

Frequently Asked Questions & Answers

Q I heard that Enagic is an MLM company. Doesn't that increase the cost of my machine?

A This company has never been in MLM (multi-level marketing). In 1974, Mr. Hironari Oshiro owned an exclusive Sony Dealership. In 1988 he changed the name of his company to Enagic Co., Ltd. In 2001 he acquired 30-year-old Toyo Aitex, recognized as Japan's highest quality and most reliable water ionizer manufacturer, manufacturing the unit in Japan as Sanastic.

Enagic is a *manufacturer* of alkaline water ionizers. We handle every aspect ... from research and development ... to making every component of your machine ... to custom assembly by ONE technician ... all the way to shipping to you in our custom-molded shipping carton inserts ... direct to your door. The only thing we are NOT is a sales organization. When we entered the home retail sales arena, rather than creating a large world-wide marketing division, we determined the customary cost of taking a product to market ... all the way to the ultimate consumer ... which would mean advertising, media, office space, communication, graphics, shipping to jobbers and their overrides ... to shipping to distribution centers and their overrides ... inventory control ... all the way to the retail sales point and their overrides. To do all of this, the standard marketing budget for most manufacturers is from 60% - 75% markup. Our budget fits within these standard parameters; 65% is directly paid out to our Owner/Distributors ... no company breakage. We allotted this whole marketing budget direct to our home water ionizer *owners* to reward them for referrals and they became our marketing department.

We have six sources of commissions/bonuses, depending upon the owner's level of participation. Our first and basic referral bonus is divided into eight equal points and they are all paid on every sale. This is a basic fixed cost; we have no "levels" as do the MLM companies. The selling owner/distributor will first receive from one to six of these eight points. The rest will go to his sponsor and above. This is how we pay our referral bonuses. It is very simple. This plan is patented in 29 countries and has been working very nicely for about ten years. We do NOT have any of the marketing and distribution expenses of MLM companies ... our field of distributors does all of that. THEY are our "marketing department" and they are doing an exceptional job. Again, unlike MLM companies ... we have no: enrollment fee, distributor kit, annual renewal, monthly quota to receive your check, loss of pay level by non-production. We pay our owner/distributors very well and they assume all of our marketing presence.

We do not even have a "pay period." When a sale closes, the distributor(s) gets paid. Some of our established distributors find more than one check in their mailboxes ... any day of the week. It has been a good plan ... we give our marketing budget back to our owners, and many of them have received enough referral bonuses to return or lower the cost of their machine. So now, they have the best water on Earth, Kangen Water, *free for the next 12 to 15 years!* Everyone is happy. And, unlike MLM companies who focus on accumulating thousands of consumers, each contributing a small payment ... our fixed referral points come right out when the sale is made, in proportion to participation, giving our owner/distributors substantial spending money from their very first sale.

So our payment plan does NOT increase the price. The price includes the standard marketing budget applied to all retail sales.

Q I have seen several non-biased comparison websites comparing Enagic to some of the other companies. Do you have a comparison site?

A No. We are an alkaline ionizer *manufacturer* and it is not our custom to attempt to evaluate, devalue, or give our opinion of another company's product. That is not the Japanese way. Yes, we understand that there are many of these sites. We have found that you can always tell which company's product the "non-biased" site is selling, as their machines will always have one " * " more than Enagic, and the others will be less than Enagic. Site registration also reveals this.

Q Since you don't have a comparison site, can we rely on the information posted on these other comparison sites as accurate?

A Again, we have heard of "non-biased" comparison websites being published on the Internet, giving you information on our machines. Much of what we see is incorrect. We were surprised to see this kind of misinformation allowed to be published in the US. This is not done in Japan. We honor all business people and put our attention upon giving *our* customers the very finest product possible. We will try to correct some of these inaccurate statements here.

Q When I searched the Internet for Kangen Water, or Enagic ... I found several websites saying ... "Is Enagic/Kangen a Scam?" ... "Is There a Kangen Water Scam?!"

A Yes, we have seen this. It makes us smile. We wonder what type of business person would attach his name to something like this? You have seen, here on this website, our many [honorable certifications](#) that we have earned over 35 years. As you can see, we are LICENSED by the Japanese Ministry of Health, Labor and Welfare as a Manufacturer of Medical Devices and our ionizers are also LICENSED as ... Medical Devices. Would this government agency license ... "a scam?" (This is such a distasteful word!) And, would 6,500 Japanese Medical Doctors choose Enagic, out of a field of thirty companies, to award ONLY ENAGIC their two certificates of endorsement and recommendation? Add that to, in your country, the highly respected DSA (Direct Selling Association) which deeply investigates every applicant (it takes about a year) before inviting to Membership? Enagic is one of less than 200 applicants who have been accepted. Then, there is our Class "A" Membership in the BBB ... we are UL approved ... need we go on? We are surprised that it is even necessary to respond to this ... it is such an obvious attempt to divert people. We do not do this type of business practice in Japan. It is not kind to mislead people who are on a serious search to gain their health. And, it is not polite!

Q I have heard of drops that can be added to water to make it alkaline. That would make it a lot less expensive than buying an alkaline water ionizer.

A There are more benefits to "alkaline water" than simply the alkalinity or pH. The most important feature of alkaline water produced by a water alkalizer is its oxidation reduction potential (ORP). Water with a high negative ORP is of particular value in its ability to neutralize oxygen free radicals.-- This is the key benefit of water produced by a water alkalizer that is not available by simply drinking water than has had some bicarb or other compounds dissolved in it to make it alkaline.

~ [Ray Kurzweil, America's most highly awarded Scientist.](#)

Q What is so special about your Kangen Water ... isn't all alkaline, ionized water the same?

A Just as all cars have four wheels, a steering wheel, and seats ... alkaline water ionizers may all have water, platinum, plates and electricity ... but that certainly does not make all ionized water the same. It is the SIZE of our big 5" x 7" SOLID PLATES ... the QUALITY of our titanium and platinum ... and most certainly, the WATTAGE of our electrical power ... 230 UNEQUALED WATTS! All of these unequalled attributes provide safe,

clean ionized water that will continue the same for twelve to fifteen years. The massive 230 WATTS is what it takes to FULLY IONIZE your water. The thickness of the medical grade platinum electroplated onto the surgical grade titanium is what determines HOW LONG your ionizer will continue to ionize. Think about this ... when the platinum has worn away ... there will be no more ionization. Then, think of our twice-dipped and electroplated SOLID 5" x 7" plates ... can you see the many years of service they will provide? And what about the little cut mesh plates (see below) SPRAYED with platinum? Because of the quality of our components, we have no problem in allowing you to continuously run your ionizer with no concern of over-heating. There are machines on the market that must shut down regularly to avoid over-heating. Be sure to read the fine print. There are also machines that will void their warranty if used with hard water. Again, Enagic has no such restrictions. What kind of cleaning does a machine supply? And what can they do if your plates build up with alkaline? Enagic's water chamber can be OPENED and the electrolysis plates can be removed and thoroughly FACTORY CLEANED for just \$35 ... even providing you with a "loaner" at no extra cost while this is being done! Read the fine print. -- We drink Kangen Water to get RESULTS. The results you notice when hydrating your body with Kangen Water are the results that will continue to support you years from now. That is what Enagic/Kangen is all about.

Q But, isn't there some "scientific" way to measure what makes Enagic's Kangen Water the "Gold Standard?"

A There certainly is. Many of our owners have ORP (Oxidation Reduction Potential) meters, both to electronically read the pH and the ORP. As [Ray Kurzweil](#), America's most awarded Scientist tells us, "ORP can also be directly tested using an ORP sensor and meter. We have conducted these experiments as well. We found that water coming directly from the tap had an ORP of +290mV, while the water coming out of the water alkalizer had a negative ORP. The more negative the ORP of a substance (that is, the higher its negative ORP), the more likely it is to engage in chemical reactions that donate electrons. These electrons are immediately available to engage in reactions that neutralize positively charged free radicals.

"Free radicals are among the most damaging molecules in the body and are highly unstable molecules that are oxidizing agents and are electron deficient. They are a principal cause of damage and disease in the body. Oxygen free radicals contribute significantly to a broad variety of harmful conditions in the body ranging from life-threatening conditions such as heart disease, stroke and cancer, to less severe conditions such as sunburns, arthritis, cataracts, and many others. Free radicals MUST get electrons from somewhere and will steal them from whatever molecules are around, including normal, healthy tissues."

How do you know that *Kangen Water* is ... *The Gold Standard*? TEST our water! See the results and the high negative ORP produced by ... *Kangen Water*.

Q How long have you been making water ionizers?

A As we say in our story, we began in 1974 as an exclusive Sony Dealership. We changed our name to Enagic Co., Ltd. in 1988. In 2001 we acquired Toyo Aitex, a company that, for thirty years, specialized in manufacturing electrolysis water generating technology. Toyo manufactured medical devices for hospitals. After thirty years' history, Toyo was recognized as the best and most reliable water ionizer in all of Japan.

We are one of the oldest manufacturers of water ionizers in the world. We do not know why other companies in this industry are saying we have only been in business for four years. After 29 years of growth, over six years ago we expanded to your country. We are very well known in Japan; we invite you to visit our country ... you will see.

Q These sites show that others have higher ORP readings than Enagic.

A Since this is a new science in your country, most people are not educated to know what influences the ORP (Oxidation Reduction Potential) or antioxidant value in the water. Water ionization takes place when the electricity ... in the case of our SD 501, this would be 230 watts ... hits the metal plates submerged in the water chamber.

Three things then influence the ORP reading: 1) The size and quality of the plates; 2) the amount of electrical wattage; 3) the flow speed of the water. The bigger the plates; the higher the quality of the metal; the higher the wattage; and the length of time the water is subjected to the electrical charge determines the ORP readings and the length of time the water will be able to retain the charge. We have seven big 5" x 7" surgical-grade titanium (only made in Japan) plates that are twice *dipped* and electroplated with medical grade platinum ... and our high electrical wattage is 230 watts ... those two elements cannot be changed. BUT, *the flow rate of the water can be changed*. On these "non-biased" Internet ORP charts, look at the flow rate of Enagic's machine and then look at the flow rate of the others. Obviously, they are running Enagic's water very fast (other machines cannot flow this fast) past our big, solid, 5" x 7" plates which will not give the water adequate exposure to fully receive the 230 watt electrical charge ... while the other machines' flow rates are much slower ... helping them achieve a better ORP. And by the way, Enagic's machines need no "cooling off time" – our machines are continuous-flow. We can run fifteen or more gallons a day, easily. One more thing ... Enagic may be the only machine able to maintain a flow rate of 8 LPM and still provide a high level of ORP.

Q Do you only have a 10-day guarantee?

A This posting is saying it wrong. Enagic's SD 501 gives a full *five year guarantee* as to parts and labor. See our printed [Warranty](#). And remember, our 5-year Warranty comes to you from a 35-year-old manufacturer. We are not new to this business.

What they are speaking about is our return policy. We have very tight quality control. After your machine is hand-built by ONE TECHNICIAN, and before it is shipped to you, there are twenty-two items checked on every machine by five different people. You may even notice a bit of water still on the machine from our quality control technicians. Each single item on your machine has been made by us ... even the interior mold for shipping cartons. When you receive your Enagic machine we allow you ten days to open the machine and inspect it for any *shipping damage*. Other than this, we KNOW you have received the quality of water ionizer you paid for and deserve. We KNOW you have received what you wanted. We KNOW your ionizer will deliver every aspect of what we offered and that you expected, and most likely more.

We do not believe you would want any other quality of machine, would you? If we allowed someone to USE your machine for sixty days, exposing it to mistreatment ... and then we sent it to you ... would this make you happy?? That is not the Enagic way. It is not the Kangen Water way.

Q It has recently been discovered that Kangen (Enagic) is putting Calcium Sulphite, which is also known as Calcium Sulfite in their filters. But isn't Calcium Sulphite extremely toxic and banned in some countries?

A. It is not unusual for people to get the various forms of Calcium intermixed in their minds. It is Calcium *Sulfate* that is harmful to our health.

Calcium Sulfite is a commonly known food preservative which will prevent spoilage due to moisture. In medicine it is also used as an intestinal antiseptic, and locally in the treatment of parasitic skin diseases. It is

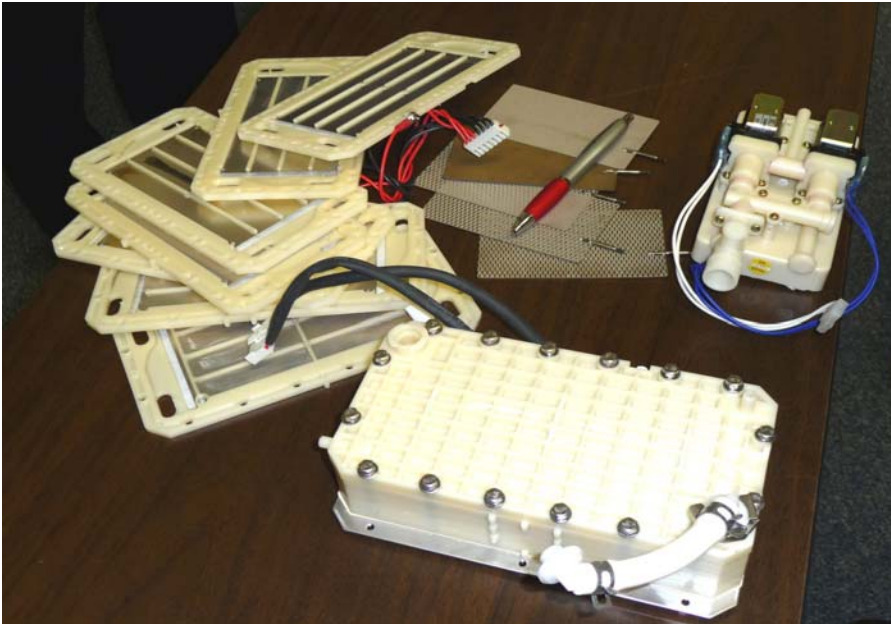
also very effective at removing chlorine from water. This is the substance in our cartridge filters. It has been approved by the National Sanitation Foundation

Calcium Sulfate is also known as gypsum. It is commonly used in plaster of Paris as well as with drywall and other construction purposes. When it is broken down and inhaled, it may have a carcinogenic effect. This form of calcium can be harmful to your health.

It is Calcium **Sulfite** that is used in our prefilter to remove chlorine. *Would 6,500 Japanese medical doctors choose a licensed medical device that was in ANY WAY harmful to their patients? Again, the source of this misinformation must be questioned.*

Q I have heard that the mesh plate is the “new technology.” Do you use mesh plates?

We have never used anything except our solid, large, surgical-grade titanium and medical-grade platinum electrolysis plates. Even with our surgical quality titanium, we would never cut a plate and expose the raw titanium to the drinking water. It is the size of the plates and the quality of the electroplating, hit by our massive 230 watts of electricity that produces the results known as *Kangen Water*. Mesh plates cannot possibly take on this kind of electrical charge and survive.



Please examine our Enagic solid surgical-grade titanium plates, above, that have been twice dipped into medical-grade platinum and electroplated. See the luster and shine on this platinum? Now, look to the right at the little mesh plates that have been only sprayed with platinum. We also found that the cut mesh exposes the titanium base to your drinking water.

Which, of the two machines above, is YOUR choice?

Q I found ionizers that cost about half of what Enagic's SD 501 costs ...

Yes, we have heard from people who wanted to save money and bought these machines. Suppose you spent \$2000 on one of these cheap machines. Then, after you owned the machine, the selling distributor tells you can earn \$1000 commission by selling his machines. That leaves \$1000. Now, *that* distributor plans to

earn money on your sales, right? How much does that leave ... to pay the manufacturer *his profit??* And what ever is left, goes into the machine itself. Take another look at the picture above. Do you really want to buy a cheap machine?

Q You said you have a full five year guarantee on parts and labor. Is that how long your machine will last?

In order to estimate the life of your machine, we would have to know your family's usage over a period of years. We can say this: would you and your family use fifteen gallons a day? Everyday? Our engineers have determined that the quality of our plates, receiving this massive 230 watts of charge, can produce fifteen gallons of ionized water a day ... every day ... for a minimum of seven years. If you believe you would use less, you would of course enjoy your machine that much longer. After being in the water ionization business for thirty-five years, and seeing the lifespan of the equipment we have already produced, we are comfortable in telling you that we expect your Enagic Water Ionizer to serve you and your family for 12 to 15 years, depending upon source water, usage, and care. We consider this equipment to be a major long-term investment for your family.

Q Who services your ionizers here in the US?

A We have our own US service department, right here in California. And we will never leave you and your family without *Kangen Water!* If your machine requires service, we will first ship you a loaner at no charge before you send your machine in for cleaning. Our basic service fee is \$35.

Q I have heard Enagic has a "secret compartment" where they insert a secret ingredient that says it isn't for drinking! What is this? Is it in our drinking water?

A. They must be talking about our electrolysis enhancer fluid. This is retained in a special chamber which releases it as we are making our exclusive Strong Acid/Strong Alkaline waters. This water is NOT for drinking. It has disinfectant properties, the same as that which is used by our hospitals and clinics ... and now, we have brought it right to your fingertips *in your homes!* We are the only company that has this antibacterial water available in our home water ionizers. This protective water can be made at a moment's notice, for any emergency, right from your kitchen tap water, and it kills bacteria in 30 seconds ... salmonella, e-coli, staph, even MRSA. We take great pride in providing this to our home ionizer owners.

A-2We also have another port which holds *Glycerol Phos Acidic Calcium*. This is a safe form of calcium which can be added to incoming tap water that does not contain enough minerals to create proper ionization. This calcium salt is purchased separately from Enagic by people living in areas having very soft water.

Q Has there been any scientific research published about alkaline ionized water?

A Although this may seem a new concept to you, research has been going on for decades on the properties of alkaline ionized water. We have included a sampling of books on this website: [References](#). In fact, you may particularly appreciate this highly awarded scientist's well-documented article on [alkaline ionized water](#). The world is looking for answers ... millions of people die each year from contaminated water ... and today, we find that our country, Japan, is the healthiest, longest-lived in the world. For decades, our Ministry of Health, Labor and Welfare has been recommending this water technology and encouraging our families to bring it into their homes. And we believe our high level of health is a result of this. And with this

example, countries throughout the world are now embracing water ionization ... the perfect answer for today's imperfect water.

Q. Can there be any harmful effects by drinking this water over a period of years?

Our owner, Mr. Hironari Oshiro, started drinking this water nineteen years ago, when he was 49.



However, this photo was taken of him in April, 2008, at the Grand Opening of our newly built 40,000 s.f. US Headquarters and Distribution Center in Torrance, California. He had just turned 67.

We hope the next 18 years will be as good to you and your family!

Thank you for your questions.