



No matter what industry you specialize in, as a serious business professional you keep a finger on the pulse of opportunity; ever watchful for the next consumer trend or billion dollar product offering. One product which has gained tremendous ground in the U.S. Marketplace during the past decade is the embodiment of both. Originally introduced in the Asian commercial market almost 50 years ago, the consumer version of the Continuous Ionized Electrolysis Water Generator is quickly becoming a major consumer trend, not only in the U.S., but globally; uniting two major industries, water and health & wellness. The growing popularity of this product, fueled by increased consumer awareness and perfect marketplace timing, has created an unprecedented opportunity.

Enagic USA, Inc. / Enagic Co., Ltd.

Founded in 1974 by company President & CEO, Hironari Oshiro, Enagic is the globally recognized leader in the Water Ionizer industry. During the last decade the company has implemented an aggressive expansion plan, establishing their global dominance by opening 24 new offices. The Enagic USA headquarters are located in Torrance, CA and there are service / sales offices in New York, Chicago, Orlando, Dallas, Seattle and Hawaii. Their international offices include British Columbia and Ontario, Canada, Mexico, Germany, France, Italy, Australia, Taiwan, Philippines, Hong Kong, South Korea, Singapore, Malaysia, Indonesia, Thailand, Brazil, Mongolia, Russia, India and Dubai. The corporate headquarters and manufacturing facility are located in Osaka, Japan, and there are numerous service / sales offices throughout Japan. The success of the company has been built on two main platforms: offering the highest quality product in the industry and promoting "True Health", a concept developed by Mr. Ohshiro. The idea of True Health is based on three basic principles: realizing true physical, financial and mental health. This philosophy has propelled Enagic to the top of the Water Ionizer and Direct Sales industries.

In Japan, the Enagic products are manufactured, marketed, licensed and sold as "medical equipment". Adhering to the highest manufacturing standards, the Enagic factory is ISO 9001, ISO 14001 and ISO 13485 certified. In addition, Enagic is the only WQA (Water Quality Association) Gold Seal Certified water ionizer manufacturer in the world, with NSF & ANSI Certification for actual water production. They are Members of the DSA (Direct Selling Association), were recognized for their participation in the DSA Code of Ethics Communication Initiative and have been in the DSN (Direct Selling News) Top Global 100 Direct Sales Companies list for over a decade. As an original equipment manufacturer (OEM), Enagic is on the cutting edge of research and development, always striving to improve and perfect this remarkable technology. With the highest quality products in the industry, their commitment to excellence is evident through their continued growth, their customer satisfaction, their industry awards & recognition and their impressive product longevity. Considered the "Gold Standard" of the industry for the quality of their products, by recently surpassing one million products sold, Enagic has now secured themselves as the front runner of the entire industry.

Enagic offers a unique direct sales model, including a first of its kind patented compensation plan, using authorized independent distributors to spearhead a grassroots campaign to introduce their products to the U.S. and global markets. Enagic distributors are actually defined as "referral compensation agents", and are not required to stock any product inventory or open / maintain a traditional "brick & mortar" location. Using word-of-mouth advertising and a simple, yet effective, "try before you buy" approach, distributors have produced impressive results, including six and seven figure annual earnings. With no exclusive territories or regions, distributors are creating global distributorships by introducing a desired product that is literally making waves. With an emphasis on health through hydration, the Enagic products have created a massive opportunity and the timing is absolutely perfect. The Baby Boomers, still the most influential group in the consumer market, are entering their Golden Years and the demand for health & wellness related products is rapidly increasing. Coupled with the increased dissatisfaction of the U.S. Medical industry, the Boomers are forcing a paradigm shift that is making a water ionizer a necessary lifestyle choice for the healthy minded.

If you are a business professional and are looking to subsidize your current income, or perhaps you are considering a complete career change, the Enagic opportunity has the products, the demand and the potential to make it happen.

**TRUE HEALTH IS WAITING FOR YOU!**

