

**\* \* \* NEWS ADVISORY \* \* \***

*Today's Date: March 27, 2015*

**New “Shisei Innovation System” Posture improvement solution  
Arrives in EU for First Booth Demonstrations During the FIBO  
for Health Club Operators as well as others.**

Members of the business, health and lifestyle media are cordially invited to experience the first demonstration of a new Japanese-inspired personal therapy referred to as “Shisei Doctor” (pronounced shee-say and meaning “posture” in Japanese).

The Shisei Innovation System™ is a completely new personal approach to general health condition, sports performance as well as the beauty of style. However, Shisei is based on timeless Japanese values that focus on improving balance through posture, exercise, nutrition and relaxation, according to Naoji Akiyama, Chief of International Shisei Association which will be training Shisei trainers nationwide.

**WHAT: First Booth Demonstration of “Shisei assessment and improvement”**

**WHERE: Booth of GHI Well Co.**

**WHEN: Announced at Booth of GHI Well Co.**

The Shisei Innovation System is produced by The Big Sports Co., Ltd, based in Osaka, Japan.

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