

OCTOBER 2016



# Executive News

ENAGIC INDEPENDENT DISTRIBUTOR E-NEWSLETTER

[www.enagic.com](http://www.enagic.com)

## MR. OSHIRO'S MESSAGE

"Enagic has pledged to start a global revolution in True Health - in the form of physical health, economic health and mental health. This pledge is supported by hundreds of thousands of people from all around the world. Enagic offers safe water that can be used with confidence to benefit health, beauty, sanitation, cuisine and almost every aspect of life that comes in contact with water. The world is changing and we have entered the age of "human technology marketing." As an integrated development, manufacturing, sales and service company of alkaline ionizer technology, we combine Hi-Tech with Hi-Touch. Market vitality now depends upon a merging of high technology and the personal relationship between human beings. Enagic has teamed up with an international network of offices and independent distributors around the world, to spread the idea of "True Health", while building a global company with worldwide operations. Welcome to Enagic!"

Hironari Ohshiro  
CEO Enagic International, Inc.

## Enagic



*Mr. & Mrs. Ohshiro are an inseparable team, traveling all over the world together to spread the idea of True Health. It is a vision so radical, unconventional and unequivocally unique, that it has been able to penetrate the hearts of people worldwide and has led to positive changes in health and financial prosperity.*

**T**his is the Enagic **Executive News** E-Newsletter! Enagic makes the highest quality and most desired water ionizers on the planet, but our most valuable asset is not our devices...it is YOU, the Enagic Independent Distributor! In an ongoing effort to provide you with the latest news, updates, sales strategies, marketing tips, special announcements and more, we are pleased to bring you the Executive News E-Newsletter. Published monthly, a link to this e-newsletter will be emailed to active Enagic Independent Distributors. Be sure to watch for it each month and tell your new distributors to make sure that Enagic has a correct email address for them, so they will receive it each month as well! Enjoy!!

## SALES STRATEGIES - OCTOBER



It's October, which is usually the time for ghosts and ghouls...but this year let's make it ghosts and goals!! In fact, let's forget the ghosts, and only focus on goals! For most direct sales professionals October is a VERY important month. It is the start of the 4th Quarter of the year, it is the beginning of the upcoming holiday season and it also indicates that the sales year is drawing to a close. This is an excellent time to take stock of

life and your business and to set some goals for the next few months and for the beginning of the upcoming new year. Did you hit your personal sales goals? Your team sales goals? Recruiting goals? How many goals did you accomplish? Did you even have actual goals? Below are tips you can use to help you set and achieve your end of the year goals.

#1: Write down your goals! You have to write them down, otherwise they are not goals...they are dreams! Set new "end of the year" goals and determine what you want from your Enagic business in the next few months...be specific: host a family holiday party, an extra \$5k for presents, a vacation to Hawaii, etc...then WRITE IT DOWN!

#2: Break your goals down into small manageable steps and identify the actions you'll need to perform in order to accomplish those goals.

#3: Determine your daily minimum activity. Do you need to meet with one new person each day, sample 10 gallons of Kangen Water, invite 2 guests to a demo, make 5 new prospect phone calls? VOW to not go to bed until you finish your daily minimum activity.

#4: Start working TODAY. With consistent effort and proper planning you can achieve ALL of your end of the year goals and create an awesome holiday season! You still have 3 months until the end of the year, so work, work, work towards your end of the year goals! Finish out the year strong and then get a jump on setting and planning your goals and actions for next year!

## TECH TALK – ENHANCER FLUID



Inaccurate information has been floating around the Internet about the Enhancer Fluid used to make 2.5 pH Strong Acidic Water and 11.5 pH Strong Kangen Water®. So, let's set the record straight. The enhancer fluid is 99%+ purified water. There is also a very small amount of sodium chloride, also known as "table salt". Other ionizer sellers have been known to use scientific terms to try to trick consumers into thinking an ingredient is somehow dangerous, or even diabolical. The salt in the enhancer fluid does two things; first, it allows the machine to maximize power during ionization; the salt acts as an added electrical conductor. There is also a reaction between the salt, the water and the electricity that creates a natural disinfectant. The last component is an even smaller amount of sodium hypochlorite, which is the "chlorine" that is used to safeguard tap water.

The amount used in tap water is typically 0.05% by volume. The enhancer fluid is 0.01% by volume. This means that there would be more sodium hypochlorite (chlorine) in a glass of tap water, than in an entire bottle of enhancer fluid. Yet some other ionizer sellers act like the enhancer fluid is hazardous, which is usually for no other purpose than scare tactics. This small amount of chlorine is used as a preservative to ensure quality of the enhancer fluid, that's all. Besides, the waters created when using the enhancer fluid are not recommended for drinking. Be assured, Enagic would never knowingly provide an additive that was dangerous...PERIOD!

## HALLOWEEN MARKETING IDEA

Did you ever stop and think about how powerful Halloween can be for building a business? For one night out of the year, you get a steady flow of people from your neighborhood and community knocking on your door and literally taking whatever you are inclined to give them. This year why not try something a little different? In addition to the tasty treats you drop in the bags of trick-or-treaters, also consider dropping in a treat for mom & dad. A treat in the form of a card extending an offer to try Kangen Water free for 2 weeks. This is an excellent opportunity to reach out to the people that live close to you, even if you don't personally know them. It allows you to cost effectively "mass market", in a very gentle, non-threatening way. Since most of the children that visit your home on Halloween live close to you, if anyone responds to your offer, it should be pretty easy to get them Kangen Water. They live close and close usually means convenient! Trying a local, extremely targeted marketing campaign like this doesn't have to be difficult or expensive. You can make the handouts on a home printer, using simple white card stock, some fun Halloween images and a message letting your neighbors know that you would like to share the incredible message and benefits of True Health. Don't make the cards too small, you don't want parents thinking it is just a piece of paper that mistakenly got into the bag, but don't make them too big either! A 3 inch by 5 inch card is the perfect size. Make your message short, but informative and remember, all the card is trying to do is get them to call you, that's it! The sample to the right will give you an idea of a look and message that may work for you.



### A HALLOWEEN TREAT FOR MOM & DAD

Hello Neighbor! Hope your child had lots of fun this Halloween and that they enjoyed the goodies we shared with them. In addition to giving your child a treat, we also wanted to extend an offer to give you a treat as well! We would like to share an amazing healthy water with you and your family and the best part is, it's absolutely free!

Please give me a call for more information.  
You Neighbor - John Smith (123) 456-7890





## KEEP BUILDING MOMENTUM!

The Enagic Convention is a few months behind us already, but you can still use the power of the event! The Convention was put on as a way to allow Enagic distributors from all over the world to connect with each other, exchange ideas and business strategies and to see the "Big Picture" regarding this incredible global opportunity.

In order to get the most out of the Convention, it is important that distributors use the power and excitement of the Convention to continue to build momentum. If you were there, then you know the energy that was in the room when 4,000+ excited distributors spent two full days celebrating Enagic and Kangen Water. Let that energy continue to surge through you and let it motivate you to keep sharing and working!

Schedule as many meetings and one-on-one's as you can. Remember, YOU attended the biggest, most powerful event in the history of this company, so you need to let the excitement, energy and momentum of the event carry you through the end of the year. Put the pedal to the metal and commit to an All Out Massive Action (A.O.M.A.) Plan. Keep implementing things you learned at the trainings. Put into action things you learned by speaking with other distributors. In short, don't let the momentum of the event fizzle!! Keeping the energy alive is up to you...keep it alive by taking action RIGHT NOW!!

Take the next 30 days and re-focus. We are already in the 4<sup>th</sup> Quarter and the holiday season. The time to put your efforts into overdrive is RIGHT NOW!! Gather your team members, talk about your year end goals and make a solid game plan of how you will work together to make the rest of 2016 absolutely incredible!

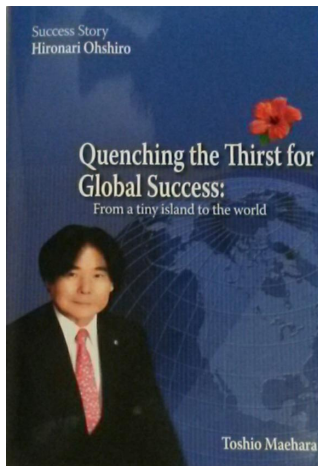
## JUST FOR LAUGHS

### REALLY SCARY!

WWW.TOONDOO.COM



## KANGEN WATER SEMINAR: FOUNDATION OF SUCCESS



“In 1988, a seminar on Kangen Water® and its health benefits was held in Tokyo by a medical professor. An acquaintance recommended that they go along and listen, so Ohshiro agreed, reluctantly, to accompany him. At first, Ohshiro was skeptical -- whatever this “Kangen Water” that the professor was talking about, surely water was just water, you drank as much as you needed, and that was it. As the seminar progressed, however, Ohshiro began to realize that Kangen Water® was more than just the “ordinary” water that the Ministry of Health and Welfare told the people of Japan to drink. There were real benefits to the professor’s water. And if a medical professor says it’s true, how could it not be? The more he heard about the benefits of Kangen Water®, the more his interest grew. Later he would discover

that Kangen Water® had already been recognized by the Ministry of Health and Welfare as having medicinal benefits. Ohshiro immediately set about learning more about Kangen Water®. 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, to, 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 is 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 calculating in his head. Who would 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 the 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.”

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](http://www.enagic.com/shop).

## IN THE KITCHEN WITH KANGEN

### Alkaline Pumpkin Pie Smoothie

Yield: 2 -16 oz smoothies

**Ingredients:**

- 1 cup steamed or organic canned pumpkin
- 1 cup thick organic coconut milk
- 1 cup 9.5 pH Kangen Water
- 1/4 cup almond milk
- 1 avocado
- 1-2 tbsp hemp seeds
- 3/4 tsp cinnamon
- 1/4 tsp all spice
- pinch nutmeg
- pinch ground cloves
- 1/2 tsp vanilla
- 6-10 drops liquid stevia to taste

**Directions:**

Place all ingredients into blender and combine until smooth. If needed, adjust thickness to your liking with additional almond milk or more 9.5 pH Kangen Water. Once you have reached your desired consistency, pour into glasses and garnish with additional cinnamon. Enjoy!



*Live Healthy - Live Delicious!*



*Change Your Water - Change Your Life*



## CORPORATE ANNOUNCEMENTS

Are you putting the HOTTEST marketing tool to work for you? The Enagic Change Your Life magazine, introduced at the 2016 Global Convention in Las Vegas, is one of the best marketing tools ever produced by Enagic! More than just a lifestyle magazine, it is a 100 page magazine filled with stories of inspiration, information about the company, a snap-shot look at the ranking system and a brief introduction to Enagic founder, Mr. Ohshiro.

This is the PERFECT resource for your serious business prospects. It features stories of successful distributors from all over the world. While every story is different, they all have one thing in common...the fact that the Enagic business is what turned their dreams into reality! This magazine is an absolute MUST for any serious distributor!



The Enagic Change Your Life magazine is high quality, beautifully produced, with vivid images and inspiring information. Including...

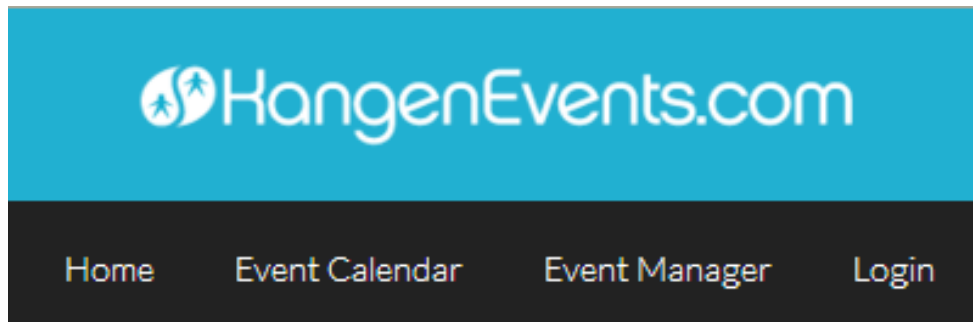
- *History of Enagic*
- *Global Offices & Service Centers*
- *Certification Information*
- *Ranking System*
- *Product Profiles*
- *Enagic Factory*
- *Opportunity Overview*
- *Distributor Leader Feature Articles*
- *and much, much more!*



Have a copy for your coffee table and have a few copies on hand to give to your best business prospects. Share with them these incredible stories of success, brought about by hard working individuals dedicated to the idea of True Health. Quantities are limited, so get yours today! Available on the Enagic online store at [www.enagic.com](http://www.enagic.com).

## CORPORATE ANNOUNCEMENTS

There are product demonstrations, distributor trainings and many other events all around the United States. Use the links below to check out what's happening or visit the Distributor News section on [www.enagic.com](http://www.enagic.com) for additional event details.



<https://www.kangenevents.com/events/list>



Enagic Presidential Trainer Don Prosser leads the ESPRI program and developed it, having presented it for the past two years. Don brings to light a concise one-day program and over a decade of experience with Enagic. Experienced in developmental psychology and life coaching, Don wraps proven self-development strategies with YOUR involvement, crafting a marriage of insight and FUN! Can you imagine what YOU'LL experience?



**Check out the ESPRI schedule for this month**

[https://www.enagic.com/enagic\\_espri.php](https://www.enagic.com/enagic_espri.php)



# ***Enagic Chat Is LIVE!!***

**If you don't feel like calling...  
- CHAT US :)**

Handle all your Enagic® support needs with the new Enagic® chat!



**Scheduled launch August 31st 2016**



**Enagic®**

design by enagicwebsystem.com

***Got questions? Get answers...quickly!***



## Will YOU Be Part Of Club 20K?

### Design

- Two stones each represents 10,000 unit sales
- Enagic logo "E"
- "Club 20K" with "Exclusive Member" to specify the significance of the contribution.



## 20,000 units Monthly Club 20K

From now until the end of the year, we intend to sell 20,000 units per month. We're calling on you to help us achieve that goal! Once we reach our goal, all distributors who have acquired three direct sales from August 1st through December 2016 will receive this beautiful pin in recognition of their hard work and support.

**This pin represents the powerful way we all work together to share Enagic® with the world!**

**Let's work together to make it happen!  
Let's Unify!**



# Enagic® Photo Contest

YOUR brand is YOUR opportunity to shine!  
Join us for the all-new, monthly Enagic Pix  
Contest! Here's how it works:

- You can submit as many photos as you want branding the **Enagic® Lifestyle, Kangen Water®, funny selfies promoting Enagic®, etc. that positively portrays our Mission.**
- Use the hashtag **#Enagicpixsep** (for the month of September, simply replacing the last three letters for each new month) on Twitter, Instagram, and Facebook by the 20th of every month
- Once the submissions are in, we'll post ALL your submissions to our Facebook page where YOU can vote by liking the best picture!

The top three most liked pix will be rewarded with THESE GIFTS:

- 1) A new Kangen Water® filter for your Life Altering Device
- 2) Three 1-liter Kangen Water® bottles
- 3) One 1-liter Kangen Water® bottle



Remember,  
YOUR Brand  
is YOUR  
Success!

Design by: EnagicWebSystem.com





Enagic®

Design by: EnagicWebSystem.com

## #EnagicRoKs



That's our tagline to show the world YOUR feelings toward the Enagic® mission! Delivering True Health to people GLOBALLY has always been our Founder's message and now it's YOUR mission as well! Help us spread the world throughout social media by using the hashtag **#EnagicRoKs** in your posts about Enagic® and Kangen Water®. Before long, the world will hear loudly and clearly WHO WE ARE!

Stay up to date with Enagic at:



[www.facebook.com/enagic](http://www.facebook.com/enagic)  
[www.facebook.com/enagicusa](http://www.facebook.com/enagicusa)



[www.twitter.com/enagic](http://www.twitter.com/enagic)





## Tell the World Who YOU Are!!



Interested in being interviewed on the official Enagic YouTube Channel for all to see? What an amazing opportunity to PR yourself, your mission and your team! Think of how quickly your Success Team will grow when people get to see YOU on Enagic's official outreach channel!



**Don Prosser**  
Enagic Presidential Trainer

Zap an email to [marketing@enagic.com](mailto:marketing@enagic.com) with why YOU would make an awesome addition to the success interviews, along with a photo of yourself and your Enagic distributor number. We'll connect with you for the Skype interview.

**You'll need a Skype account, cam and audio capabilities along with plenty of Kangen Water to slurp during the interview!**

Get busy

with some AWESOME Enagic PR  
on YOUR behalf!



## RANK ADVANCEMENT

In addition to providing Enagic Distributors with information and resources to help them succeed, the Executive E-Newsletter will also serve as a way for us to recognize the outstanding achievements and rank advancements of our valued Independent Distributors. While we would like to be able to recognize each person who has advanced in rank by name, the sheer volume of new distributors advancing in rank makes it impossible. Instead, we will recognize each person that advances to the rank of 6A and above by name in this section of the newsletter. We are extremely grateful and very proud of the achievement of each person listed below and we encourage every distributor to work hard to achieve the rank of 6A and above so that your name may be proudly displayed with those that are moving up the ranks in the Enagic business.

### UNITED STATES

#### NEW 6A'S

JEROME L HERBERT  
MARITA P ESELLER  
PHYDRO HOLDINGS LLC  
FAUSTIN B. CHOPRA  
REBECCA A LOPEZ  
LIFESTYLE MARKETING GROUP LLC #B  
DT GLOBAL MARKETING LLC #2

DT GLOBAL MARKETING LLC #3  
MATTHEW D. CLEMMER #2  
PIERRE CHUONG  
DENISE CUMMINGS  
FINE ARTS OF WELLNESS LLC  
PAMELA EMMA PHAN  
ADALIZ MARTINEZ

#### UNITED STATES NEW 6A2'S

RACE TO FREEDOM INC  
LIFESTYLE MARKETING GROUP LLC  
GLOBAL MARKETING LLC  
FATIMA S. DE LUMEN  
MATTHEW D CLEMMER

#### UNITED STATES NEW 6A2-2

IDEAL PERSONAL TRAINING INC

*Congratulations to each of you for your outstanding achievement!*



**CANADA NEW 6A'S**

**GLOBAL WATER SHOW LTD.  
XUE ZHENG YANG #2  
SHIRLEY SIU KWAN TO**

**CANADA NEW 6A2'S**

**KREEL HEALTH ENTERPRISES INC#2  
SHARON HEALTH COUNSELING LTD  
CHRISTINA MAN-LAI LI**

**CANADA NEW 6A2-2**

**KREEL HEALTH ENTERPRISES INC.**

**CANADA NEW 6A2-3**

**WADE T. LIGHTHEART**

***Congratulations to each of you for your outstanding achievement!***