



ENAGIC GLOBAL E-FRIENDS

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Enagic®



2018 E8PA Global Convention in Okinawa

W  CAN DO IT!
Enagic®



2018 E8PA Global Convention Recap!

Distributor Profile: 6A4-3 Brandon Odom - USA



2018 E8PA Global Co

W  CA
Enagic®

*"We are a global family
on a mission to empower
and liberate the people
of our communities."*



Convention in Okinawa

AND DO IT!

Message from Mr. Ohshiro

I was so pleased to spend my birthday with over 700 friends from around the world who travelled to my home island of Okinawa. When people shared that I look more vibrant than ever, at the young age of 77, I was so happy! I've often asked people around the world to simply ask, "Why Enagic?" And the answer is incredibly simple when I share moments with the leaders and family members of Enagic: We are a Family!

What's your legacy? If you could travel 100 years into the future, what positive, lasting impact will you have made? As for me, I'm exceedingly confident that there will be plenty of people carrying on the Enagic message of True Health. I am also pleased that the Threefold Health and Message of Compassion concepts I've offered to the world will be carried high by those who come after me. In truth, all of you are my ambassadors.

Ours is a global mission. We're much more than a mere company, we're so much bigger than a manufacturer, we supersede those limits. We are a global family on a mission to empower and liberate the people of our communities. We're starting with but a small change ("Change Your Water") which leads to a magnanimous CHANGE ("Change Your Life!"). I'm proud to be on the path to success with YOU!

Sharing Compassion with YOU,
Hironari Ohshiro



Welcome to E8PA

When like minded people unite behind a common cause, they can accomplish anything! Mr. Ohshiro believes this to be true, which is why “We Can Do It!” was selected as the Enagic 2018 slogan. When placed in this order, these four simple words convey a very powerful message. Four little words, comprised of less than ten letters in total, which serve as an important reminder that anything is possible and that, yes, We Can Do It! Together we can achieve anything we set out to do. We can accomplish any goal, overcome any obstacle, meet any challenge and together we can continue to spread True Health around the world. This was the theme of the convention and the motto for 2018!

An Enagic Global Convention is actually a whirlwind of activities and events. From leadership meetings, to distributor training, to sightseeing, to visiting the factory, to playing in the golf tournament, to dining with distributors from around the world, to seeing old friends and making new ones. All of these things end up being part of a global convention, but they usually start the same

way, with the arrival of the distributors. Enagic always makes sure distributors feel welcome when coming to Okinawa. At the airport they have staff members and beautifully dressed ladies wearing traditional Japanese outfits welcoming distributors with colorful banners and Japanese hospitality.



Malaysia Distributors



Philippine Distributors



USA Distributors



Australia Distributors



Italy Distributors



Spain Distributors

The Origin of Enagic



From the airport it is straight to the resort accommodations of the E8PA and surrounding areas, where people settle in and prepare for a schedule full of awesome activities. Even registration is fun, as it gives arriving distributors the chance to reconnect with fellow distributors they have not seen in a while and the opportunity to meet new distributors for the first time. It is also a great time for pictures!



USA Distributors



India Distributors



Malaysia Distributors



Cambodia Distributors



Australia Distributors



Italy Distributors

Ukon Factory Tour



Just about every Enagic distributor visiting Okinawa has one thing in common: they are limited on the amount of time they have to check things out! One of the most requested destinations during visits to Okinawa is the Ukon Factory, so we made sure to have a tour available during the Global Convention. This tour included an information tent, complete with turmeric samples, a question and answer session and all the Kangen Water the attendees could drink!



Check out *The Ukon Factory: Production and Processing* (p24-25) and when you visit Okinawa, be sure to make time to take the tour of the factory!!

*Ukon production is seasonal so please contact your branch office to schedule tours.



Philippine Distributors



Italy Distributors



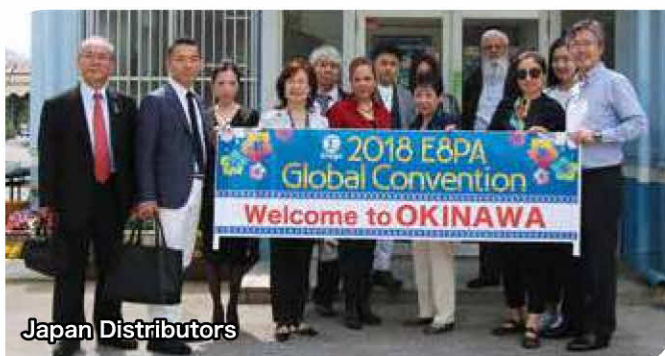
Malaysia Distributors



Indonesia Distributors



Indonesia Distributors



Japan Distributors

6A2-4 & Above

Enagic Leadership Summit



These meetings are very important to Mr. Ohshiro, as they give him the opportunity to hear what is happening in the field directly from the leaders. The meetings also allow him to discuss new ideas and get valuable feedback regarding the direction of the company. Mr. Ohshiro greatly respects the Enagic distributor leaders and is very open minded about their ideas and suggestions. He knows they are a direct connection to the entire Enagic distributor base and appreciates their input.

When asked about the distributor leaders in Enagic, Mr. Ohshiro had this to say, "The diversity of our distributor leaders is one of our greatest assets. Our leaders come from different backgrounds, up bringing, countries of origin, business dealings, etc.; but when all of these minds come together, these vast differences often lead to amazing ideas." Mr. Ohshiro looks forward to inviting new 6A2-4's and above to future Leadership Summits and leadership gatherings. Will you be one of them? Mr. Ohshiro believes in you and he thinks you can do it, so keep working hard and assume a leadership role and before you know it, YOUR invitation will arrive!

Senior Management of Enagic International HQ



Hiroki Ohshiro
Executive Assistant to CEO



GM Takuo Kitagishi
Global Sales HQ



GM Koichiro Higa
Global Financial Operations
Management



GM Masato Matsuhashi
Global Business Development HQ

Leading distributors praised by Mr. Ohshiro for their outstanding performance



SAM SIA
(6A7-5/Malaysia)



ANDHYKA SEDYAWAN
(6A5-4/Indonesia)



MATHIEU JANG
(6A2-4/USA)



CYNTHIA BRIGANTI
(6A9-6/USA)



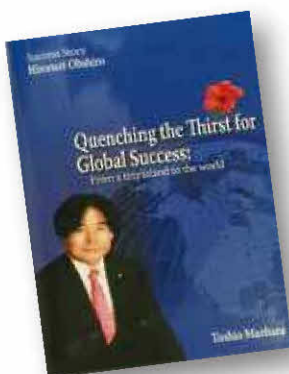
Book Signing

Keeping Mr. Ohshiro Busy

In addition to all the other activities, Mr. Ohshiro took time to sign copies of *Quenching the Thirst for Global Success*, the book documenting his incredible life. Distributors lined up to get their copy of the book signed by the very man who inspired it. The distributors in attendance were so excited to get their books signed by Mr. Ohshiro that the line to have him sign a copy of the book literally went out the door! Mr. Ohshiro signed books and posed for pictures, but his signing duties ended up going beyond the book. Some people brought Enagic banners and flags which they asked Mr. Ohshiro to sign and one person actually brought their K-8 with them to see if Mr. Ohshiro would sign it...which, of course, he did! The book signing portion of the event was a huge success and distributors greatly appreciated Mr. Ohshiro taking time from his very busy schedule to sign books and meet with them.



Quenching the Thirst for Global Success is the story of how Hironari Ohshiro has positively impacted the lives of millions of people by building a thriving global company. It is filled with incredible lessons, motivational stories and the actions he took to build Enagic.



In addition to English and Japanese, Chinese, Italian, French and Spanish translations are also scheduled to be available soon. For further details, contact your Enagic branch office.

6A2-3 Seminar Training Spotlight

The Enagic 6A2-3 Seminar is an opportunity for distributors of all ranks to hear directly from people who have achieved success in Enagic. These experienced individuals were asked to share how they were able to attain success in Enagic. Both corporate and distributor trainers were on hand to share their knowledge with distributors about how to build their Enagic businesses, tips on prospecting and growth and lessons of how personal development can positively impact their business efforts.

It was one and a half hour of very short training but every distributor left with great tips and suggestions of how they may improve their business and themselves. Enagic would like to extend a very special "Thank You!" to each of the trainers; we are extremely grateful and appreciative that you were willing to share your incredible stories and information with your fellow distributors.



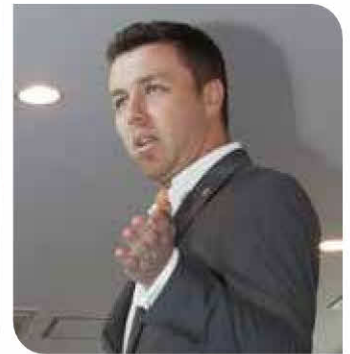
Host
Romi Verdera
(6A11-6/USA)



Speaker
Lok Tin Wong
(6A2-3/Hong Kong)



Speaker
John Lim
(6A4-4/Malaysia)



Speaker
Sebastian Popa
(6A3-4/Romania)





2018 E8PA Global Convention in Okinawa



Once registration was completed, the attendees gathered in the massive exposition tent, found their seats and the convention was officially underway. Mr. Ohshiro took to the stage first, with his wife and son, joined by Don Prosser, who served as interpreter for Mr. Ohshiro. He addressed the crowd and gave a riveting speech, sharing his thoughts about the future of Enagic and thanking distributors world-wide for their hard work and continued efforts to spread the concept of True Health.



After Mr. Ohshiro's inspiring speech, Mr. Jayvee was joined on stage with the 6A2-4s and above as he addressed the crowd. He recognized the hard work and incredible accomplishments of Enagic and the distributors and shared his excitement for the expected future growth of the company and the Enagic brand. He also expressed his sincere thanks to Mr. & Mrs. Ohshiro and all of

the Enagic staff, who work so hard and do so much to make this opportunity available for anyone who wishes to pursue it.

Mr. Ohshiro wanted to make sure that distributors understand they did not need to be at the convention in person to hear the toast in order to embrace the sentiment behind it. "The toast made by Jayvee Pacifico was to recognize accomplishments and to look ahead to a promising future," so stop whatever you're doing right now and get yourself a glass of Kangen Water, hold it high and honor your own accomplishments and your promising future with your very own toast. You deserve it! "Kanpai!"



Recognition Ceremony for New Title Achievers

We've captured the proud moment distributors were recognized in the ceremony. Congratulations to each of you for your outstanding achievement!

6A

 JENNY HUA (USA)		 ZHEN YUAN (Canada)	 THAO KIM THI TRAN (Canada)	 LINH NGUYEN THI THUY (Slovakia)	
 SUSANNE DULLE (Germany)	 PAVEL MALYK (Russia)	 BIANCA RAULA MIRANDA (Philippines)	 ANASTACIA TONGSON CRUZ (Philippines)	 DOLORES MARQUEZ NIETO (Philippines)	 LOH YOON KONG (Malaysia)
 ALICIA ABERLEY (Australia)	 CRISTINA JOY LOVEJOY (Australia)	 JANUAR SURJADI (Indonesia)	 ABHINANDANT S (India)	 PEI YI CHEN (Hong Kong)	 WONG PAN KEUNG (Hong Kong)
 TAN SHI BIN (Hong Kong)	 KA HOU CHAN (Hong Kong)	 XIU PINGYE (Hong Kong)	 NGUYEN CHI TAM (Hong Kong) ★	 HIRUTA MARY SHELLA PINO (Japan)	 PEDRO MARILYN MENDOZA (Japan)
					

6A2

 PHU TRIEU (USA)		 K M PALANGAPPA (India)	 KRISTIE ORD (Australia)	 CLINT MORGAN (Australia)
 LEONG PICK LU @ MARGARET LEONG (Malaysia) ★	 WONG SAD YONG (Malaysia)	 LEONARD PORCIUNCULA AGUILAR (Philippines)	 EMILIE FRANCISCO PRUDENCIO (Philippines)	 ELNATH TORRES (Indonesia)
 KA MAN CHIN (Hong Kong)	 DEXTER YING CHUNG CHENG (Hong Kong)	 LI QIN ZHAO (Hong Kong)	 SHAO QING ZHANG (Hong Kong)	 PUI SAN CHEONG (Hong Kong)

★ Certificate received on behalf of New Achiever.

New 6A ~ 6A2-2 achievers received certificates from Mr. Kitagishi (GM of Global Sales HQ)



New 6A2-3 & above achievers received certificates from Mr. Ohshiro



6A2-4



DANYA SUE-HONG (Canada)



MATHIEU JANG (USA)



DANTE CALINISAN (Canada)



BRICE CHOW PAK LEONG (Malaysia)



NORLAILATUL SAIDAH MD RAZMI (Malaysia)



CORA LOH (Malaysia)

6A2-5



CHUN JUAN LIAO (Hong Kong) N JUAN LIAO



GLENDAL CALINISAN (Canada)



6A2-6



ROMI VERDERA (USA)



2017 Global Top Sales achievers are recognized

Special recognition was made for the top producing distributors in 2017, which included 6A5-3 Samir Vasant Potdar from India, 6A9-4 Robert Gridelli from USA, 6A12-5 Eli Dafesh from USA, and 6A9-6 Cynthia Briganti from USA.



Happy Birthday Mr. Ohshiro!



The arrangements and preparations started months ago. So many details needed to be remembered in order to put on an event so memorable that the only way it can be out done is for us to do it again next year! But every minute was worth it! Beyond a “Labor of Love”, this was a “Party of Passion”; to celebrate Enagic and the 77th birthday of our beloved President & CEO, Hironari Ohshiro.

It was a wonderful night. Some of our many talented distributors took to the stage to entertain Mr. Ohshiro and all of the other party goers. Many people also brought Mr. Ohshiro gifts for his birthday and were able to present them to him on stage. He was overwhelmed with the many thoughtful gifts and the outpouring of birthday well wishes. Later the crowd was mesmerized by the graceful, flowing movements of the traditional Okinawan dancers.

Then Mr. Ohshiro was presented with an amazing cake and everyone joined together to sing the traditional birthday song. But the highlight of the night was when Mr. Ohshiro appeared on stage in his traditional Japanese garb, ready to rock the house with his Sanshin, which is a traditional Okinawa instrument, similar to a banjo. The night ended as every good party should end, with people laughing and dancing and having a really great time!





*“Thank you everyone
for the wonderful gifts!”*

Mr. Ohshiro is extremely grateful for all of the wonderful gifts and appreciates everyone who made attending the convention and his birthday celebration a priority. “Thank you for being here to help me celebrate not only my 77th birthday, but also the continued and ongoing success of Enagic!”







Fun, fun, fun... Let's Enjoy a day of Golf!



During the first Enagic Global Convention held at the E8PA Resort in 2017 Mr. Ohshiro decided to include a golf tournament as one of the many activities available to the attendees. Well, the first one was such a success, that Mr. Ohshiro decided to do it again! For those who don't know it, Mr. Ohshiro is an avid golfer and he insisted that the E8PA resort offered a challenging and beautiful course. To ensure that the course would meet his high expectations, he took a personal role in the design of all 18 holes.

Everyone who participated had a wonderful time and Mr. Ohshiro is already talking about having another one next year!



GM David Landers
EastLake Country Club (San Diego)



Higher-ranking winners were presented awards from the first professional golfer fostered by Enagic Golf Academy





From Osaka to the World

If you are an Enagic distributor visiting Osaka, Japan, it is considered an absolute MUST to experience a tour of the Enagic Osaka factory. Why? Because most distributors have only seen the factory in pictures posted on social media or in videos and, frankly, there is NOTHING like the real thing!! This year distributors from almost a dozen different countries gathered together to see, firsthand, the factory where these incredible machines are produced for people all over the world.

When you travel through Osaka to visit the factory, the truth behind the quality, integrity and pride of our products becomes clear, as you will quickly realize the term "Made in Japan" is much more than a sales motto - it is an ideology which strives for perfection; and the Enagic products are no exception.



Malaysia Distributors



Philippine Distributors



Philippine Distributors



Philippine Distributors



Canada Distributors



EU Distributors



Hong Kong Distributors



Hong Kong Distributors



Hong Kong Distributors



Cambodia Distributors



Thailand Distributors



Malaysia Distributors



India Distributors



USA Distributors



Australia Distributors



Indonesia Distributors



Dubai Distributors

Enagic®
europe

10
YEAR

ANNIVERSARY

DUSSELDORF, GERMANY

SUNDAY, JUNE 17, 2018

JOIN US DURING THE DAY FOR AN INFORMATIVE BUSINESS TRAINING AND CELEBRATE OUR ANNIVERSARY AND YOUR SUCCESS IN THE EVENING!

THE EVENT WILL BE PRECEDED BY A
LEADERS MEETING (6A AND ABOVE)
ON SATURDAY EVENING.

PARTICIPATION FEE:

Application received by March 31	88 €
Application received by May 31	100 €
Application received in June	130 €

Special discount for all E8PA Members!



LOCATION: HILTON HOTEL
Georg-Glock-Straße 20
40474 Düsseldorf, Germany



For more information please visit enagiceu.com

design by enagicwebsystem.com

Distributor Profile

Brandon Odom 6A4-3

USA

From West Point to On Point

Brandon Odom had a serious decision to make. It was the start of 2014 and he'd just exited the United States Army after serving his country as a commissioned officer. As a graduate of West Point, America's elite and prestigious military academy, he'd followed through on a lifelong dream of serving as an officer for the country he loved. Following his last deployment to Afghanistan, he was now transitioning into civilian life. Yet he was certain he was "unemployable."



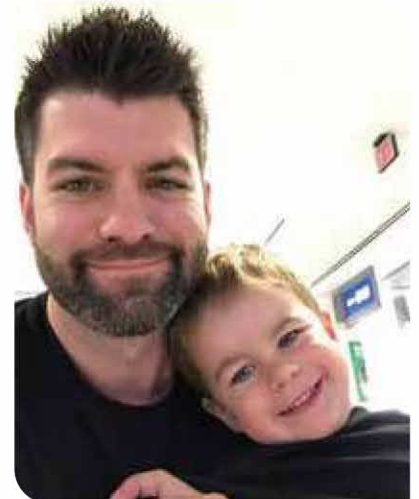
He had the skills. He had the drive. But he just couldn't find the Path. Brandon tried his hand at traditional "network marketing" and spent a lot of his hard-earned money trying to make it work, but it was all generic. Nothing that he could get passionate about; nothing he could put his heart into. In short time, he'd decided it just wasn't working and he switched to investing. He ended up trusting the wrong people, losing almost \$80,000, and entered one of the most depressing times of his life. Bad had become worse, and he spiraled into a homeless life; actually living out of his truck. But if military service had taught him anything, it was to never give up! It was time for this West Point man to get ON POINT.

Brandon met Mathieu Jang in early 2016 and was immediately impressed. Mathieu was excitedly building his Enagic business and Brandon immediately

attuned to the fantastic opportunity in front of him. He knew right away that Enagic would take his skills and marry them with the path to get him on point!

In short time, Brandon built his framework for success, leveraging 21-century marketing methods. His primary tool was webinar development and social media advertising which aggressively built his team of partners (Brandon has two team members going 6A2-3 by midyear which will launch him to 6A4-4). When asked what specifically worked for him: "I really concentrated on empowering my people. I knew if I could leverage the skills of online marketing, I could build a great team."

Brandon became an Enagic 6A2-3 in February of 2018 and is on track to accomplish magnificent things. His insights into the Enagic mission are examples of why he's advancing so quickly. He sees the bigger picture and maximizes how Enagic can help others achieve their dreams: "I like how people in my team, at any time, can



decide to jump in. Someone who originally came in because they loved our products only has to engage in our business to make it happen.” That indeed is the

beauty of Enagic. With a million adherents to the Enagic mission globally, there’s millions of opportunities to spread the message daily.



The Ukon Factory

Production and Processing



Tumeric (Ukon) roots are planted and grown under the tropical Okinawan sun.



Local farmers harvest Ukon roots in the field and bring them to the factory in crates.



Harvested Ukon (turmeric) is pre-washed in Strong Kangen (pH11.0) water to loosen the soil.



Factory workers check for leaves, grass, stones, etc., and break the Ukon into smaller pieces before they are cleaned in a small pool of jet water.



The crates of Ukon are soaked and sanitized in larger containers of running Strong Acidic (pH2.5) Water for 2-5 minutes.



The Ukon is washed through a hot shower as it is loaded into the next room, where a worker scoops them into a slicing machine. The thinly (1mm) sliced Ukon is gathered in a larger, wide container as it shoots out of the slicing machine.



Workers do a final check as they make sure the Ukon is spread evenly on the trays.

How to create safe and reliable Kangen Ukon

The Okinawa Kangen Foods Ukon Factory was established from an idea by Ohshiro for a project that would make use of the local Yanbaru turmeric. Let's take a look inside to learn how the factory processes Enagic's locally grown turmeric, which is used as the raw ingredient in Kangen Ukon Sigma and Kangen Ukon Tea, top-quality products that offer safety and peace of mind.



The fresh white flowers of Autumn Ukon (above) and the exotic pink flower of the wild, Spring Ukon (below).



The Ukon is lifted on a conveyer belt where soil and/or any other impurities are sprayed off. Workers double-check the washed Ukon.



The Ukon is lightly scrubbed and peeled under a shower, then loaded in basket crates.



The Ukon trays are slid into a heat-dryer for about 7 hours in 72°C (161.6°F)



The factory is accommodated to process about 3.5 tons of Ukon in a day. By evening, this is made into about 500kg of dried Ukon.

The dried Spring and Autumn Ukon are coarsely and finely ground according to their intended uses for tea, supplements, and soap.

Distributor Fundamentals

Say What?

A Compendium of Enagic Terminology - Part III

Most distributors have never been in the “water industry” before joining the ranks of Enagic, so much of the terminology associated with our industry and products is foreign to them. In order for our distributors to be able to provide the most consistent and accurate information, we have compiled a list of some terms and phrases specific to our industry and our company. We encourage you to familiarize yourself with these approved and recommended terms and use them when communicating with your prospects. Please be aware that some people in the industry use other terminology and, in some cases, have even created their own terms to describe different aspects of the industry. We recommend that Enagic distributors use the terms and phrases listed below when communicating with prospects.



We feel it is important to mention that success in Enagic is not contingent on a distributor becoming an “expert” in the formal terminology of water and water ionizers. However, based on decades of experience, we believe it is important for each distributor to at least become familiar with the basics, including our most widely and frequently used terminology. The following is a list of some of the most frequently used terms or phrases and their definitions. The definitions listed below have been simplified in order to be easily understood and are only intended to provide general knowledge and basic understanding. People are often intimidated by very technical sounding terminology, so we recommend that distributors use terms which are more relatable and less technical.

Source Water – In our company the term “source water” refers to the water that is feeding the machine. It is the water that flows from the faucet being used. The term is often used to explain to consumers that every location has a different quality of source water and that there are many factors that determine this quality.

PPM – This is a general water industry term that you will probably never be faced with or have to use, however you may run into someone in the water industry who may try to “test” your knowledge by asking the PPM of certain chemicals / minerals in Kangen Water. “PPM” is an acronym that stands for Parts Per One Million. This water industry term is used to describe the ratios which show a concentration of one substance compared to another, usually by weight. When this measurement is

associated with liquid, PPM would more accurately be designated as milligrams per liter. For example, if a water sample is tested and determined to have 10 PPM of something, this solution has 10 milligrams of that substance per liter of water. If a water test shows 50 PPM of something else, it would more accurately be expressed as 50 milligrams of that substance per liter of water, and so on. It usually helps to think about PPM in everyday measurements. For example: a part per million is like one inch in 16 miles or one drop of water in 35 gallons. The easiest response is that Kangen Water originates as tap water before filtration or ionization, so the PPM is no higher than allowable by municipal water rules and regulations.

TDS - This is another water industry term which you will probably never be faced with or have to use, however, just like the term “PPM”, you may run into someone in the water industry who tries to test your knowledge by asking about the TDS in Kangen Water. TDS is an acronym that stands for Total Dissolved Solids. This water industry term is used to describe solids in water that can pass through a filter and as the measurement of the amount of those solids that have been dissolved in water. These solids can include carbonate, bicarbonate, chloride, sulfate, phosphate, nitrate, calcium, magnesium, potassium, sodium, organic ions, and other ions. Certain levels of these ions in water are necessary for good health, which is why some are referred to as “essential minerals”. However, TDS concentrations which are too high or too low, can lead to health issues. Again, the easiest response is that Kangen Water originates as tap water before filtration or ionization, so the TDS is no higher than allowable by municipal water rules and regulations.

pH Drops - Known as phenolsulfonphthalein or phenol red, this pH reactant test liquid is most commonly referred to as “pH Drops”. This is an ethanol solution which reacts with liquids based on the pH level of the liquid. When added to clear liquids the solution reacts by changing the color of the liquid to the appropriate color represented on the pH color chart. The pH Test Liquid available directly from Enagic is recommended. The colors of the different pH levels are consistent with the pH color charts provided by Enagic. Not all testing liquids change the color of liquid the same, so be sure you have the correct color chart for the pH testing fluid that you are using. For consistency sake, we recommend distributors use the pH drops available from the company.

These are probably the most widely used terms and phrases and represent the foundation of knowledge of water basics. Become familiar with these and other important terms and phrases along your journey as an independent distributor.

* Content excerpted from “Association of Alkaline Ionized Water Apparatus” website.

Road^{to} 6A

*Success Inspired
by Nature*

The Shamrock: A Big Lesson from a Little Plant

Enagic is very fortunate to have distributor leaders with extensive experience in direct sales and the network industry. These people have taken it upon themselves to share their knowledge with their fellow distributors. This article was created with input from outstanding Enagic leaders from around the world.

Since the topic of this E-Friends edition is a recap of the 2018 Enagic Okinawa Convention and Mr. Ohshiro's Birthday Celebration, which happens to be on Saint Patrick's Day, our Road To 6A article will focus on a small plant which has become synonymous with many of the Saint Patrick's Day celebrations and festivities: the Shamrock. This tough little plant, also referred to as "clover", is an excellent example of possessing an unstoppable will to succeed.

Although small in stature, these plants are remarkable survivors and can endure seemingly insurmountable challenges in their stubborn determination to live and thrive. Success for a shamrock is seemingly simple: live and grow. However, nature doesn't always accommodate and the simplicity of the way things "seem" is not necessarily what actually happens. Faced with droughts, substandard soil and ravenous animal appetites, the shamrock is a champion survivor and one of the most "successful" plants in the world.

As people, we can learn a lot from this tenacious little plant. Below are a few of the many symbolic ideas that the shamrock has inspired over the centuries. We hope you will find some inspiration from this little plant and that you will cultivate your own "inner" shamrock!

1. Determination: like the shamrock, we should be unstoppable in our pursuit of success. For the shamrock, the goal is sunlight on its leaves and water on its roots and nothing will stop it in its quest for these things. Lesson: Go

after your goals with a ferocity and determination which will ensure that you succeed.

2. Belief: because the shamrock usually has 3 leaves, many cultures regard it as a symbol of belief, with these 3 leaves signifying faith, love and hope. Each of these is very important in our daily business dealings. Lesson: Having faith in your own abilities is a vital part of success. Love and caring for others is a driving force for many in our business; fueling the passion of many distributors. The Enagic business has offered hope to hundreds of thousands of people and continues to do so every day.

3. Luck: The famous "four-leaf clover" is considered a good luck symbol because of its rarity. In this day and age finding an incredible opportunity, like the Enagic Independent Distributor business, is indeed rare and many people feel very lucky they were introduced to the Enagic products and business! According to Irish lore, each leaf of the four-leaf clover symbolizes a different characteristic associated with "good luck": respect, love, wealth and health. This is the embodiment of Enagic and what it is all about!



Stories of Success

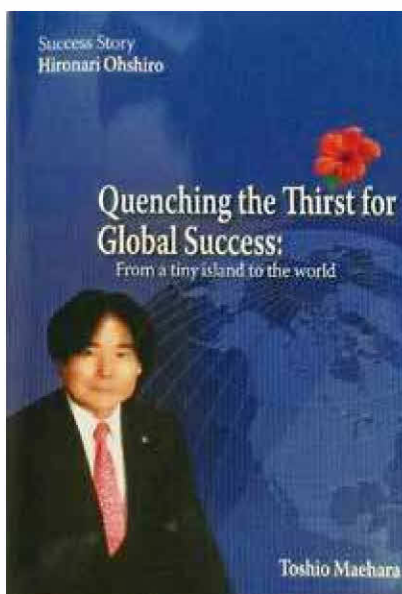
Lessons of Poverty, Lessons from Mother

In Japanese, Enagic customers are referred to as *hanbaiten*, which we translate as “distributors”. Normally, “*hanbaiten*” would refer to a retailer or wholesaler. It may have been a term Ohshiro coined in reference to Sony’s “dealers”.

Once a person becomes a *hanbaiten*, that person is manager, owner, and president. The same nuance does not apply to the standard definition of “distributor” in English. Even if a distributor is the owner, status-wise they will never be president. It’s about how the terminology is used. It was a little strange, at first, to hear the distributors referred to as “President Yoshida” or “President Abraham”. But there’s surely nobody who doesn’t like being referred to as “President”. Are people not more likely to push themselves, in order to meet the expectations associated with the title? This is the impact, the power of branding.

Even in everyday life, the way we choose to “brand” our words can be significant. For example, we could rebrand a direct criticism—“the way you do things is wrong—to something like “perhaps you could try a different approach?”. The second option is

attuned to the person to whom the comment is directed. With this option, they’re less likely to become emotional; they might even take it as a positive comment. The second option, the “branded” approach, also shows respect for the other person, and shows that you have realized that they are indeed trying (even if it’s not going so well). Use a word like “wrong” and it will sound like a condemnation. Use a phrase like “try something new” and it becomes a suggestion that still acknowledges the efforts of the other person. And there is no-one who will not listen to simple suggestions.



In business, and in particular the one-on-one approach adopted by network marketing business, verbal branding is necessary too, especially when meeting face-to-face to talk shop. Unless we take care to use the right words, kind words, respectful words on a daily basis, we will not be able to apply the verbal branding we need to with the right speed and precision. Calling our distributors “Presidents” makes sure they are branded in the best possible way 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

Also available in Chinese, Italian, French and Spanish! Contact your local branch office for details.

Congratulations to each of you for your outstanding achievement!

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