

## **What is “Kangen Water”...the TRUTH behind the name.**

If I were to ask you for a “Kleenex®”, would you know what I was requesting? How about if I asked for a tissue? Based on these two questions, you may be asking yourself, “aren’t these the same thing?” And the answer, of course, is NO! You may be very confused by my answer, so allow me to explain.

You see, a “tissue” is defined as: any of several kinds of soft gauzy papers used for various purposes; while a “Kleenex®” is a brand of tissue. In 1924, the Kleenex® brand of facial tissue was first introduced. Kleenex® tissue was invented as a means to remove cold cream. Early advertisements linked Kleenex® to Hollywood makeup departments and sometimes included endorsements from movie stars, such as Helen Hayes and Jean Harlow, who used Kleenex® to remove their theatrical make-up with cold cream.

By 1926, Kimberly-Clark Corporation, the manufacturer of Kleenex®, became intrigued by the number of letters from customers stating that they used their product as a disposable handkerchief. A test was conducted in a Peoria, Illinois newspaper. Ads were run depicting the two main uses of Kleenex®; either as a means to remove cold cream or as disposable handkerchief for blowing noses. The readers were asked to respond. Results showed that 60% used Kleenex® tissue for blowing their nose. By 1930, Kimberly-Clark had changed the way they advertised Kleenex® and sales doubled.

While sales continued to increase another very interesting thing also happened. The Kleenex® brand tissues were not the only ones on the market, but they were the best available. As a result, they were the brand purchased by the majority of consumers and the name Kleenex® became synonymous with not only a tissue, but with quality. Even today, over 90 years since its creation, you can ask for a “Kleenex®” and other people know what you are requesting. So, is a Kleenex® just another tissue? Some might say yes; but those that have used a cheap, no-name brand tissue and had it tear during use or rub their nose raw, they would probably say that a tissue is a tissue; but a Kleenex® is the best. Sometimes you have to stop looking for what makes products similar and start recognizing the things that actually make them different.

Here’s another question, have you ever made a Xerox® copy? What you were actually making was a “photocopy” of your document. It may or may not have been done on a Xerox® copier, yet many refer to a photocopy simply as a “Xerox®” copy. Why? Because Xerox earned a reputation for the quality of their product that was so strong, that their brand name literally became what the business world referred to when making ANY photocopy.

So, what do Kleenex® and Xerox® have to do with Kangen Water®? Directly, nothing at all; but indirectly, they have EVERYTHING to do with each other! They share the distinction of establishing a reputation in business for being the best and, as the best, being identified by name. The term “Kangen” is Japanese, meaning “return to origin”. This term was specifically selected to represent the essence of the alkaline water produced exclusively by water ionizers manufactured by Enagic®. The term “Kangen Water®” is the registered trademark of Enagic® and it is not permissible, by law, for any other ionizer brand to refer to or call the water produced by their machines by the name Kangen Water®.

But why would Enagic® go through the time, trouble and expense of trade marking the name of the water produced by their water ionizers? You see, the people that run Enagic® are students of business history, and they know, based on countless examples, when you have a product that is the best in the industry, you give it an identity. Of course, Enagic® could have saved money by simply calling the water made by their machines “alkaline water”, just like every other ionizer brand; but in order to give the quality of their alkaline water the respect and honor it deserved, it had to be given a name that would set it apart. That name is “Kangen Water®”.

So, if you are considering drinking alkaline water, realize that you have a choice. You can either be drinking Kangen Water®, from the best; or alkaline water, from the rest! There is a difference, and the choice is yours!