



International Foundation of Bio-Magnetics

Bio-Touch™

2023 Branding Guidelines

International Foundation of Bio-Magnetics

Phone: 520-323-7951 or 800-473-3812 / Email: office@justtouch.com

Website: JustTouch.com

BioTouchHealing.com

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Mission Statement

To teach Bio-Touch as a unique, natural approach to alleviate pain and stress, and support good health through all stages of life.

Vision Statement

To encourage all people to take responsibility for their own healthcare, empower them to assist others and create a community of people worldwide dedicated to service, self-awareness, and recognizing the equality of all humanity—thus forming a chain which shall go on indefinitely.

Board of Directors

Bev Wood – Board President
Ann Lemley - Vice President
Paul Bucky – Treasurer
Paul Taylor – Secretary

Michelle Cardenas
Kaileen Cox
Eileen Webster



Paul Bucky

A practical, compassionate influencer.



Bio Option #1

Paul Bucky is a practical, compassionate influencer. He is a businessman, student, teacher, organizer, healer, and a founder of the International Foundation of Bio-Magnetics, a non-profit educational foundation based in Tucson, Arizona.

Paul is a first generation Jewish man whose family escaped certain death in Nazi Germany in 1939. He was raised in the bosom of the privileged Jewish culture in Los Angeles. Although shielded from the knowledge of injustice in the world, by the age of 5 years old years old, he showed a deep understanding of suffering.

After graduating from college he left the world of materialism behind and began studying the mystical traditions of the world, became involved in numerous social movements and was led to investigate many holistic healing modalities. He would eventually meet the creator of the Bio-Touch technique and has spent the last 30 years dedicating his life to teaching and sharing it with humanity.

Bio-Touch is a unique touch-healing technique for all people because it is simple to learn and everyone who uses Bio-Touch is effective. There are no masters or gurus — everyone is equal. Bio-Touch is profound; it is the gift of remembering that we are love and are all connected. It is a Divine idea whose time has come.

For more information on Paul's life story and Bio-Touch, visit JustTouch.com.



Bio Option #2 (As the beginning of letter to newspaper, radio, tv for personal appearance)

I am writing this letter because you should have Paul Bucky as a guest on your show. Paul's interaction with you, I am sure, would generate an enthusiastic response from your audience for he is a practical, compassionate, influencer and entertaining speaker. Paul is a founder of the 501C3 educational organization that teaches Bio-Touch, a unique natural approach to alleviate pain and stress and support good health through all stages of life. There is a growing demand for these types of alternative & complementary techniques in people's healthcare. The International Headquarters of this organization is right here in Tucson.

The more I learn about Bio-Touch the more confident I am that our community and all of humanity needs to be aware of this profound option in healthcare. Since becoming a Certified Practitioner and a volunteer at the Tucson center, I have experienced firsthand how positively Bio-Touch has impacted lives both physically and emotionally.

HERE YOU CAN ADD HOW BIO-TOUCH HAS AFFECTED YOUR LIFE AND HOW THEY CAN CONTACT YOU FOR MORE INFORMATION.



Suggested questions for Paul in an interview:

How could Bio-Touch revolutionize healthcare?

I hear that there is an incredibly unique history to Bio-Touch. What is that history?

How is Bio-Touch a profound option in healthcare?

Do you think Bio-Touch can be a compassionate, revolutionary voice in the public healthcare discussion?

What is the most amazing story you have about the effects of Bio-Touch?

What conditions can Bio-Touch address?

How can someone learn Bio-Touch?

Power Statements

General Statements

The Foundation has created exceptional programs that give you the tools to learn and share Bio-Touch no matter where you are in the world.

Whether you want to help a family member with health issues or a professional who wants an effective adjunct for their practice, Bio-Touch is the perfect complement.

The time is right for Bio-Touch to be in everyone's life. It is here to revolutionize healthcare.

Bio-Touch is offered on a donation basis at the Tucson Center by an all-volunteer staff.

Membership

You can participate in helping to build a planetary web of wellbeing.

Join a global community that is a revolution of love. Gain access to learning materials that will teach you this easy to learn healing technique, while supporting this effort of sharing Bio-Touch with humanity.

Education

The Foundation has created exceptional programs that give you the tools to learn and share Bio-Touch no matter where you are in the world.

Whether you want to help a family member with health issues or a professional who wants an effective adjunct for their practice, Bio-Touch is the perfect complement.

Through a range of practitioner classes, online learning and health condition workshops, everyone can find a learning option for them.

Social Media

Interacting with Bio-Touch on social media is a great way to learn and become a part of the conversation. **Bio-Touch Healing** can be found at the following social media platforms.

Facebook : www.facebook.com/biotouchhealing/

Instagram: biotouchhealing

Twitter: @BioTouch

YouTube: BioTouch1

TiKTok: @biotouchhealing

Hashtags used: #energyhealing #healing #healingtouch #justtouch #biotouchhealing
#learnbiotouch #holistichealth (#reiki)

Statements Used on the Website

ABOUT THE FOUNDATION:

Bio-Touch is taught through the International Foundation of Bio-Magnetics, a federally approved 501(c)(3) educational and charitable foundation. The Foundation's vision is encouraging all people to take responsibility for their own healthcare, empower them to assist others and create a community of people worldwide dedicated to service, self-awareness and recognizing the equality of all humanity — thus forming a chain, which shall go on indefinitely.

ABOUT THE TECHNIQUE:

Bio-Touch is just lightly touching specific points on the body, created by a mining engineer in Colorado. Bio-Touch is not acupuncture, Bio-Touch is not Reiki, Bio-Touch is not like anything else in the alternative, complementary or wholistic healthcare practices.

WHERE ELSE YOU CAN FIND STATEMENTS:

Testimonial page (<https://www.justtouch.com/testimonials-homepage>) which has a link to the Media Page (<http://justtouch.com/media>)

HERE ARE PAGES ONLY FOR CERTIFIED PRACTITIONERS:

<https://www.justtouch.com/cp-corner/>
<https://www.justtouch.com/cp-authorization/>



Talking Points



Talking points:

- 1). Healing through the power of touch.
- 2). A technique that is simple to learn and immediately effective.
- 3). An opportunity for growth within yourself and the healing community.
- 4). For everyone to give and receive.
- 5). Service above self.
- 6). A boundary breaker and equalizer between the recipient and the practitioner.
- 7). A unique healing touch that allows your body to heal.
- 8). A revolution in healing through love and touch.
- 9). A champion and advocate in the alternative healing community.

Talking Points

These are best to use in written materials.

- The time is right for Bio-Touch to be in everyone's lives. It is here to revolutionize healthcare.
- The conversations are already happening: the rethinking of outdated processes for providing healthcare, and the need for it to be more personalized.
- It's time to change the paradigm of "wealth equals good healthcare." Bio-Touch is a value beyond price.
- Time to put power back into the hands of people who may otherwise feel powerless.
- There is a growing demand for complementary treatments by many healthcare professionals.
- Frustration is growing in a western society that is too disconnected from its body and are stressed, sicker, in pain and overly reliant on "cover up medications" that never treat the cause.
- There needs to be a compassionate revolutionary voice in the public healthcare and free care/medicine debate.
- We help "free" people once they know what is possible.
- Incredibly unique history.
- Even in the world of "hands-on therapy" Bio-Touch is unique as a true treatment for the people.
- It is a treatment that is as beneficial for the "giver" as the "receiver". It is a true relationship of healing.
- Bio-Touch is wholistic or holistic
- We represent the "Caregiver". Sometimes all we need is for someone to give us unconditional love.
- Very practical. Hugely empathetic. A bit of magic.
- Bio-Touch is a lifestyle – it gives us the opportunity to live well and claim our birthright.
- Ensuring the future wellbeing of all mankind.
- Bio-Touch should be the simple and handy go-to for every ailment.
- Bio-Touch is the "must have" for every home's first aid kit.
- We are recognized as the original and true "treatment for the people".
- Bio-Touch unlocks our birthright to be healthy, happy and loved.
- Bio-Touch is a healing technique whose time has come.
- Bio-Touch is an art form.
- The Bio-Touch process is incredibly simple and requires little qualification.

Logo



Fonts

Approved fonts to be used for Bio-Touch marketing to include print, web and social media.

Arial family of fonts

Railway family of fonts (Google fonts)

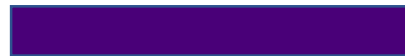
Helvetica

Calibri

Colors

The color formulas to be used in all print, web and social media outlets:

Dark Purple (Website) – #4a0078 RGB 74 0 120



HEX	#c6d8ff	HEX	#96adc8	HEX	#72195a	HEX	#786aad	HEX	#4c1036
RGB	198 216 255	RGB	150 173 200	RGB	114 25 90	RGB	120 106 173	RGB	76 16 54
HSV	221 22 100	HSV	212 25 78	HSV	316 78 45	HSV	253 39 68	HSV	322 79 30
CMYK	22 15 0 0	CMYK	25 14 0 22	CMYK	0 78 21 55	CMYK	31 39 0 32	CMYK	0 79 29 70