

Message from Mr. Ohshiro

"初心忘れるべからず"

We have a familiar saying in Japanese that goes "Shoshin wasureru-bekarazu," and roughly translates to English to mean something along the lines of "Don't forget the original spirit you had when you began something."

There's power in the Beginner's Heart (shoshin 初心) with its passion for new experiences and its openness to incredible discoveries and amazing possibilities. I'm often reminded of the excitement I had upon delivering the Enagic Message to the shores of new countries like America, Canada, Europe and Asia. The joy of meeting new people and creating new opportunities!

So I urge you, here within the month of March, to recall the passion and mission statement you crafted when YOU first became part of the Enagic Family. Reach back and dig deeply into your first Enagic memories. What did that feel like? What emotions are brought to mind when you remember those days? Can you bring that passion and excitement to the HERE and NOW?

In life, our "continuance" is so much more important than "starts and stops." Anyone can sprint, but how's your long run? This really determines how successful you'll be in life. I've discovered in my own professional and personal life that "going the extra mile" is SO much more than a mere marketing or sales term, it REALLY matters!

March is also my birthday month and I'm looking forward to celebrating my birthday with you in Okinawa! I'm a youngster at heart, so expect a party! My home island of Okinawa is also a wonderful place to take a breath, relax a bit and give yourself a wonderful, well-deserved pat on the back for having helped me spread Enagic globally.

So this month, stay true to your passion, be confident in your mission with Enagic and continue to speak to everyone about the Life Changing work we're doing around the world!

With Respect and Appreciation, Hironari Ohshiro

"In life, our "continuance" is so much more important than "starts and stops." Anyone can sprint, but how's your long run? This really determines how successful you'll be in life."



Enagic: A Global Business

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^{*} The above excerpt from all countries and states.

^{*} The area are subjected to change.

^{*} For more information, please contact your corresponding branch.

The Foundations of Enagic

The Enagic mission is simple to understand; spread True Health. When it comes to goals, the MISSION is the GOAL! By embracing the mission of Enagic, each distributor will be on the road to helping meet the goals of the company, no matter how lofty. Mr. Ohshiro would like each distributor to think beyond sales goals and profits and, instead, focus more on the pursuit of the Enagic Mission, which, ironically, if achieved will lead to more shattered sales records and even higher profits.

Mission: Realization of True Health

Physical Health Financial Health Mental / Metaphysical Health

Understanding "Kangen"

The word "Kangen" applies to more than just water. It is an important part of a bigger Enagic philosophy. It is the idea of stripping away the things which keep us from arriving at our "destined" state of harmony and balance. Enagic offers five different kinds of Kangen:

Bodily Constitution = Good Health
Fair & High Income = Good Earnings
Quick Return = Rapid Financial Reward
Appreciation / Compassion = Care of Self and Others
Societal Support = Care of the Community

Face-To-Face: Human Based Marketing

"True Health" is the lifestyle we should seek in the 21st Century. A business program which allows infinite diversity and flexibility. Overcoming various barriers and boundaries, it is a human-centered technology nurtured by close communication between people. Experience and discover your own style of Enagic business. Then the "Circle of Compassion" will ripple throughout the globe, now and forever.

Active Global Distributor Leaders

Distributor ranking is an important part of Enagic's patented 8-Point Commission compensation plan, because the higher a distributor's rank, the greater the earning potential. In order to fully appreciate the distributor ranking system, it is important to understand how they affect the structure of the compensation plan. Just like every other retail product on the planet, Enagic products have a percentage of each product sold designated to recouping manufacturing cost, operating expenses, sales commission, bonuses, incentives, and, of course, a reasonable profit for the company. Since Enagic does not engage in direct marketing or advertising, we are able to fuse together this normally very large expense divided equally into eight parts; each part is referred to as a "point." Starting at the first rank of 1A, which earns them one point, distributors move up the distributor ranks based on personal and group sales requirements and reach the top of the Initial Distributor Ranks at 6A, which represents a minimum of 101 qualifying sales.

Once a distributor reaches the rank of 6A, they can work towards the Advanced Ranks, which are based on organizational development. The first Advanced Rank is 6A2. Reaching that a distributor has helped develop two down-line distributors reach the rank rank is 6A2-2, which means a distributor has helped two of their distributors reach the rank of 6A2.

These are the active Enagic distributors who have attained the rank of 6A2-3 or higher. Some of these people have built organizations with tens of thousands of product sales, spanning across the globe. While it might be hard to believe, every one of these incredibly successful people started in the Enagic business at the exact same rank...1A. Through hard work and dedication, they have moved up the ranks, and today, enjoy the benefits that come with their distributor ranking.







6A2-5



6A12-5 (USA) **ELI DAFESH**



6A9-5 (USA) ROBERT GRIDELLI



6A3-5 (Canada) GLENDA CALINISAN



6A2-5 (Indonesia) LIBERTUS PETER



6A3-5 (USA) KYOKO NAKAMURA



CAROLINE CHOU



6A4-5 (Hong Kong) JUN LEUNG



6A3-5 (Malaysia) **GARY GAN**



6A3-5 (Hong Kong) **ERIC WONG**



6A6-5 (Philippines) JONATHAN SUMBILLO



BERNARD CHAN



6A2-5 (Hong Kong) **BEE LAM**



KEIKO ISHII



6A2-5 (Hong Kong) **RAYMOND TANG**



6A2-5 (Hong Kong) **CINDY LIAO**



KAZUKI MAEHARA







DANIEL DIMACALE



TAMIA BETHEA



JILLINA DAFESH



6A5-4 (Hong Kong) **CORA LOH**



WINNIE LO



DAVID LESMAN



MATHIEW JANG & JULIAN



DANG T. NGUYEN











THOMAS MORE



TAN NGUYEN



6A2-4 (Hong Kong) ANDY & CARMAN



6A2-4 (Canada) MARIA MCCHARLES



6A4-4 (Canada) RONULFO VALENCIA



HONOR WILTSHIRE



6A3-4 (USA) RICARDO & MAREYAH DATAN



6A3-4 (Hong Kong) ANSON LIU



6A3-4 (Canada) JOSUE ANDALLO



DANYA LIU



MELODY SONG



6A17-4 (Japan) MITSUO SETO



6A6-4 (Malaysia) CHIN SHAW FUNG



6A3-4 (Hong Kong) RYAN & PINKIE



6A9-4 (Indonesia) TRIYADI JOKO



6A5-4 (Indonesia) ANDHYKA SEDYAWAN



6A4-4 (Indonesia) TEDDY HENDRYANA



SEIICHI ISHII



6A5-4 (Malaysia) NORLI RAZMI



6A4-4 (Malaysia) JOHN LIM



6A4-4 (Indonesia) WIKAN HANDONO



KARIANI



6A4-4 (Singapore) JUDY FLEMING



6A2-4 (Japan) GENICHI OKUHARA



6A2-4 (Malaysia) BRICE CHOW



ELIZABETH SUMBILLO





JON CHRISTOPHER LIM



























6A2-3



6A6-3 (Malaysia)
LOUIS LOOI



















































































6A2-3 (Hong Kong)

JEAN NG

6A4-3(Indonesia)

ADITYA NOVRIANSYAH

SUZZANE CHEN & YING YING LIM

6A2-3 (Hong Kong)

KELLY KWAN

6A2-3 (Hong Kong)

MR. & MRS. YIM



"Roots" Enagic in Okinawa

Okinawa Prefecture, both the birthplace of Hironari Ohshiro and where Enagic was founded, is in the tropical zone in the very south of Japan, and famous for its unique, Chinese-influenced culture since historical times. Let us explore the range of related companies and facilities that are concentrated in Okinawa, appropriately for Enagic's roots.





Enagic Tiger Prawn Farm





Enagic Baseball Team







Ginowan

Enagic Aroma Hot Spring











Ocean Eight Kangen Restaurant



Enagic bowling Academy





(Aroma Branch)





Osaka Factory

Made in Japan

This is How the LeveLuk Series is Made in Japan!

The Osaka Factory is located in Hoshidakita, Katano City, in the northeastern part of Osaka prefecture. It is a large production facility covering over 43,000 square feet in both site area and overall floor space. The major components of our products, including everything from electronic plates to internal filters, are all made in our Osaka Factory. The

factory adheres to the highest manufacturing standards and has earned numerous International Organization of Standardization (ISO) certifications, including ISO9001, ISO14001 and ISO13485.

Electrolysis Chamber: The "Heart" of the Device

The production process starts at the Press Processing Department, where the titanium electrode plates, that are a part of the electrolysis chamber are made. These electrolysis chambers, where the water is electrolyzed, are the heart of our LeveLuk Series of machines. Depending on the model, there are anywhere from three to twelve plates in a device.

The new K-8 model features eight large electrode plates. One by one, the electrode plates are cut and terminal-welded by professionals. They are then moved to the injection molding machine to be insert-molded. These are then extracted and completed in the Assembly Department to create a finished electrolysis chamber.



Careful Testing and Completion

The next step in the production process is moving the product to the Production Department for the internal filters. This is done in a special area of the factory, equipped with state-of-the-art production and ventilation equipment. The end caps, bottom cases and other parts are assembled using hi-tech ultrasonic welding, and "filtering media", like activated charcoal, is added to complete the process. The finished filters are taken along with other parts to the final assembly line, and inserted into the device. The assembly lines are divided into the electrolysis chamber assembly line, the main assembly line, and the completion line. The main assembly line is where the electrolysis chambers, pipes, hoses, and other parts are attached and the device "takes shape," before it is sent to the completion line. The device is then carefully tested for electrical insulation, pressure, and water flow before it is labeled and prepared to be shipped.



Careful pH testing is also done during the water flow testing at the completion

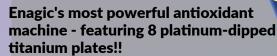
The Cartridge Production Department





Enagic Products





- Electrode plates: 8
- Plate size(mm): 135 x 75

THE GOLD STANDARD

- Generates: 5 water types
- · Wattage(W): 230
- Dimensions(mm): W345 x H279 x D147



Features a revamped modern design that coordinates beautifully with today's stylish kitchens.

- Electrode plates: 7
- Plate size(mm): 135 x 75
- Generates: 5 water types
- Wattage(W): 230
- Dimensions(mm): W264 x H338 x D171



5-year warranty



The finest machine in its class, with the highest quality built-in electrolysis chamber on the market.

- Electrode plates: 7
- Plate size(mm): 135 x 75
- Generates: 5 water types
- · Wattage(W): 230
- Dimensions(mm): W264 x H338 x D171

LeveLuk Super 501

3-year warranty



The MOST POWERFUL model! Top of the line model for heavy home use or small business use.

- Electrode plates: 7 & 5
- Plate size(mm): 135 x 75
- Generates: 5 water types
- Wattage(W): 200
- Dimensions(mm): W352 x H384 x D250

LeveLuk Styru

5-year warranty



The UNDER THE COUNTER model conveniently nestles discreetly under your sink!

- Electrode plates: 7
- Plate size(mm): 135 x 75
- Generates: 5 water types
- · Wattage(W): 230
- Dimensions(mm): W264 x H338 x D171

LeveLuk Jr II

3-year warranty



The ENERGY SAVER model! This unit can also produce strong acid and strong Kangen waters.

- Electrode plates: 3
- Plate size(mm): 135 x 75
- Generates: 5 water types
- Wattage(W): 120
- Dimensions(mm): W264 x H338 x D171

- * Availability of the product line-up and warranty may vary depending on the country or area.
- * Please contact your corresponding Enagic office for more details.



3-year warranty



The STARTER model! Affordable for families on almost any budget.

- Electrode plates: 3
- Plate size(mm): 118 x 82
- Generates: 3 water types
- · Wattage(W): 100
- Dimensions(mm): W250 x H308 x D135



3-year warranty



The mineral ion water HOME SPA System Transform your ordinary bathroom into a natural hot spring resort!

- Electrode plates: N/A
- Plate size(mm): N/A
- Generates: Mineral ion water Wattage(W): 2.5
- Dimensions(mm): W130 x D346





KANGEN UKON nature's oldest healer and protector! Detox, energize and strengthen your body with Kangen UKONΣ turmeric supplements!

Enriched with high quality ingredients & essential oils: Curcumin, Healthy minerals, Olive Oil, Perilla Oil, Niacin, Flaxseed Oil, Evening Primrose Oil, Tocotrienol.



KANGEN UKON TEA- Natural and healthy tea made from Kangen Ukon!

100% produced in Okinawa. Turmeric Ukon belongs to the ginger family. Tea made from Ukon has been considered natural and healthy since the Ryukyu Dynasty (1429-1879).



KANGEN UKON & Honey SOAP! Taking advantage of Okinawa's natural blessings

Freshly harvested from our Ukon Garden in Okinawa. Ukon, Honey, Citrus depressa.

This soap is carefully crafted by a traditional "bar soap" maker. It is living soap that makes the most out of natural ingredients.



The E8PA Family Club Pass! Take advantage of E8PA membership benefits!

Benefits of Membership

- Eligible for E8PA loyalty discounts & Commission of Ukon DD, Anespa DX and Super 501.
- IT Solution.
- Stay at any Enagic affiliated lodging facility at special price or FREE! (depending on card-type)
- Earn E-points.



What is the most important activity in our industry? Is it explaining or demonstrating the products? Is it providing details of the compensation plan to a prospective business partner? Is it sharing water with prospects? Or is it something else? While identifying the most important, specific activity may be debatable, it is safe to say that, generally speaking, one of the absolutely most important activities is attending and conducting events.

their knowledge with their fellow distributors. This article was created from input of many of these excellent trainers.

Most experienced people in direct sales and the network industry would agree that distributor and prospect events are the life-blood of the industry. Of course, all of the other activities mentioned above are important, but events have the ability to create a completely different business and social dynamic. It is a way to achieve something which is often overlooked in this industry, engagement. Distributor events are an excellent way to keep a distributor or prospect "engaged", which, in this case, simply means involved. Huge corporations spend millions of dollars every year trying to figure out how to keep their employees engaged, because they know that keeping a person engaged will ultimately lead to more productivity, efficiency and profitability.

Engagement through events is a very effective way to develop a long-lasting and productive relationship between the prospect or new distributor and the company. Some of the most successful distributors in Enagic owe a lot of their success to the fact that they were so engaged with aspects of Enagic, that the company became one of their main priorities. This involvement then led to them becoming even stronger distributors. The more events a person attends, the more they not only understand the "big picture" of Enagic, the more they personally become part of that picture. This understanding strengthens their "connection" to Enagic and Mr. Ohshiro's mission.





Keep in mind that in the beginning the only real connection a prospect, or even a new distributor, has with Enagic, is the relationship with their authorized Enagic distributor, the water, their machine or a combination of these. While they may be excited about the water, the distributor opportunity, or their new machine, the fact is, in the beginning, their connection with Enagic is limited. This is why getting prospects and new distributors to events is so important. Every event a person attends has the potential to reinforce the bond between them and every aspect of this business; from the technology, to the earning potential, to the culture of the company, to the different uses of the water and everything in between. Every event a new person experiences, all the new information they hear, every new strategy they learn, every use of the water they discover, every bit of information they are exposed to brings them closer to having a true understanding of Mr. Ohshiro's concept of True Health. Once a person truly understands and embraces this concept, they are much more likely to become a long-term distributor and make Enagic their priority, which will benefit all parties involved.

In order to help ensure that this happens, distributors are encouraged to seek out as many events as possible. It is important to note that attending events may not always be easy for every prospect or distributor. If you are in an area that is still developing an Enagic presence, there may not be any nearby events, at least not yet. If that is the case, each individual distributor may need to take the initiative to look for or even create local events. If necessary, be willing to be the initiating person if no events are available around you. If you wait for someone else to do it, it may never happen! Would you seriously just sit around and wait for someone else to secure your success and your future? Of course not! If there are no presentations in your area, start one yourself! If there is no executive luncheon at the end of the month, figure out how you can make it happen. Don't go looking for an excuse to fail, look for a way to succeed! Ask your referrer or other distributors for event recommendations. Seek out Distributor Leaders and see if they have presentations, trainings or other types of events you can attend. Look for distributor email lists you can subscribe to. Getting on these email lists will give you access to a wide variety of information



and resources. You will receive notifications of upcoming meetings, events and trainings. Remember, not attending events because there is nothing "close to you" is not a valid reason...it is an excuse. Those who make attending events their priority will always find a way to make it happen.

Keep in mind that an event can come in many forms and is not just when a gathering is being held in a hotel. Conference calls, webinars, product demonstrations, project overviews, executive luncheons, distributor training, corporate conventions and live presentations, at places like Enagic offices, are all events. Once you find out about an event, commit to attending. Get a calendar and mark the events you will attend. Don't allow an excuse to get in your way of attending. When you commit to attending an event and then make an excuse not to go, the only person who suffers is you! Don't end up becoming your own worst enemy. Be your strongest ally! Make the commitment and then follow through and do it for the most important person in your business; you! By connecting to events, you become more familiar with the culture of the Enagic independent distributor business. You will better understand the support and nurturing nature of both the company and your fellow distributors. By making events a priority, you will be showing your prospects and new distributors the importance of attending events, which typically results in them attending them as well.

While there are many event options for distributors throughout the world, sometimes distributors will have to seek them out. And sometimes there will be a cost to attend an event. There may be travel expenses, lodging and even a cost for admission to the event; but any cost is usually far outweighed by the benefit the person gets out of attending the event! While it is up to each distributor to determine how much they are willing to invest in their own success, be assured that if you treat the costs associated with attending events as an investment in the success of your business, and not just an expense, it will most likely pay off for you in the future!

Stories of Success

Shoshin – Remembering the Beginnings

"Ohshiro's success today is a direct result of his fateful decision to attend that seminar. Because that was when he first discovered the extent of the impact that Kangen Water® could have on the human body. It was the first time he heard that Kangen Water® was able to counteract the acidification of the human body caused by oxidation. This was all new to him—but he understood it was important, too, so he took it all in, filed it all, and began to think about how he could turn it into a business. Ohshiro's animal-like instinct for sniffing out opportunities led him straight to his conclusion: this Kangen Water® could sell.

The seminar became the foundation stone upon which he was to build his dream for the future. It was the opportunity he could hardly have dreamed of. People say that life is about who you meet. In Ohshiro's case, his whole direction in life was turned upside down and about-face by a seminar that he hadn't even wanted to go to. It was the opportunity that would make his dream of success in Tokyo come true. When you look at the process behind his success, it becomes harder to dismiss that success as the "magic of dreams", or "destiny" or even "mere coincidence".

It was Ohshiro's same animal-like instincts that allowed him to visualize how Kangen Water®, something he encountered for the very first time at that same seminar, could be turned into a business. As he listened to the professor talk, he started to calculate in his head. Who could supply

the machinery, what was the market scope, who would be the target customers. Here was the moment of Enagic's birth, in the incubator of Ohshiro's mind. Business is all about stimuli: what you hear, see, say. Those stimuli must be turned into ideas, and then the ideas turned into cold, hard reality.

If we position it as the starting point for today's global Enagic business, it's hard to overstate the significance of this seminar. It's also perhaps why Enagic and its distributors hold seminars today; after all, the very top distributor learnt for himself just how transformational they can be.

The encounters we have in life can set us on trajectories that we could never have imagined. Sometimes they take us down the wrong path, to unhappiness and bad fortune. Other times, they lead us to roads paved with riches. When Kazuo Inamori first set up Kyocera Corporation, in the 1960s, he attended a lecture held in Kyoto by Konosuke Matsushita, the founder of Panasonic. The theme of the lecture was "dam management". This was an approach to management that advocated maintaining a buffer, in other words, holding back

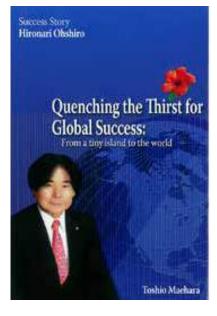
(in a "dam") additional human resources, capital, and resources as insurance against change. Many of the attendees felt that, as a lecture from someone considered a giant of management, it had fallen somewhat flat. But Inamori was inspired: everything has to start from an idea, he thought. President Matsushita's "dam management" approach was to go on to have a significant impact on the management principles adopted at Kyocera Corporation.

Many other people would have been there too, at the lecture heard by Inamori and the seminar attended by Ohshiro. But how many of them managed to take what they had learned and use it to achieve business success? Even when it comes to knowledge that you hear from others, learning with your ears, in other words, how you use that knowledge will depend on how you choose to listen and how you

chose to learn from it.

Even if you're there in body, if you're not there in spirit, then there is a risk that you will miss hearing about the really important things; they will go in one ear and straight out of the other."

Copies of this inspiring and insightful book are available on the Enagic website and at Enagic offices, and make an excellent gift for any new or seasoned distributor!



Above is an excerpt from the book **Quenching the Thirst for Global Success**, the Success Story of Hironari Ohshiro. It is filled with incredible lessons, motivational stories and the actions that were taken to create Enagic. A must for distributors, it is available at **www.enagic.com/shop**

Also available in Chinese, Italian, French and Spanish! Contact your local branch office for details.





Special Keynote Speakers Chris Gardner

The author of the book and 2006 motion picture "The Pursuit of Happyness" he was portrayed by Will Smith in the movie.



Enagic CEO Hironari Ohshiro







Special Keynote Speakers Kyle Maynard

First quadruple amputee to ascend Mount Kilimanjaro without the aid of prosthetics. The author of the book "No Excuses"

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Congratulations to each of you for your outstanding achievement!

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6A2-4	
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