

## Notes Regarding Ayana / Ayan water...

Okay, so about Ayana / Ayan Water, they are the same thing and all go to the same website. I was asked about these guys before, including by Bob Gridelli. Below is the info I sent based on a couple of inquiries. One thing I will mention, based on a re-review of their website, is that they appear to be NOTHING more than a reseller. This is VERY evident since they only offer one model. It has been my experience that an actual manufacturer of ionizers will have a minimum of 3 models, in order to accommodate for the different levels of consumer need. It looks like an Emco Tech machine to me.

1. This one is new to me, but there are a few indications that consumers should think twice about regarding this unit. First are the typical "features" that these cheaper machines come with, like the auto heat shut off. This alone speaks volumes about the lack of quality when it comes to the manufacturing of this machine. I would need to actually see one to determine the manufacturer, but it does resemble some of the Emco Tech private label machines, but honestly it is getting harder to tell since there are so many new inferior models coming out of Korea. The last thing I will mention is the "infused" power??? This seems like nothing more than a gimmick. Here is a quote from their website, "The Hydr8 Crystals, specially sourced from Swarovski, hold the infused energies indefinitely. However, we recommend replacing them every 2 years." First off, Swarovski crystals are used in jewelry, Susan has a bunch. While they are very pretty, I have never heard of the having any "healing" powers. Also, they say that the crystals hold their energies indefinitely, yet then go on to recommend changing them every 2 years at a cost of \$169.00??? Sounds like a gimmick, connected with an additional product sale to the consumer. The last red flag that I would warn consumer about is the fact that they compare themselves to Enagic. When you are not good enough to stand on your own, you compare yourself to someone better than you. This seems like exactly what they are doing. If their machines are so good, then they should be able to be sold on the merit of their quality and performance. As soon as they compare, it shows the truth about their product!

2. Wanted to make sure you did receive this...one of my other email accounts had an email saying that you did not receive it. Besides the info from before, there is a little added info that I just got a few days ago, regarding the Swaroski Crystals. There is a Swaroski Crystal store in the mall by my house. I was over there on Sunday and decided to stop in to ask a few questions about this. When I walked in I was greeted by one of my distributors that is now employed by them. I asked about the "healing" crystals and both she and her manager said that Swaroski does not have, nor do they advertise having, any crystals with any type of healing or medicinal properties. So the contention that their ionizers having infused energy from the Swaroski Crystals is simply not true and is nothing more than a marketing gimmick.

3. I actually do know a little bit about these guys. Bob Gridelli asked about them a few months ago, so I did some checking. Something else that your prospects should

understand is that ALL products have mark up. In most cases the consumer has NO idea how much that mark up is or where it goes. Just because the Enagic business model is set up so that there is transparency to the way the majority of the marketing dollars are allocated, the other ionizer manufacturers jump on it and say that this very necessary part of bringing a product to the marketplace is unjustified. If you look at the percentage of mark up of most of the other ionizers they are anywhere from 8 to 12 times the factory wholesale price. So if an ionizer from Korea costs less than \$200 to make, and these resellers are paying less than \$400 per unit, how are they able to justify selling it for \$2000? Is it okay for one person to make \$1600 on a \$2000 product? If these numbers were correct for us, we should be making \$3200 on our \$4000 machines! Yet we don't???? Seems like the majority of what consumers are paying for is pure profit with these guys, yet somehow our superior, WQA certified, ISO certified medical grade water ionizer is the one that is overpriced??? Heck, we do more actual work for these other ionizer sellers for them to sell their products than they do...we should be getting a commission from THEIR sales, since they are simply lying to consumers and essentially stealing our efforts to sell their machines! If consumers are dumb enough to fall for the tricks these guys pull...well maybe they deserve to get ripped off. Most of this is simple common sense!

4. I just watched the Ayan online video of the "Strong Ayan Water " and, I'm sorry, but this machine is a freakin' joke! Did you watch it? They demo their microclustering with the tea bags and nothing happens! Their water doesn't extract any of the tea. Then they try the oil emulsification test. Their water does break it down a little, but the results are not the milky white that we get. It is dingy yellow and I can actually see the oil and water starting to separate as the glass is sitting there. And then I clicked the "Buy Now" button and it directs to PayPal!! Seriously???? Now don't get me wrong, I use PayPal for my own transactions, but these guys are going to try to compare themselves to a billion dollar company and they can't even spring for actual Credit Card processing???? Why would ANY consumer trust a company selling this type of product if they are not even willing to invest a few bucks into normal business credit card processing??? Sounds like a "Garage" company if you ask me!!! And they are located in Canada, with NO service centers in the U.S.??? What is a consumer suppose to do if they need their machine repaired or serviced? Are they suppose to pack up the machine and ship it to Canada? Do consumers even consider this??? I send materials to Canada all the time and the postage for just a few pounds is nearly \$50. It probably costs a few hundred to ship this thing! Are people really this gullible? All I can say is WOW!!!