiMag Water System makes use of scientific discoveries based on the essence of life itself.

Mr. Kushi is confident that a diet that includes clear, clean natural water and macrobiotic foods can make a major contribution to a healthier—and happier—life. He called on Nikken Distributors at the convention to "work together, to share this vision, toward an era of peace and prosperity."



As to his own contribution in increasing nutritional understanding, Mr. Kushi modestly says that his exposure to some of the world's great thinkers and leaders helped give him the insight to create the macrobiotic way of life. But it was the vision of one man, that inspired millions of people to seek a healthier way to live. Nikken is proud of its association with an individual of Mr. Kushi's insight and dedication.

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PiMag

One reason Mr. Kushi is enthusiastic about the new PiMag Water System is because it uses a high-technology, but natural, means of filtration. Another reason is the pi and magnetic energy. In all, a combination of features found in no other water filter or system anywhere.

The PiMag Water System requires no electricity. It does not waste water, unlike reverse osmosis or other filtering methods. Instead, the PiMag system has filters that make use of natural materials such as carbon and sea coral. Even the ultrafiltration component requires no electric current or chemicals—nothing artificial is used to produce PiMag water.

The pi water element is constructed along the same principles that Nikken uses in products with Far-Infrared Technology. Ceramic stones and clays reflect far-infrared energy, sometimes called "the wavelength of life." In the PiMag Water System, it contributes to the "living water." And Nikken Advanced Magnetic Technology is another part of the system. Magnetic energy surrounds the water as it flows.

In short, the PiMag Water System is fundamentally different from ordinary water filters. It's the only water system with these four technologies: Natural carbon filtration. High-tech ultrafiltration. Far-infrared energy. And magnetic technology. All in a water system that can change the quality of your drinking water—and perhaps the quality of your life.

There's no need more basic than water—it's in everything we eat and drink. Now, for the first time, a system is available that offers a unique combination of technologies, to change the quality of the water you drink every day.



For more information on the PiMag Water Technology, a Workshop Video is available.

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