



## SPECIAL EFX

*Orange County's EFX Performance can lead to a more balanced game*

*By Jill Painter*

**J**ohn Adams said he couldn't believe what he was seeing when he turned on the television and saw Rich Beem wearing an EFX bracelet during the PGA Championship.

EFX Performance is a relatively new company based in Aliso Viejo, selling bracelets that promote balance, strength and energy. Adams, a sales representative for EFX and a golfer who competes in SCGA championships, was proud Beem sported the product. He figures Beem heard about bracelets through word of mouth, because EFX doesn't yet have representatives on any of the golf tours.

"That's how young we are," Adams said. "That was a great hit for us. We didn't sell it to him, we didn't approach him on it. When dealing with Tour players, a majority of those guys want money."

There are three types of EFX bracelets as well as a set of stickers that can be placed in golf shoes, and each sell for between \$20 and \$30 — Neoprene, Silicon oval and Silicone sport are available. The bracelet doesn't have to be worn around the wrist and doesn't even have to touch the skin; it has the ability to work from a pocket.

"There's no magnets involved," Adams said. "We're not a wellness type of product. We're in the performance category. There's 106 frequencies in your

body, and a scientist figured out 89 of them. He programmed the frequencies into holograms — holograms are the future of storage.

"They're three-dimensional," Adams continued. "I'm not going to make you a better golfer, but once you put this product on your body, you'll have better balance, core strength, flexibility, rotation, stamina and energy."

Adams first heard of EFX while at an Orange County gym, working out alongside one of its representatives. He tried the bracelets and was hooked, and so were many Major League Baseball players — athletes from the Texas Rangers and Houston Astros are using them also. So are Arizona Cardinals receiver Larry Fitzgerald and quarterback Kurt Warner.

They're also a hit with golfers. Ryan O'Toole, a former UCLA golfer, wears EFX.

"Golf will probably be the No. 1 sport in which people become attracted to this," Adams said. "Every instructor is teaching balance and core strength. When I show the tests we do, people have better balance and core strength. It can't make you a better athlete, and I haven't had anybody come to me and say, 'My game is way better because of wearing the bracelet.' But I have had people come to me and say, 'Hey, my game is really consistent now.'"

**Info:** [efxusa.com](http://efxusa.com).