

My Opinion about Enagic's SD501 Kangen Water Machine **Vs.** **Products that Claim to be the "Same" only "Cost Less"**

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Short Credential List For Lauri Tauscher

- National Merit Scholar
- BSME Oregon State University 1984, summa cum laude
(Bachelor of Science Mechanical Engineering, with highest honors)
- Manufacturing Engineer for Tektronix 1984 – 1989
Responsible for (among other things) Cost/Benefit analysis of large capital equipment purchases (~\$500,000). Worked in circuit board mfg. which utilized electroplating technology.
- Regional Manager, Siegmund 1989 – 1991
- Lab Manager/Engineer, IMMP 1991 – 1995
- Mom, heavily into nutritional therapy to recover health of son 1995 - present

Let me introduce myself by saying I am not unbiased or independent.

I am a VERY satisfied, ecstatic, over-the-edge-enthusiastic Enagic SD501 owner!

And that is because the Kangen Water works. In everything we get into in the following pages, keep in mind that ORPs and pHs and microstructured water molecules and all the theory and mechanics in the world are meaningless compared to real people getting real results in their bodies – really.

MACHINE DESIGN COMPARISON

Summary

- The Enagic SD501 sells for \$3,980. The Enagic Junior model is \$2,400. There are MANY machines available on the internet for \$1,500 to \$2,000 that claim to be equivalent to the Enagic SD501.
- Why the big price difference?
- There are multiple internet websites claiming the price difference is solely due to Enagic's compensation plan for referral sales.
- Is this the truth?
- The Enagic SD501 contains 4X the amount of titanium and platinum than any of the machines claiming to be equivalent.
- This makes the Enagic SD501 machine cost at least 4X more to make, but it only costs 2X as much.
- This means that the companies that are "pointing" at Enagic and saying that they are "overcharging" due to their compensation plan, they themselves have a markup at least 3X greater than Enagic's!
- Which do you think is the better "deal?"
- The reason Enagic uses seven 4.75" X 7" solid titanium plates, is that is what is necessary to transfer enough electricity into the water to accomplish fractionation (splitting the water into its acid and alkaline components), micro-structuring (making the water hexagonal), and Ionization (giving the water a strong negative ORP, oxidation reduction potential) in such a way as to create **STABLE** hexagonal water that is medically effective.
- A machine that uses a quarter of the titanium and platinum would **MELT** at the wattage (sustained 230 watts) used by the Enagic SD501. They are simply incapable of creating powerful, stable Kangen Water™ using the 80 watts or less that they are able to handle.
- Claiming that an 80 watt machine can produce the same results as a 230 watt machine is like claiming that a 25 watt light-bulb produces as much light as a 100 watt light-bulb.
- The reason Enagic's SD501 costs \$3,980 and they can make so much more money selling machines for \$2,000 is that with Enagic's platinum at ~\$2,000/ounce and Enagic's titanium at ~\$500/lb the majority of the cost of the Enagic machine is in the metal. They use ~1/4 the amount of metal, making their manufacturing cost ~1/4 (or less considering the quality of components) of Enagic's.

More machine design comparisons

I would like to begin by pointing out that all ionizers are capable of restructuring water. How much, how efficiently and how effectively the water is changed is dependent mainly upon the quality and configuration of the electrolysis chamber components.

Electronically restructured, ionized water is produced when water passes over electrically charged metal plates. It is an irrefutable law of electricity, chemistry and physics that the higher the electrical voltage a plate can sustain and the longer period of time water stays in contact with this voltage, the more complete the ionization process.

So in terms of ionization "bigger really is better."

When considering the design of the various water ionizers, one must consider the function of the plates. The whole point is to get enough energy into the water to actually accomplish "water restructuring", making the water hexagonal.

Consider the wires used to conduct electricity to your home. The wires in your house conduct enough electricity just for your home, they are relatively small. The wires used to conduct electricity to your neighborhood are larger. The wires used to conduct electricity to your town are huge. If you were to try to conduct the amount of electricity necessary for your town through your house wires, they would melt.

Now apply this principle to water ionizers. A mesh or slotted design is simply a way of using less metal (translate: cheaper) to attempt to achieve the same "effective surface area". These are just terms that slick marketers have coined to confuse consumers and obscure the truth.

The truth is:

They use a lot less metal because it is cheaper;

Therefore they use a lot less power (or their machines would melt);

Therefore their machines do not get the results that Enagic's machines do.

Enagic Corporation uses 7 solid titanium plates heavily coated with platinum, 4.75" X 7" in the SD501. The process used to "coat" the titanium plates with platinum is a plating process. The titanium is 99.99% pure titanium, the highest grade available – and the most expensive. The platinum used by other companies are inferior alloys that are much cheaper.


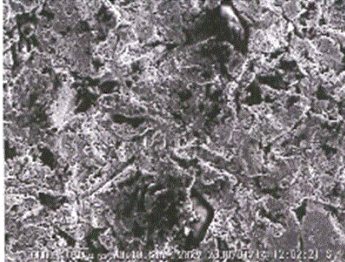
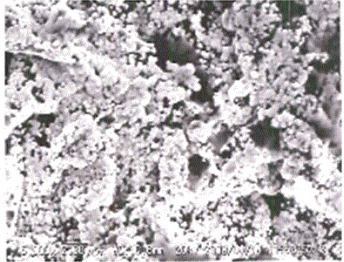
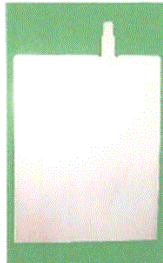
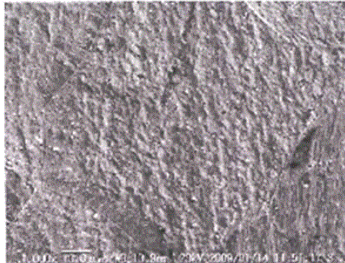

The following photograph is a micrograph (magnified photograph) of Enagic's platinum micro plating (bottom two images) vs. the platinum plating from one of the "cheap" machines (top two images). The image shows the quality of plating on Enagic's plates is much finer. This means the Enagic electrolysis will be more efficient, mineral buildup will be less, and long term reliability will be maximized.

The coarse plating on the cheap plates is not only less efficient and more prone to degradation, it is so inconsistent as to present the danger of incomplete coverage – in other words, the titanium plates are initially or very early in their life exposed to the drinking water.

One of the most serious concerns with cheap electrolysis units is the use of inferior titanium plates. Enagic uses 99.99% pure titanium that costs ~\$500/lb. Cheap electrolysis units use titanium that has been alloyed with any number of cheaper metals, including aluminum, copper, molybdenum – minerals that have been associated with degenerative diseases, mental disorders. The attraction of these cheaper alloys is that they are 1/10 the price of pure titanium.....

COMPARISON OF OTHER COMPANY'S PLATE VERSUS ENAGIC MICRO PLATE

SURFACE ANALYSIS RESULT

	OUTWARD APPEARANCE	1000X MAGNIFICATION	5000X MAGNIFICATION
OTHERS (0.2 μ m)			
MICRO PLATE (0.2 μ m)			

This is one of the reasons why the Japanese government has licensed Enagic as a "medical device". It is the **ONLY** machine of its kind, sold in the United States that is certified as a medical device in Japan. See www.Enagic.com for Photostats of this and other documents. Enagic is the **ONLY** device of its kind that can be purchased using the Canadian "Medicard" program – because of Enagic's Japanese Medical Device License.

Another reason the Japanese government certifies Enagic as a medical device and no others is the ISO, International Standards Organization, certifies Enagic with ISO 9001 a comprehensive quality management system certification, ISO 14001, an environmental management system certification, and ISO 13485, that represents the requirements for a comprehensive management system for the design and manufacture of medical devices. Enagic is the **ONLY** device of its kind sold in the United States that has all three of these ISO certifications.

From Wikipedia:

[The **International Organization for Standardization** (*Organisation internationale de normalisation*), widely known as **ISO** (pronounced */ˈaɪsoʊ/*), is an [international-standard](#)-setting body composed of representatives from various national [standards organizations](#). Founded on 23 February 1947, the organization promulgates worldwide proprietary industrial and commercial [standards](#). It has its headquarters in [Geneva, Switzerland](#).^[1] While ISO defines itself as a [non-governmental organization](#), its ability to set standards that often become law, either through [treaties](#) or national standards, makes it more powerful than most non-governmental organizations.^[*citation needed*] In practice, ISO acts as a consortium with strong links to governments.^[*citation needed*]

[**ISO 13485** is an [ISO](#) standard, published in 2003, that represents the requirements for a comprehensive management system for the design and manufacture of [medical devices](#)]

[The [ISO 14000](#) is a standard for [environmental management](#) systems that is applicable to any business, regardless of size, location or income. The aim of the standard is to reduce the environmental footprint of a business and to decrease the pollution and waste a business produces. The most recent version of ISO 14001 was released in 2004 by the [International Organization for Standardization](#) (ISO) which has representation from committees all over the world.]



I have actually heard competitors claim that all electrolysis units – for all ionizers – are built by the same company – they are actually claiming that their electrolysis units are built by the same company as Enagic’s electrolysis units – thereby implying that they are all the same and therefore would perform the same.

This is simply not true. Enagic purchases high grade titanium from a Japanese supplier and then in house (as in the Enagic factory) uses a proprietary plating process to plate the titanium plates with platinum. This process is a carefully guarded secret. The quality of their plating has been publicized at trade shows and demonstrated using business cards plated with platinum (not easy to do).

Camstar of Enagic Corporation urges you to have your prospects ASK these competitors for documentation of the quality of their titanium and platinum – many companies use inferior titanium alloy plates to reduce their manufacturing costs. Platinum costs can also be reduced by not using pure platinum and by using platinum alloys (mixed with cheaper metals)

If your prospect has gotten results from drinking your water and is really set on playing this “I found one that does exactly the same thing but costs half as much game”; then encourage them to be thorough and not settle for “Ours uses exactly the same technology as Enagic’s” assurance of the competition – but to dig deep and look for documented verification (preferably in results in people’s bodies).

Another common claim is that these cheaper machines are also licensed as a medical device – only in Korea instead of Japan.

The Japanese are famous world-wide for their commitment to high quality standards. They are the ones American companies have had to strive to match in process quality control standards, defect rates (or the lack thereof), and statistical experimental design. The Japanese Government is also famous for the strictness of its licensing – particularly with reference to medical equipment. The Korean Government on the other hand uses a rubber stamp policy requiring a company to supply “self certification”.

Electrolysis Plate design (Mesh, slotted, holes)

Rod is a friend of mine and is writing a book on marketing methods. He told me once of the concept of “marketing a defect as an asset”. The example he gave was of a company that manufactured a new machine for court reporting. The defect was that it would stall out every few minutes. They marketed it as “A brand new machine with a special feature allowing the court reporter to rest every few minutes”.

From an engineering standpoint – that is what the companies that market “mesh” technology as a “new, improved, higher technology, more efficient design” are doing.

I have a B.S. in Mechanical Engineering from Oregon State University. I worked for Tektronix for five years in their circuit board manufacturing facility as a manufacturing and project engineer. Then I worked for a capital equipment manufacturer as a regional manager and my last job was again in engineering and management for IMMP a division of Oregon Chain. I know a lot of engineers. I have talked to chemical and electrical, metallurgical and other mechanical engineers about these ionizers, they all concur:

Using a mesh or slotted design and claiming that is an improvement in technology is ludicrous. Here is what one website states:

All the advanced machines today use plates that take advantage of either mesh or slotted plate technology. By breaking up the surface of the plates, the machines create a greater total surface area that comes in contact with the water, and thus filter more thoroughly.

To understand this concept, consider this: Would you rather run on a flat track, or on a track that requires you to run up and down a series of hills? Obviously, the flat track will be easier because the shortest distance between two points is a straight line. The Kangen Water System offers water a flat track, whereas the more advanced machines require the water to run up and down the hills, for a more effective filtration.

Let's start with Ionizers are not filters – most of them have a prefilter arrangement, but the electrolysis chamber itself is not a filter, is not designed to filter, and therefore cannot provide “more effective filtration”

The electrolysis chamber is designed to electrolyze the water – using electricity to ionize, fractionate (split into acid/alkaline components – it is not removing acid or adding alkaline – although some non-Enagic machines do add alkaline minerals to achieve the same pH Enagic does with strict electrolysis), and microstructure.

In order to achieve micro structuring (which is the key component that allows the water to penetrate the cells of the body providing hydration and acid waste elimination) enough energy must be introduced into the water to literally change the angle at which the hydrogen atoms attach to the oxygen atoms. That takes a LOT of energy.

So when various websites state that these other machines will consume a lot less electricity than Enagic – they are correct.

A 25 watt light bulb cannot provide the same illumination as a 100 watt light bulb.

The wires into your home could not carry the same amount of electricity as the wires to the local transformer station.

These facts are self evident.

A machine that uses 80 watts of energy cannot transform pentagonal chaotically structured water into a stable hexagonal liquid crystalline structure the way a 230 watt machine can.

This is simply a fact of physics.

I am not using weird analogies that do not apply to equipment. I am not trying to twist facts to fit my bias. I am simply pointing out what I know about equipment.

A mesh or slotted design will degrade rapidly. See the following picture of a mesh plate after a few months of use.



The reason these companies use a mesh or slotted design instead of using solid plates, has nothing to do with performance. It is because it is a LOT CHEAPER. They are using a LOT less metal!

I discussed the water ionizers with a Chemical Engineer and he concurred with my assessment that the mesh design technology might be able to reproduce an initial high ORP, but that considering the elements being used it is rife with potential health hazards. Furthermore, he pointed out, the voltage at which electrolysis takes place is high enough to put a significant load on the titanium plates, and with thin little mesh it will lead more quickly to material failure (degradation).

I spoke with an Electrical Engineer who is considering purchasing an ionizer. He laughed when he talked about finding the mesh design claims. Mesh is not a next generation improvement. It is like a window screen. It is a way to make a larger plate with a LOT less metal so you can do it cheaply.

A metallurgical engineer informed me the process used to make a mesh or slotted plate is to make a solid titanium plate, coat it with platinum, score it in two dimensions, then "s t r e t c h" it to make the mesh or slotted configuration. With this process you end up with exposed titanium by design.

Regarding Overheat Protection: Several companies point out that this is something they have that Enagic does not. The reason Enagic does not have overheat protection is because Enagic DOES NOT NEED overheat protection! This goes right back to their thin little mesh plates require overheat protection, but Enagic's SD501 can run all day long and never overheat because of our big thick solid plates!

Now there are companies claiming to have "the same number and size of plates" as Enagic.

A year ago these same companies were selling machines with three plates less than half the size of Enagic's.

Today, they are marketing machines for exactly the same price as a year ago that have plates supposedly exactly the same size as Enagic's.

Why is that? Because Enagic successfully educated consumers about the energy and material requirements to get results. We told people to ask about plate size and power usage.

So these companies went back to the drawing board and came up with exactly the same number and size of plates as Enagic. Why? Marketing.

Medical grade platinum is ~\$2,000/ounce and medical grade titanium is ~\$500/lb.

So the majority of the cost of the Enagic machine is in the metals.

So how did they supposedly over double the amount of metal in their machines since last year and not change the price of their machine? Interesting question.

So if they are using a thin window-screen type mesh – that is why they are limited in the amount of power they can pump into the water.

Now on the Turbo-Tyent they are claiming they use 280 watts. Why? Marketing. They need to match or exceed Enagic's specifications in order to convince you that their machine is the same as or better than Enagic in performance.

Tyent's 280 watts is achieved using a pulsing or modulated energy that is like ON/OFF/ON/OFF. So the PEAK wattage is 280 watts but the MEAN wattage output is still under 100 watts. It HAS to be or the machine would MELT.

Again – they are claiming technological innovation to increase performance – but the truth is they are using cheap technology to mask the fact that the amount of energy they are using is insufficient to create the same quality of micro-structuring as the Enagic SD501.

Enagic's SD501 has a transformer technology (which is what is used in HOSPITAL MEDICAL EQUIPMENT because it is the most reliable) generating a CONSTANT 230 watts. That is what is necessary to actually restructure the water!

How do I know?

Barry and I look at results. You can talk about the technology all day long, but the bottom lines is – do people get results drinking the water?

See attached Tyent testimonial.

We have had hundreds of people drinking our Kangen water and getting phenomenal results. These are people we know that drank water here – not some internet story or from a salesman that we do not know.

One family we know bought a Tyent and said their water tasted like dirt. The company told them that was normal they would get used to it. We looked at their warranty – it was voided if they used more than 2.5 gallons of water a day or had hard water.

We give away 100 gallons of water a day. Dr. Carpenter in Idaho (<http://www.kangenwaterlife.info/dr-dave-carpenter.html>) gives away 600 gallons of water from his Enagic SD501. Enagic's corporate office in Torrance California has five SD501s in the front lobby, each one of those machines gives away 2,000 gallons of water a day.

Enagic's machines are medical devices designed to generate medical grade hexagonal water all day long.

A Tyent or a Jupiter or a Life Ionizer will all go into overheat protect mode and shut themselves off after less than 15 minutes of run time. And that's at 1/3 the wattage of Enagic's SD501.

This is because of those thin little "high technology" mesh plates – they are not designed to carry the power that it takes to microstructure water.

Dr. Peggy Parker's report Comparison of Ionizers (see www.Kangenwtr.com Dr. Parker's website) sheds light on why these machines can claim to achieve the same ORP and pH as the SD501 and still not get results in people's bodies. Dr. Parker found that the mesh designed machines' ORP would not hold for any length of time (while Enagic's held for 56 hours) and that within a few months of purchase the mesh machine's ability to produce the high ORPs at all was drastically reduced. Most folks who are not techno-nerds like us are not going to buy an ORP meter from a scientific supply company to monitor their ORP; they would never know.

Daisy bought a Life Ionizer because she thought it would do the same thing as our Enagic machine. Her daughter Robin had been getting water here and a lump that had been on her knee for years was going away. When Robin started drinking water from the Life machine – the lump came back. When she got our Kangen water again, the lump went away.

Dr. Emory bought a Life machine and brought it to our home to test side by side with our Enagic SD501. He used his OPR and pH meters and found the same thing Dr. Parker did – the Life could generate a high negative ORP reading and high alkaline pH – but it could not hold those properties for even an hour – while the Kangen water will hold the properties for a couple of days. Then he tested the micro structuring and found that the Kangen water was microstructured, but the Life water was not microstructured, even fresh off the machine. He returned the Life machine and bought an Enagic SD501 the next day.

You must understand that I have friends with alkaline wells that still got cancer or other diseases. When the Kangen Water allowed their bodies to heal, it was not the alkalinity - it is the fact that the micro clustering allows the water to supersaturate every cell in the body with alkalinity and antioxidation as well as simply providing true hydration that allows the body to heal itself. Without the micro clustering, it is not Kangen Water. That is why Enagic has trademarked the word Kangen Water to apply only to water from their machine - because it IS different.

The fact that the Kangen water is microstructured and holds the pH and ORP is why people can come to our home and get water and get great results. Scarlett's cancer counts were over 1M when they gave up on the chemo and sent her home to die (35 year old mother of 7). She did not own a machine – she drank water from a friend's Enagic SD501 and was cancer free 6 weeks later. The water does not cure cancer. But it does supersaturate every cell in the body with alkalinity and antioxidation (extra electrons) - because it is microstructured and can penetrate the cells in the body.

Renee has a rare form of blood cancer – she was drinking water from a Jupiter Athena - blood platelets continued to decline. When she got Kangen water from an Enagic machine – her blood

platelet levels began to increase. When she went back to the Jupiter water, they declined again. When she got Kangen Water from an Enagic machine again – her blood platelet levels rose again.

Bill owned a Jupiter – he is diabetic. His blood sugar levels continued at about 185 in the am. He drank Kangen water for one day and his blood sugar levels went to 85 in the am and continued under 100 as long as he was drinking the Kangen water.

A lady in our co-op bought a Tyent – she has bursitis in her shoulder – no relief. Steve drank seven glasses of Kangen Water from an Enagic machine in one night and bought two SD 501s the next morning because he had had his first pain free night in years (bursitis in his shoulder, back pain and knee pain). Tamara had the same experience – drank 7 glasses of Kangen water and came back the next day to show us how easily her arm moved. Further weeks her fibromyalgia was also disappearing.

Another lady had horrible stomach pain, she drank Kangen Water for three days and her pain was gone. It remained gone while she drank Kangen Water for three months. When she bought a Tyent her stomach pain returned.

Karl Roller had a friend who bought a Jupiter and his wife bought an Enagic. Not only did the Jupiter have to be replaced several times – when they put pH drops in the water and left it overnight – the Jupiter water was acidic (yellow) in the morning while the Kangen water was alkaline (still purple).

Dr. Carpenter used 9 different water ionizers, including Tyent, and Jupiter Athena, with NO RESULTS with his patients. Nobody even bothered to come back for more water. Now that he has an SD501 – everyone comes for water because they get RESULTS.

Dr. Linda bought a cheap ionizer, she got so sick she was bed-ridden for three months with blood coming out her nose and eyes. No one could determine the cause. She finally checked her water and found she was suffering from metal toxicity from the cheap electrolysis plates. She got an Enagic machine and was out of bed within a week.

So when I see a websites focused on trying to make the Enagic Corporation look bad – I see that seems to be the only way they can get folks to steer clear of a machine that gets results theirs cannot.

I even talked to one rep from one of these companies who told me if they could market the way Enagic does – encourage people to give water away and if folks get results they can buy one – they would. But they cannot – so they let the Enagic owners do all the giving of water and educating – then they capture the market that gets online and believes they can buy the same machine for half the price. Interesting.

Further points:

- Enagic's plates are solid titanium plates with platinum because that is the best way to transfer a LOT of energy into the water.

- ALL electrolysis plates will build up with mineral scale – it is the nature of electrolysis.

- Enagic has several self cleaning features.

- Every 15 minutes of run time the machine reverses polarity for 30 seconds to clean itself.

- Further self cleaning can be performed by running the beauty water setting (which reverses the polarity so the minerals will flake off).

- Further cleaning can be performed using a cleaning cartridge composed of citric acid for which Enagic has received environmental awards.

Some other machines are claiming they clean while they function – that is simply not possible – unless they are real time alternating the polarity while they are trying to generate the water..... hmmm.

Enagic's electrolysis unit is designed to last. It is bolted together vs. the glued together cheaper units. It has a 15 year "life span", but at that point it can be sent to Enagic, they will unbolt it, clean it up, send it back to you and it is good to go for another 15 years. They charge \$40 for that service. Oh, and while they are working on it they give you a "loaner" unit so you never have to be without the water.

Enagic is all about making sure people have the water.

We have had this done because we use our machine heavily. Sure enough – they sent us a loaner unit, cleaned ours up and only charged us \$40 and we are good to go.

The glued together electrolysis units in the cheap machines are throw away – they cannot be cleaned – and in the picture mentioned above it is obvious they scale up quickly. So even what these machines can do – generate water that tests high pH and ORP fresh off the machine run real slow – they will not be able to do very long.

We have heard of folks with these machine finally buying or borrowing equipment to run such tests after they have owned their machines for several months – and in the words of one website author "they were shocked" – the water was exactly the same as the tap water.

We have owned our Enagic machine for 15 months – we are continually testing the pH, ORP, and micro clustering – and it is still performing as promised.

INTERNET UNBIASED INDEPENDENT IONIZERS REVIEWED WEBSITES

Again I would be saying to your prospect: "You are probably interested in a water ionizer because somebody you know has an Enagic machine and has shared water with you and told you about some of the phenomenal results folks get when their bodies get the hydration, alkalizing, and antioxidation, necessary for their bodies to function properly (Kangen Water does not heal, but once a body is properly hydrated, alkalized, and ionized, it performs the way it should)."

"So, you go online and Google, or research, Kangen and Enagic."

"You may have noticed that it is not Enagic's website that pops up when you do so. It is a lot of other folks' websites that claim to be the same as Enagic, but cheaper. This is a violation of Enagic's trademark on "Kangen" and "Enagic". This activity is illegal, immoral, and unethical. If you want to do business with these kinds of folks – go ahead."

To you, the distributor, this may seem harsh. But remember, when you sell someone an Enagic Machine – you will be IN BUSINESS with that person for a very long time. Think about the kind of people you really want to be in business with. IF it is the kind of person that does not mind compromising on character issues in order to save money – you may not WANT to convince them to buy an Enagic Machine.

I noticed several "independent" or "unbiased" reviews of ionizers. When I found that they were owned by distributors, I thought "They lied to me once; I do not believe anything else they say". Again, if you want to do business with these folks – go ahead.

But, you say, they are selling multiple different machines, including Enagic – they must be unbiased – they can sell all of them. Can they? I checked out a site that had multiple machines including Enagic. I tried to purchase an Enagic machine. By the time that I got 4 or 5 pages in, a message came up that they were no longer allowed to sell Enagic Machines – go figure. Now WHY would they still pretend they can sell Enagic machines unless it is to give you the IMPRESSION of lack of bias?

Or, you say, they had an independent lab run the test and they had a video of it right there on the internet – you could see that Tyent (or Jupiter or whatever) performed as good as or better than Enagic's machine.

Check out who owns the website where the independent review is being done. If it is the same company as the machine that performed as good as or better than Enagic – then realize there are myriad ways to control the outcome of those tests (particularly since they have control of the camera).

For one thing, note the flow rate of the water. In one "independent review" they mention that flow rate is crucial – but if you simply use a stop watch and time their own video you will note that the Tyent cup takes more than twice as long to fill up as the Jupiter and Enagic cups.

For another thing note that they never evaluate how long the waters have those properties..... (see Dr. Peggy Parker's report again).

There is not one "Ionizer Review" site that is not owned by a distributor.

So, I tell my friend "If you want to buy a machine from somebody that clearly lied to you – go ahead"

Enagic is number one in sales in Japan. There are other ionizers sold there. But Enagic is the only one licensed as a medical device. It is used in over 250 hospitals. There may be some obscure hospital somewhere that has a different brand. Enagic is endorsed by the prestigious Gerontology Association of over 6500 medical doctors in Japan – they only endorse one machine in any category – and for ionizers – that is Enagic. There is a reason why Enagic is number one in sales in Japan – it works!

In the U.S. there were other ionizers sold here before Enagic came to this country. But Enagic is now the number one in sales in the U.S. – because it works! When people get results they want the water for themselves. And most of those people are not fooled by the "Ours is the same as" campaign.

Enagic Corporation does not participate in "I am an unbiased review" stunts. They are completely legitimate

- approved for sale in the U.S. by the FDA
- a member in good standing of the DSA (Direct Sellers Association)
- Endorsed by multiple Japanese Medical Associations including the most prestigious the Association for the Prevention of Adult Onset Disease – which endorses only ONE ionizer - Enagic.
- Licensed as a medical device in Japan – and Enagic is the only one licensed in Japan. I have seen a lot of claims as to others also being licensed in Japan – but we looked up their license numbers and they did not exist. A salesman can say anything they want to – but can they back it up with documentation? Enagic has backed up EVERYTHING they have ever told us with concrete documentation. Used in over 250 of the most prestigious medical hospitals in Japan.
- In Canada you can use the Canadian medical insurance card to purchase an Enagic Machine BECAUSE it is certified as a medical device - you cannot do that with any other ionizer, including Tyent
- Endorsed by Dr. Hiromi Shinya: author of all the cool colon pictures on the internet – he uses ONLY Kangen Water from Enagic machines, though his pictures are used by other companies. Dr. Shinya is the man who invented the arts of colonoscopy and laparoscopic surgery. He is one of the top 10 surgeons in the world, Chief of

- Endoscopy at the Beth Israel Medical Center, treats Royalty and U.S. Presidents – his credentials are impeccable.
- UL licensed. Again – we have checked UL listings for Enagic and other machines – Enagic is there – but many of the others that claim UL have no listing – they can claim anything they want to on their website.
 - As far as I am concerned – once I catch them in one lie – I do not believe anything else they have to say – and certainly I do not lend credence to their claims that Enagic is deceptive when Enagic has answered every question I ever put to them squarely and honestly and with no hyperbole.

COMPENSATION PLAN/MARKETING

Enagic's compensation plan is the focus of all the internet attacks on Enagic (*"Enagic's marketing strategy is dominant because of huge commissions"; "Enagic USA and their evil plot to charge people thousands of dollars more than the next closest competitor...."*)

Every website I have ever looked at from any company claiming to sell or "review" water ionizers brings up a negative connotation with Enagic's marketing plan. If they really want to review machine performance, they ought to stick with that.

If they really want to compare marketing costs - then let's get them on the table, both sides: My analysis of their equipment, as an engineer and confirmed by folks who know all the players in the ionizer industry is that their machine costs less than \$300 to make. so:

Tyent, Jupiter, KYK, Chanson, You Name It:
Cost of Manufacturing: \$300 (I am being generous)
Purchase Price: \$2,000
Percentage Markup: 567%
% of price in the marketing: 85%

Enagic:
Cost of Manufacturing: \$1400
Purchase Price: \$4,000
Percentage Markup: 185%
% of price in the marketing: 65%

You do not believe me? - I have had two companies approach me or my friends and offer up to \$1400 in commissions to rep ionizers that sell for \$2,000 (that is 70% of the cost of the machine in straight commission!). These are the "straight retail" companies that make such a big deal about Enagic's compensation plan! These companies still have to pay all the middle men that got it to me (because they are not OEMs – Original Equipment Manufacturers). Think about it!

So they really have no grounds for making this a reason to buy theirs or to not buy Enagic. But the words they use are designed to make the potential customer feel like he is being "taken" by an Enagic distributor who probably has shared water with him, spent hours educating him, most likely was a friend or an acquaintance.

And if you are a prospective Enagic owner looking at this – before you email me one more website with THE \$2,000 machine that REALLY IS EXACTLY THE SAME AS ENAGIC'S SD501, please consider this:

- No company on the face of the earth could build the equivalent in quality to the Enagic SD501 and sell it for \$2,000 - they would go bankrupt. That would be 30% of the cost of the product in marketing/distribution and NOBODY does that - not medical equipment, not other capital equipment or furniture or clothing or consumer electronics or appliances - nobody.
- Capital equipment and appliances (the two most similar industries) typically have at least 70% of the cost of the product in marketing. They pay it in advertising, commissions, overhead....
- Enagic chooses to pay that marketing budget to satisfied customers who are excited about sharing the water with their friends so their friends can get results too - and some of them decide to buy machines so they also can share the water.
- Enagic's compensation plan does NOT pay eight LEVELS! It pays \$2,280 in commissions split into eight points of \$285 each. The points are paid out in a tiered plan that encourages team-work.
- Chanson, Jupiter, KYK, Tyent – they ALL have tiered affiliate programs! You can earn your machine! It only takes 4 - 6 referrals to earn your own machine!
- with Enagic it takes 8-12 referrals to earn your machine! So who is paying out the most in a tiered compensation plan!

Enagic's compensation plan is based on Sony Corporation's compensation plan. Mr. Oshiro, founder of Enagic, was formally a marketing exec for Sony.

The plan is a "point" based system – not a typical mlm.

I recently met an engineer from a major Silicon Valley corporation – he said his company uses a similar point based system to recompense project managers and such to promote "team work"

An SD 501 has 8 points of commission. $\$285/\text{point} \times 8 \text{ points} = \$2,280$ commission per machine. Again – percentage wise that is less than Jupiter's, Tyent's, Life Ionizer's – or any other company's commission that you care to mention.

Enagic calls themselves a direct sales company – and the focus of their plan is to promote, encourage and reward direct sales.

So the points are paid out first at the level of the person doing the referring.

Mr. Oshiro envisioned people sharing the water – and when other folks got results and wanted a machine – Enagic would send a "Thank-you" check to the person doing the sharing.

Now there is a fair amount of education necessary to explain to folks what the water is, how the machine works, and so forth. So there is a "team" structure to the compensation plan to encourage people to help each other with that aspect. It is what allows Barry and I to spend more and more time educating people about the water.

Explaining the nitty gritty would take more pages than I think I want to write or you want to read.

Suffice to say that the "Thank-you" checks do NOT go on for 8 levels – that is not possible. As folks do more and more for Enagic, the number of points they get per referral increases. And since there

are ONLY 8 POINTS total per machine – the number of people getting paid gets less and less. Often only two people get paid.

So it is not the kind of thing that can “go on forever” or even for “eight levels” as so many of the internet attacks claim.

It is NOT structured in a pyramid. It is more like a rectangle – because it is direct referrals that are rewarded.

If your friend or prospect is still leery of anything related to MLM (multilevel marketing), here are a few more points of interest:

Enagic's referral marketing compensation plan is not a typical multilevel marketing (MLM) plan. However, since your thinking seems to be that MLM makes products overpriced in general, let's just look at a few examples of typical product markups. The most well-know MLM is the Amway Corporation. There is certainly nothing compelling about their products, they are not so much better or so much less expensive than other products that the product itself is more attractive than similar products. However, their products are also not more expensive than similar products found in the grocery store. Their "marketing and distribution" budget goes to individual distributors. While for Tide or Bio-Kleen their "marketing and distribution" budget goes to television, radio, magazines, billboards, wholesale distributors and retail outlets. This “conventional” marketing and distribution process is not cheap. The typical markups in any grocery business are 200-500% (that is why they can mark it half or 75% off and still clear a profit). And that is just over their cost from the wholesaler! The original cost of production is a small fraction of the final prices.

Look at tennis shoes. A top brand pair of athletic shoes costs less than a dollar to make, including cost of materials, labor, and transportation. And yet they sell for \$100+. On sale you feel like you are getting the deal of the century if you pay \$30/pair. That is a 3000% markup!

The same can be said of all the health-related products that we know are marketed through multilevel. They are not schemes. It is the most effective (and honest) form of marketing to allow satisfied customers to tell other people that a product worked for them. From Young Living Essential Oils or Melaluka products or Ambertose, or Multipure water systems or Weekender Clothing or Pampered Chef, or whatever, the products are NOT more expensive than products of equivalent quality. And most of the people whom I know that market these products work hard and put a great deal of effort into educating themselves so that they can be of service to their customers. I do not typically find that at my local retail outlets.

I have not chosen to involve myself with any of these products as other than a customer simply because we did not want to. But that does not mean that I do not appreciate and value the people who bring me these products. They are definitely not making more money than the retail outlets that would like to propagate the myth that any form of product distribution that does not make THEM rich is a "scheme".

A "scheme" is trying to get you to pay money for nothing or pay more money than a product is worth.

Furniture is an item more closely related to Enagic's Kangen Water machine than consumables are (in terms of price category). Medical devices would be an even closer fit - but you are not typically in the medical device market. So let's talk furniture, it is familiar territory. Your local furniture store often puts furniture on sale for 50% off - it is called a "blow-out". Furniture outlets and places that deal with "last year's" merchandise often have 75% off. Makes you feel like you are getting the deal of the century. You better believe they are still making a profit at 75% off. Which means if you have an item

that originally sold for \$400 and is now on sale for \$100, its original markup was over 300%. Again, that is retail profit - it does not take into account the chain of handlers that all had to make a profit after the item was manufactured, the distributor, the wholesaler,

With Enagic Corporation we have what is called an OEM, an Original Equipment Manufacturer. This is a company that does their own manufacturing and distribution. Their marketing arm is, of course, their satisfied customer base. So their "markup" is actually lower than what I would consider typical.

The Enagic Kangen Water machine is definitely worth the price.

Most folks who I know that are taking some form of supplementation intended to accomplish the same kind of health benefits we are seeing with the Kangen Water are spending a MINIMUM of \$100/month, for one person (we spent about \$120/month on supplements for our son when we were recovering his health). So let's see, at \$100/month for 15 years (lifespan of Enagic Kangen Water machine), is a whopping \$18,000. By the way, for our family of five that would be \$90,000 in just five years. Starts putting a whole new perspective on the cost of the machine doesn't it? We have not even addressed pharmaceuticals at this point, which are in general a LOT more expensive, if not out of pocket, then if you consider the true cost of the insurance fraud in this country. Dr. Tom has cut out his glucosamine, he does not need it for his joints anymore, and he has cut other supplementation to about 1/4 of what he was taking before, Saxon has decreased his asthma medication to less than a tenth of what he was taking a month ago and he is FEELING great. Several diabetics have decreased their blood sugar levels from 180, 132, 500 down to normal and can eliminate or drastically reduce their insulin.

Throw in the cost of bottled water as shown in the water demo (for our family bottled water would cost a minimum of \$1,500/year just for drinking water) and the Enagic Machine is looking pretty cheap.

I would like to retouch on the issue that ALL of the ionizer manufacturers that I looked at and talked to rarely tried to disparage the performance of the Enagic machines; they all seem to consider Enagic a benchmark when it comes to performance. Their contention is ALWAYS that Enagic is overpriced because of the compensation plan and that theirs is just as good but cheaper because the distributor makes all the profit. But they NEVER talk about the fact that regardless of the innovations they have created to attempt to duplicate Enagic's performance, **they ALL use ¼ or less titanium and platinum to build their machines**, which as I detailed above makes their machines cost less than \$300 to manufacture, **which makes their markups much higher than Enagic's**. And again, Enagic has a machine in the \$2000 price range that has the medical grade components and all of the detailed high quality manufacturing process controls and performance criteria to maintain the medical equipment license that only they have.

MYSTERIOUS CHEMICAL SOLUTION

- The websites I looked at intentionally use inflammatory words to mislead:
 - o *This is probably the worst part about their machine. In order for their machine to reach the pH levels they advertise, you have to insert a liquid that they call an "electrolysis enhancer" which has a warning label right on the bottle which states "Do Not Drink." Uhhh... why would I put a substance I'm not supposed to drink into my water?*
 - o *But it gets worse. They claim that the liquid is just a salt (saline) solution. However, when asked if salt water or homemade saline solutions would be acceptable replacements, they will tell you no. Furthermore, the ingredients list more than simply salt. So on top of the annoyance of having to regularly purchase these bottles in order*

to use the Kangen Water System, you have no idea what you're actually putting in your water. All you know is that it's a bottle of something that says Do Not Drink.

- Well – if they know as much as they claim about Enagic – then they know the electrolysis enhancer is not used to generate drinking waters. It is only used to generate “cleaning waters”. I often run my machine with no electrolysis enhancer in it while I am making drinking waters - many folks never put the electrolysis enhancer in except when they are making the cleaning waters. But whether the electrolysis enhancer chamber is full or empty, the machine only draws off of it when making 11.5pH and 2.5 pH – cleaning waters.
- **So what is the motivation for making it sound like Enagic puts some sort of mysterious chemical into the drinking water?**
- And by the way – it is just saline solution to add minerals to get a higher resolution fractionation – in other words more minerals in the water allow you to get a higher degree of separation between the alkaline and acid ions. It also has a chemical stabilizer to maintain the solution. Nothing mysterious or dangerous. No one would recommend that you drink salt water
- The 11.5 and 2.5 waters are truly amazing. See attached LA Times article.
- This is another thing these other machines cannot do – make the 2.5 and 11.5 waters.

Enagic produces medical water at 2.5 PH and 11.5 PH. None of the other ionizers are able to produce water consistently at below 2.6, which is what is necessary to kill pathogens. 2.5 acidic water from an Enagic Kangen Water™ machine kills E-coli, strep, MRSA, salmonella, etc.

Some manufacturers of machines that are not capable of producing this water claim that this water is unimportant. (Keep in mind, Enagic has a smaller machine, the LeveLuk Jr. for \$2,400 that can produce 2.5 PH and 11.5 PH waters)

What is the value of 2.5 acid water to a person who is fighting gangrene or MRSA? How valuable is this feature to eliminating e-coli pathogens on our food (prevention of food poisoning)? WE have a guy in Salem who had a boil on his back diagnosed with MRSA – not a place easily amputated – it could have killed him. The 2.5 acid water got rid of it in a couple of weeks.

How valuable is 11.5 PH water that is used to remove pesticides from produce (which you later have to detoxify, and contend with the general distortions immediately caused to our systems until we are able to detox).

11.5 water is also used therapeutically to reduce inflammation – I have seen it used on people (and so has Dr. Carpenter) who could not walk or were barely able to walk and it reduced their inflammation to where they could walk within hours or days (arthritis inflammation, lactic acid inflammation, sprains, strains, wrenched knees, crushed tissue.....)

Dr. Carpenter has a weekly teleconference call. He had a gentleman on there who told about how he was scheduled for amputation of his leg and had been measured and had purchased his new prostheses. Someone brought over 2.5 and 9.5 water for him to try. One month later, he no longer needed the amputation. He purchased the SD501. What value can you place on a leg! This gentleman personally was on the phone call and he said " I can't tell you enough how grateful I am that someone had the heart to care enough to bring this water to me and insisted that I try it. This saved my leg! ". This testimony was truly heartfelt! Now he has the SD501 displayed in his window of his store front along with his prosthesis. "I tell everyone who comes in my store about it!"

Karl: “no other machine can produce the 2.5 water with its ORP of +1100. No pathogen can live in it.”

ADDRESSING THE CALCIUM SULFITE QUESTION

Calcium Sulfite is a naturally occurring mineral CaSO_4 . It is used in Enagic's filters as a disinfectant to clean the water before it enters the carbon filter. It does not tend to combine easily with water and when ionized it will break into a –Calcium ion, a +Sulfur ion and 4 –Oxygen ions.

Here are a few important functions of each of these elements in the human body:

Calcium – A 160 pound human will contain about 4 pounds of calcium in the body. It is the primary element of bones and teeth. However it is also important in nerve function, buffering acids in the body, and wound healing to name a few more. Organic calcium is essential for many vital organ functions.

Sulfur – A 160 pound human will contain about 4 ounces of sulfur in the body. It is found in all nails, hair, the epidermis layer of the skin and the cornea to name a few. It is necessary to promote bile secretions from the gallbladder. It causes many impurities to move out through the skin and on a cellular level it encourages detoxification through agitation. Sulfur actually regulates nerve impulses and body temperature. In its organic form found in foods it is extremely important for cellular regulation.

Oxygen – Known as “the giver of life” abundant oxygen in the body is responsible for healthy tissues, cellular respiration and is responsible for radiant health, elasticity in arteries and an uplifted temperament and enthusiasm for life. It is a gas rather than a mineral and is not designated as either organic or inorganic as minerals are.

Remember the Calcium and Sulfur are inorganic and as such, not useable by the body. In their ionized forms they are separated by charge and the sulfur ion is discharged in the acid waters.

Please keep in mind that the sites that are promoting this as a problem are selling Tyent units and under the guise of being an independent site that simply review ionizers. This is not so...the site was designed to sell ionizers and do so at the expense of being thorough, honest and factual.

RETURN POLICY

There are several companies that claim there must be something fishy about Enagic because they only have a three day return policy while everyone else offers 30-60 day return policies.

Well, it's all in the fine print. As with their compensation plan and everything else about Enagic – Enagic is upfront and honest in all their policies.

Enagic has a Return policy form that all machine purchasers in the US must sign to acknowledge that BEFORE they pay Enagic, they understand Enagic's Return policy.

This form details that if the machine is returned within 3 days, a full refund is given, but that after three days and under 30 days a restocking fee (up to 10%) is assessed.

The other companies have similar policies – but they try to make it sound like you have an unqualified 30-60 day trial period. They also try to make it sound like there is something wrong with Enagic – when Enagic's return policy is not only clearly spelled out (whereas theirs is conveniently not mentioned), but it is still more generous than the norm (10% vs. 15% restocking fee).

Dr. Emory mentioned above returned his Life Ionizer. He had his Life machine for less than 3 days and still had to pay a 15% restocking fee - \$300. And in order to be able to hold them to their return policy – he actually had them put in writing (like a hand written note) that he could return it if he chose to. He did not trust that they would honor their return policy without that extra protection because when Daisy Ermatinger tried to return hers within the 30 day return period, the company refused on the grounds that she no longer had the original packaging. They told her she could return it in a gold plated vault and they would not take it. Dr. Wayman said they still resisted when he tried to return his machine.

The point is that they ALL charge a restocking fee – but Enagic is at least upfront about it. Implying that Enagic's policy is significantly different than theirs is just plain deceptive.

Further Comparisons:

Enagic is UL approved (this is an important safety consideration as it is an electrical device being used near water.....). Enagic has documentation of this fact available on their website. If another company claims to have UL approval, or medical grade titanium, or whatever, ask them for the documentation. No documented UL approval would also mean they would not have Product Liability insurance as no insurance company will insure a product with electricity and water without UL approval. I asked Life Ionizer for documentation that their platinum is medical grade and I was told they had it in a file "somewhere".

Enagic Corporation's manufacturing facility is ISO 9001 and ISO 14001, and ISO 13485. These are independent quality control certifications that are very difficult to achieve and insure the highest integrity in manufacturing technology and equipment quality. Again, any claim can be made on the internet – can you find independent corroboration?

Flow control.

This is another instance of marketing a defect as an asset.

The flow control is to slow the water down so that it spends more time in the electrolysis chamber because they use so little metal and electricity, it MUST slow down in order to get any fractionation (splitting of the water) or ionization (adding of electrons)

Enagic does not need flow control. The 5 Enagic Machines in Enagic's LA office give away 2,000 gallons of water a day every day, each. Enagic has done side by sides with cheaper brands, running water through them continuously. Even with their "flow control" and SMPS, their machines overheat after 15 minutes and fail.

A friend bought a Tyent and the warranty was voided if they used more than 2.5 gallons of water a day.

Number of filters.

It is not the number of filters that is important, it is the quality and construction of the filter and the performance thereof that is important.

Adjustable For Hard Water.

Enagic's machine will work anywhere. A friend bought a Tyent and noted in the warranty was voided anywhere where there is hard water.

The reason for this is that ANY ionizer will plate up mineral on the electrolysis plates - it is the nature of the process. With thin little wire mesh - this happens much faster than with a solid plate. With Tyent's (Jupiter's, Life's,) machine, once that happens, the electrolysis unit must be thrown away - it is useless. Their electrolysis chambers are glued together and cannot be opened for cleaning - this again is a cheaper method of production.

Regarding "We are the same company as Enagic, we split or we have the same engineers"

An engineer can work for Chrysler and then go to work for DeLorean – that does not make the cars equivalent.

Everything I have pointed out about the difference in the actual machines is not negated by WHO makes them.

But Enagic ONLY makes machines sold by Enagic – there is no "other brand" that is built by the same company or a split off of the same company.

Toyo Taiwan tries to claim heritage based on Enagic's purchase of Toyo Japan – they were never the same company. And Toyo Japan did not "merge" with Enagic – it was bought out. So the claims as to being "the same" company are bogus.

Regarding claims that other machines are used in Japanese hospitals:

Enagic machines were once made by a company called Sanastec (look at the plate on the back of your older Enagic machine). Sanastec Manufacturing is owned by Mr. Oshiro, it is Enagic.

There are 250 hospitals in Japan that use strictly Enagic equipment. Enagic is the only device of its kind endorsed by the most prestigious medical association in Japan composed of over 6500 medical doctors.

There may be some obscure hospital somewhere that uses a different device, but that does not change the fact that Enagic is the #1 Water Ionizer in Japan and the United States because it WORKS!

Regarding claims by competitors that Enagic's machines cost more because Enagic is MLM:

Karl Roller:

That company also needs to spend at least 65% of the cost of their machine to market their device, and since they do not manufacture it themselves, there is even more markup necessary to pay the manufacturer and multiple middle men. That means it is a VERY cheap machine to manufacture.

The competition's "Independent Ionizer Performance Reviews" are NOT independent and unbiased, which means they are FRAUDULENT.

Tell your prospects "If you want to do business with people like that – go ahead".

Make sure your folks know where the information they are looking at is coming FROM. These companies are stealing our trademark – that activity is ILLEGAL, IMMORAL, and UNETHICAL.

Lauri: That is a very strong statement.

Karl: Strong and True.

Enagic Corporation Camstar:

Enagic has no time to deal with the negative on the internet because Enagic is TOO BUSY with all of the positive people who want to buy Enagic machines because they are getting results! Enagic does not have to compare. Just like Toyota does not compare itself to Hyundai. Eventually the consumer figures out which one is quality. Enagic is #1 in sales in the U.S. and in the World, because our machine works and people know it.

Hans Mattes:

Korean Certification Process (i.e. as a medical device) is a SELF CERTIFICATION process.

So when someone is comparing Enagic's license as a medical device in Japan to another device that has a medical license in Korea - there is no comparison.

The Japanese government's procedure for issuing a medical device license is as thorough and exacting as everything else the Japanese do. They have to certify the materials are medical grade, all the components are medical grade (as in reliable and safe), all the manufacturing processes meet exacting standards (like outside ISO9000 certification), the device testing, reliability, and capacity are medical grade. There is a reason why the most prestigious medical association in Japan, the Association for the Prevention of Adult Onset Diseases endorses only Enagic.

Do not be one of those who have to waste \$2,000 on a machine that YOU have never met anyone getting results from.

Buy an Enagic – you have either gotten results yourself drinking a friend's water, or you know someone who has. Buy the one that works

Enagic SD501	Tyent MMP7070 turbo
7 solid medical grade platinum coated solid 100% titanium plates	7 slotted or meshed or holed titanium plates using ¼ of the amount of metal and inferior quality metal
235 watts using transformer technology. Same technology as used in other hospital medical equipment on which lives depend	0-285 watts pulsed SMS technology – used in flat-screen TVs. Mean output still under 100 watts – not capable of creating stable hexagonal water
Results: I stand by the hundreds of people we know personally getting phenomenal results drink Enagic Kangen Water	I know no one personally getting results drinking Tyent water
14lb	12lb
Marketed based on results	Marketed as equivalent to Enagic SD501