

# Nikken A Lifestyle Opportunity

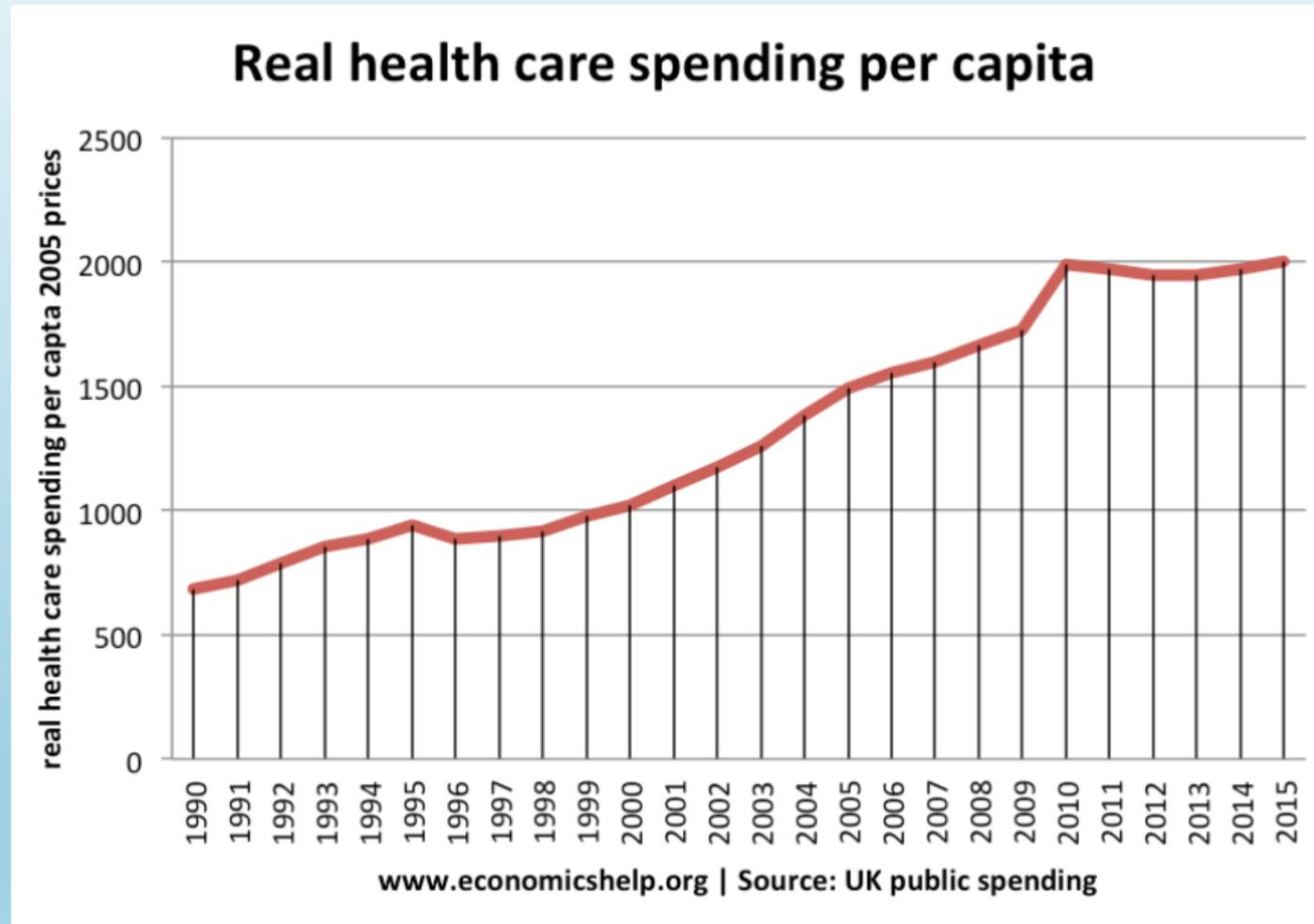
Health Care Industry  
The Company  
The Technologies  
The Products  
The Opportunity  
Getting Started  
Training & Support



# The Health Care Industry



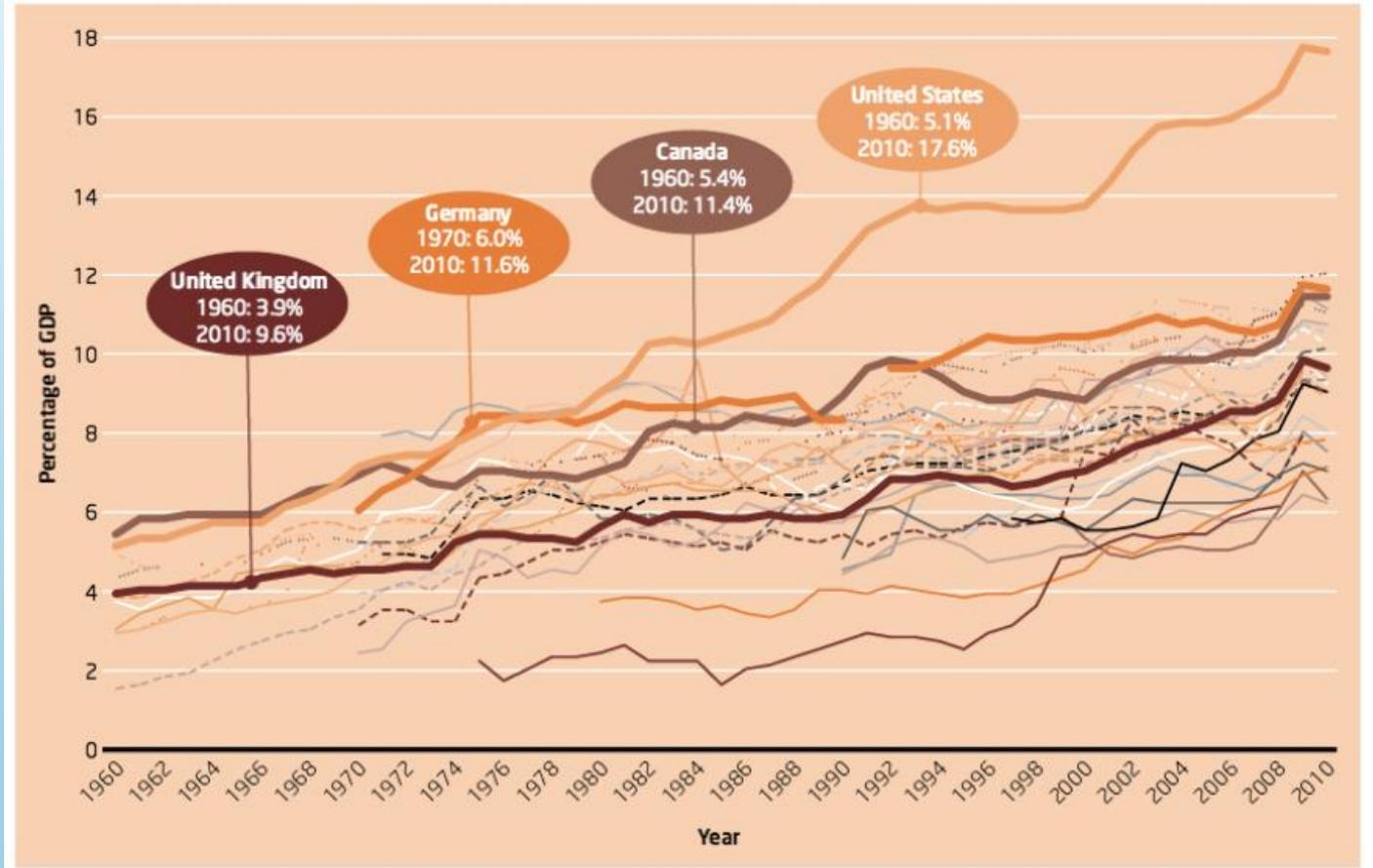
Since 1950, health care spending in the UK has increased dramatically in real terms (adjusted for inflation). In the post-war period, we have also seen a sharp rise in public health care spending as a % of GDP (from 3% in 1960 to 7.8% in 2015). This matches a global rise in health care spending.



## The Health Care Industry

Western economies have seen some improvements in lifestyle, such as a decline in smoking rates. However, there has been a **rise in obesity and heart diseases related to stress and physical inactivity**. This has caused rising demand for new health care services.

**Figure 4** Total (public + private) health spending as a percentage of GDP, 1960–2010, all OECD countries



# The Health Care Industry

To avoid higher health care spending, we would need to see, some or all of the following:

Improvements in health / improvements in lifestyle / diet.

Improved productivity – more efficient health care – e.g. treatment at home rather than staying in hospital overnight.

Greater stress placed on avoiding health problems rather than treating the symptoms.

Being stricter in withdrawing expensive health care, when there are only limited health benefits from treatment.

Encourage private sector.

# HOW STRESS AFFECTS THE BODY

Zzzzz  
Chronic Fatigue

60% to 80% of primary care doctor visits are related to stress, yet only 3% of patients receive stress management help.

JAMA Intern Med. 2013;173(1):76-77

Headaches, Dizziness, ADD/ADHD, Anxiety, Irritability & Anger, Panic Disorders

Grinding Teeth & Tension in Jaw

Increased Heart Rate, Strokes, Heart Disease, Hypertension, Diabetes Type I & II, Arrhythmias

Digestive Disorders, Upset Stomach, Abdominal Pain, Irritable Bowel Syndrome

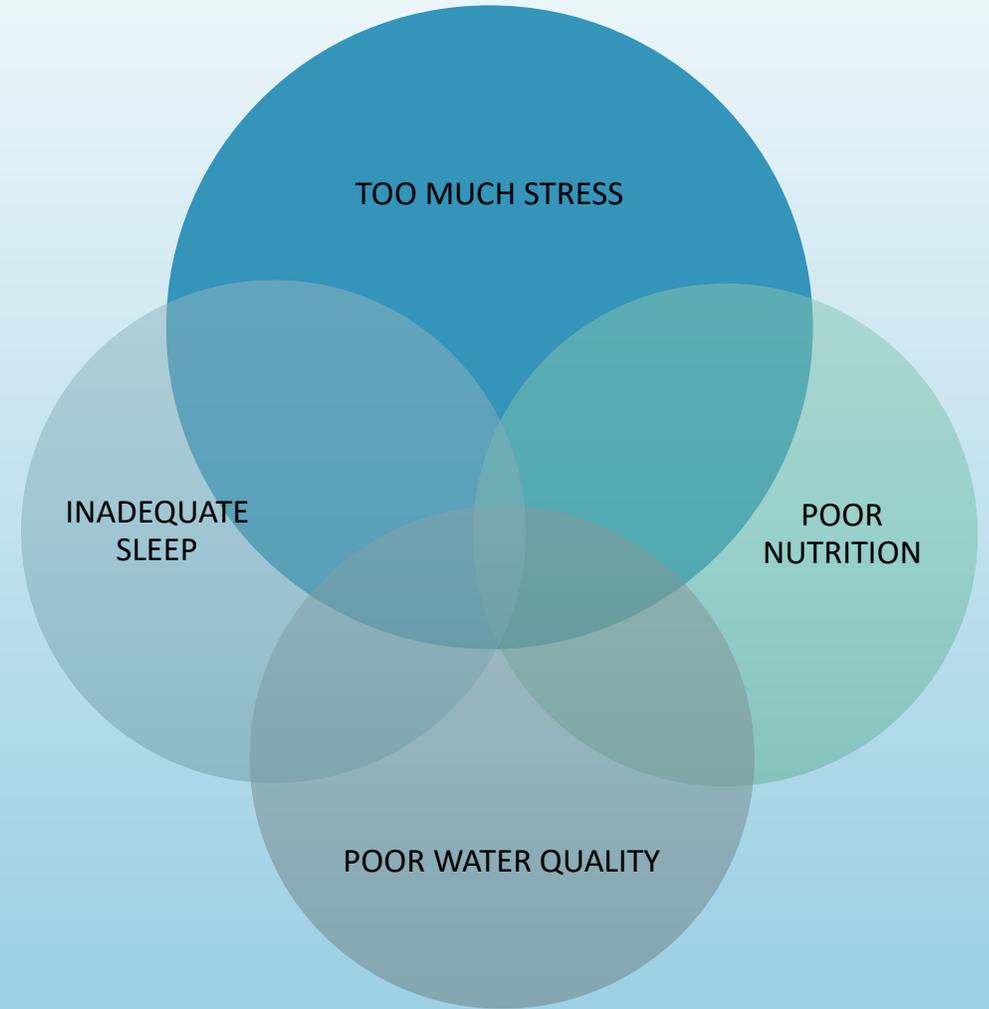
Weight Gain & Obesity

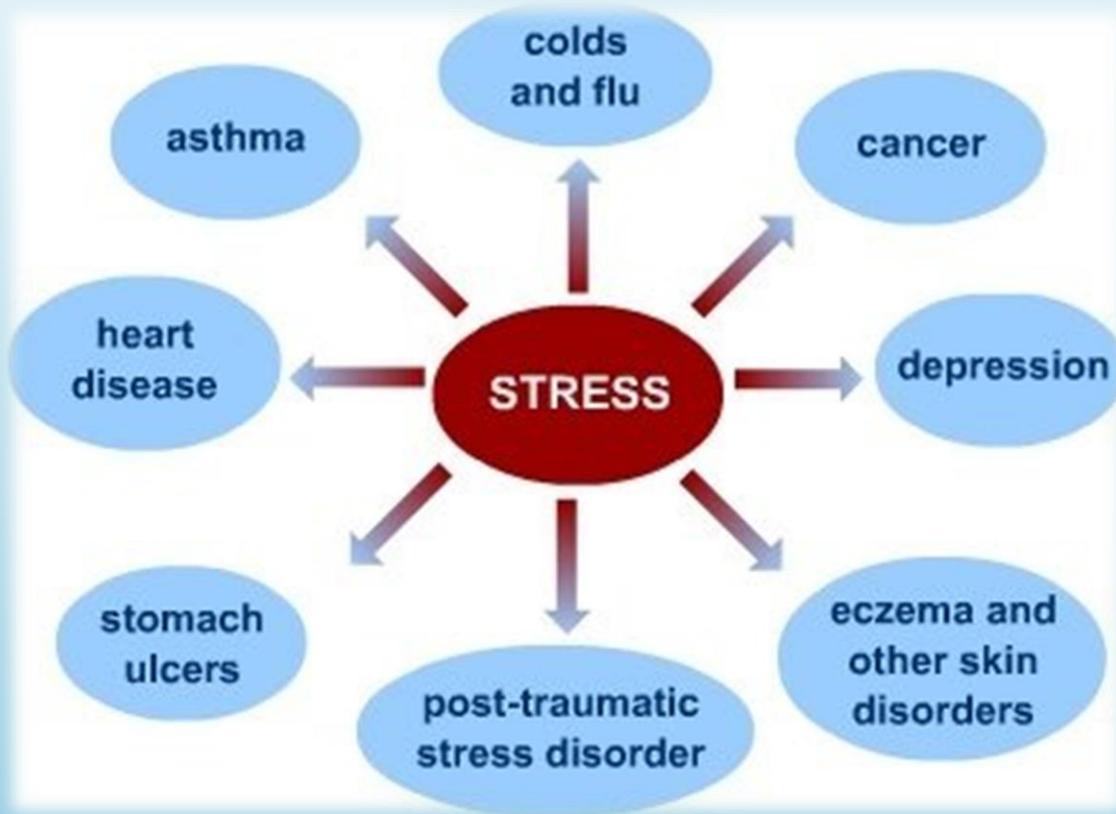
Decreased Sex Drive

Muscle Tension, Fibromyalgia, Complex Regional Pain Syndrome

STRESS AFFECTS THE ENTIRE BODY & CAN CAUSE MANY OTHER PROBLEMS  
42% of Americans report lying awake at night due to stress  
American Psychological Association Stress in America Report 2013

DECREASED ENERGY LEVEL, MOOD & APPETITE





## Medically Proven

### Stress Contributes to:

- Heart Disease
- High Blood Pressure
- Strokes
- Fatigue
- Depression
- Overeating
- Diabetes
- Asthma
- Colitis
- Insomnia
- Ulcers
- Kidney Disorders and more

**The Health Care Industry**



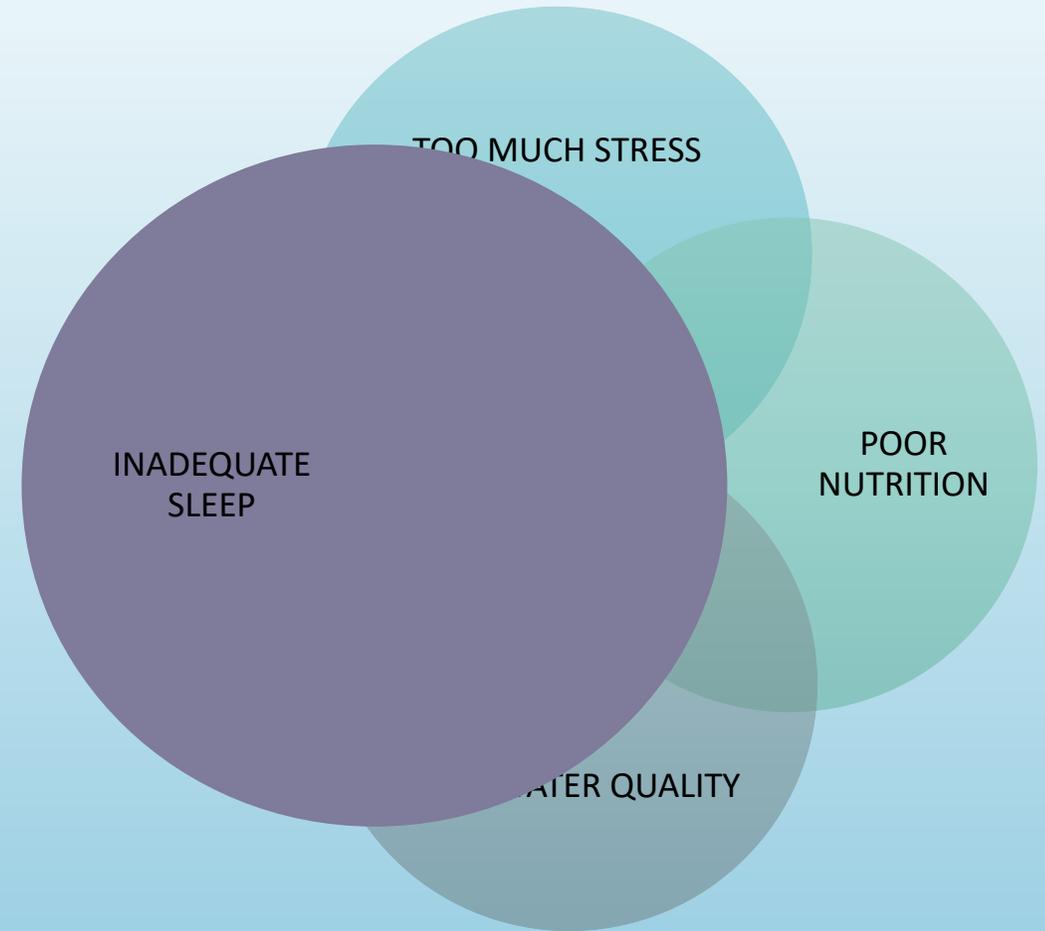
## Top Reasons People Are Stressed

- Job pressure
- Money problems
- Health concerns
- Relationships
- Poor nutrition
- Sleep deprivation

**The Health Care Industry**

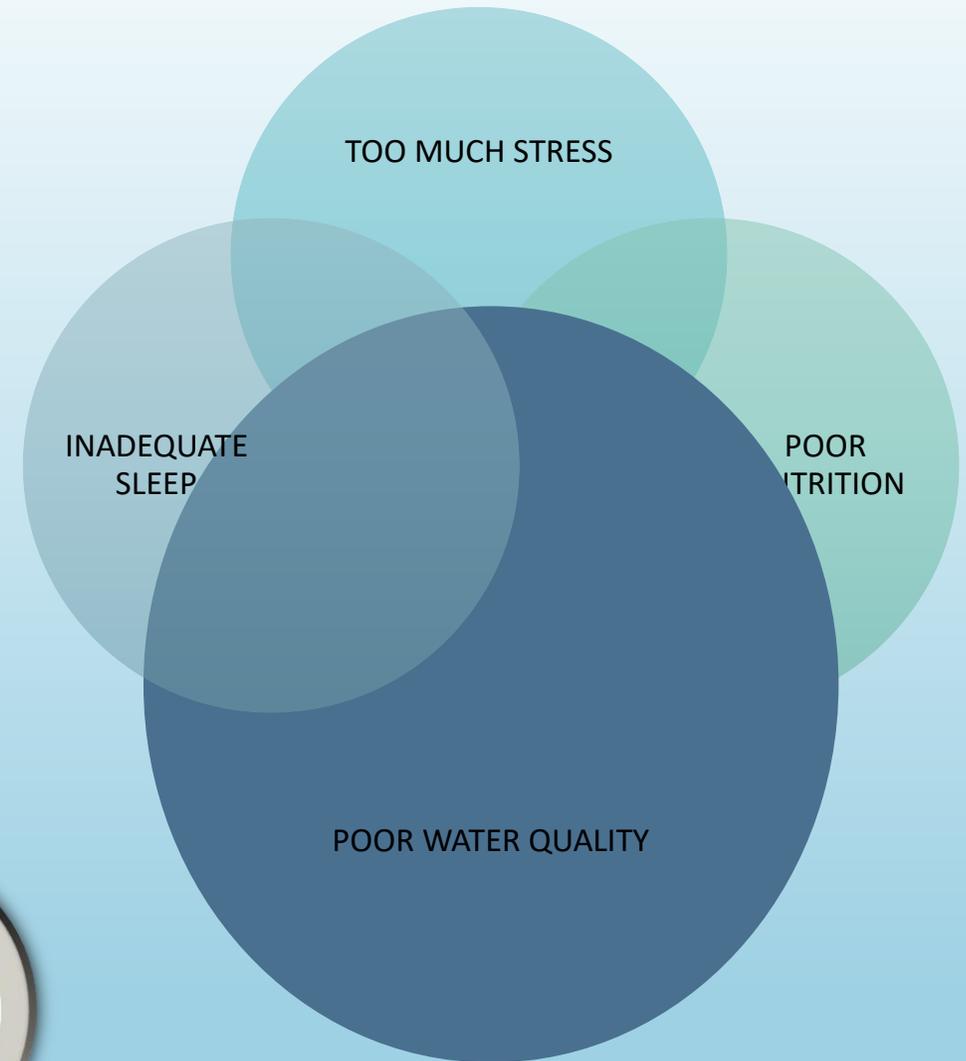
# Problems of Inadequate Sleep

- Sleepiness Causes Accidents
- Sleep Loss Reduces thinking Faculties
- Sleep Deprivation Can Lead to Serious Health Problems
- Lack of Sleep Kills Sex Drive
- Sleepiness Is Depressing
- Lack of Sleep Ages Your Skin
- Sleepiness Makes You Forgetful
- Losing Sleep Can Make You Gain Weight and or Obesity
- Lack of Sleep May Increase Risk of Death
- Sleep Loss Impairs Judgment, Especially About Sleep



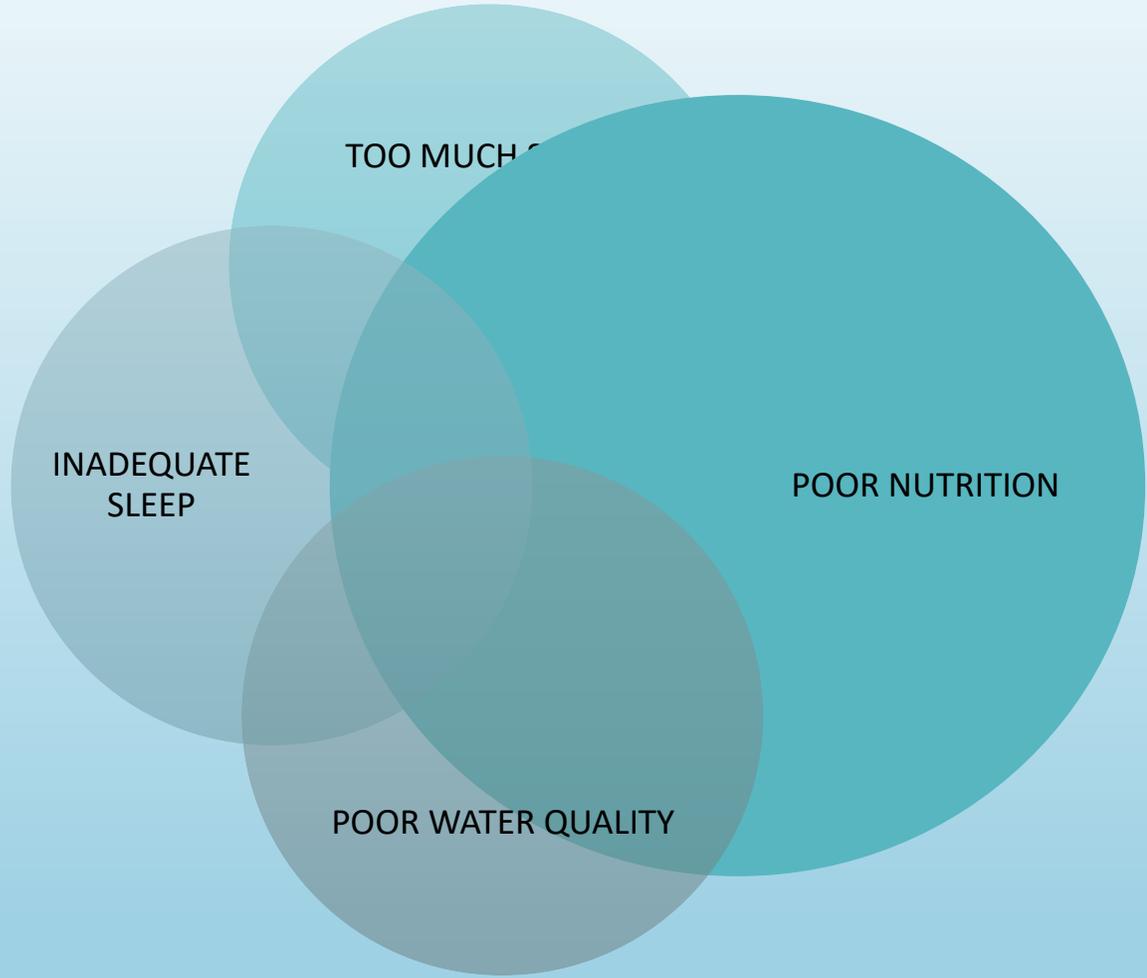
# Problems Caused by Lack of Proper Water Intake & Poor Water Quality

- Dehydration
- Body Temperature Irregularity
- Chemical Imbalance
- Constipation and Digestive Problems
- Stomach Ulcers
- Joint Pain
- Reduced Muscle Mass
- Long Periods of Illness
- Hunger Pangs
- Premature Aging





Poor nutrition habits can be a behavioral health issue, because nutrition and diet affect how you feel, look, think and act. A bad diet results in lower core strength, slower problem solving ability and muscle response time, and less alertness. Poor nutrition creates many other negative health effects as well.



# The Health Care Industry

# The Wellness Industry





The Health & Wellness market space; nutrition and weight loss sales \$277 billion.

Vitamins and supplement sales will reach \$13.9 billion by 2018, a 58% increase from 2008.

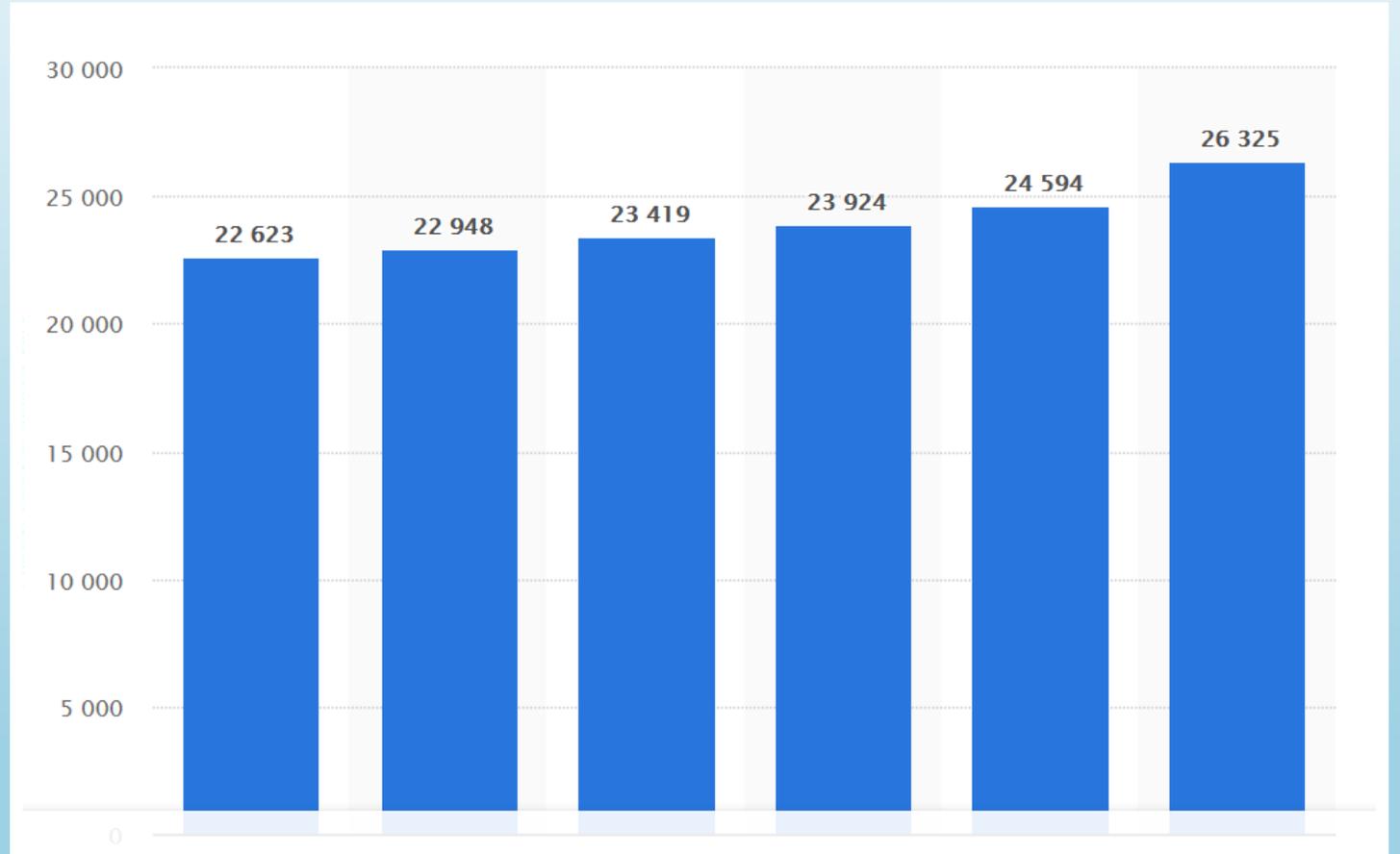
In 2018 immerging trends include self-care, brand transparency, Wellness Technology and a blurring between beauty and wellness.

# The Wellness Industry

According to the latest report published by Credence Research, Inc. the “Global Health and Wellness Market– is projected to witness the CAGR of 5.9% from 2018 to 2026.



**The Market Value of Health and Wellness in the United Kingdom increased from 2013 at 22.6 Billion to 2018 and 26.3 Billion**



**The Wellness Industry**

This statistic shows the retail value of the health and wellness market in the United Kingdom (UK) annually from 2013 forecast to 2018.

The health and wellness industry covers a range of different topics from healthy eating, staying fit, maintaining a healthy weight to taking care of ones mental and physical health.

The data highlights that the health and wellness trend is **growing in momentum** and is expected to continue growing in future years as individuals are willing to invest more into their mental and physical health.

The health and wellness trend is experiencing a boost throughout Europe with a noticeable increase in market value in Western Europe.

In Western European countries, the value of the market increased substantially from approximately 129 billion euro in 2013 to over 142 billion euros in 2017. The market is expected to grow in future years with a predicated market value of around 148.7 billion euro in 2018.

## The Wellness Industry

Problem solving is the greatest enabler for growth and opportunity.



# The Company Nikken





## The Company Nikken



One of the world's largest marketing and health products company.

Multi billion dollar sales history.

Roots are in Japan,

Operating in 20 nations in Asia, North America, Europe, Central and South America.

Millions make Nikken the world leader in creating a Healthy Lifestyle; using, water, sleep, energy, nutrition and self care products and technologies.



## The Company Nikken

In 1973 Isamu Masuda, a desk clerk for a Japanese bus company, blamed his own poor health when his baby was born with a congenital deformity.

Masuda began researching and using magnetic shoe inserts and in 1975 launched Nikken.

The company is based on, the “Five” Pillars Of Health Philosophy: Healthy Body, Mind, Family, Finances, and Society.



**The Company  
Nikken**

## **Five Pillars of Health**

**Healthy Finances**

**A Healthy Body**

**A Healthy Mind**

**A Healthy Family**

**A Healthy Society**

**Creates a balanced Lifestyle**

# The Technologies



## PiMag Water Technology

A regulated acid/alkaline (pH) balance is essential for maintaining health. Ordinary water from a household tap, well or bottle is also often acidic.

The PiMag Waterfall is designed to produce water with added minerals, in a pH range of 8.5-9.5.

Ionized water decreases oxidation-reduction potential. A high ORP contributes to unwanted oxidative decomposition. Ionized PiMag water from the Waterfall can help offset the oxidizing effect of many elements of the modern diet and environment.

This can actually help slow down cellular destruction.

Commercially bottled water is not only expensive, the quality or level of contamination can vary depending on where or when it was bottled. The PiMag Waterfall provides consistent quality.

The PiMag Waterfall is environmentally responsible. It reduces the number of discarded, disposable water bottles that become trash in landfills. This also decreases consumption of fossil fuels used in manufacturing those bottles.

PiMag products are made with recyclable and biodegradable materials, including a polymer that does not leach chemicals into water as some plastics will.

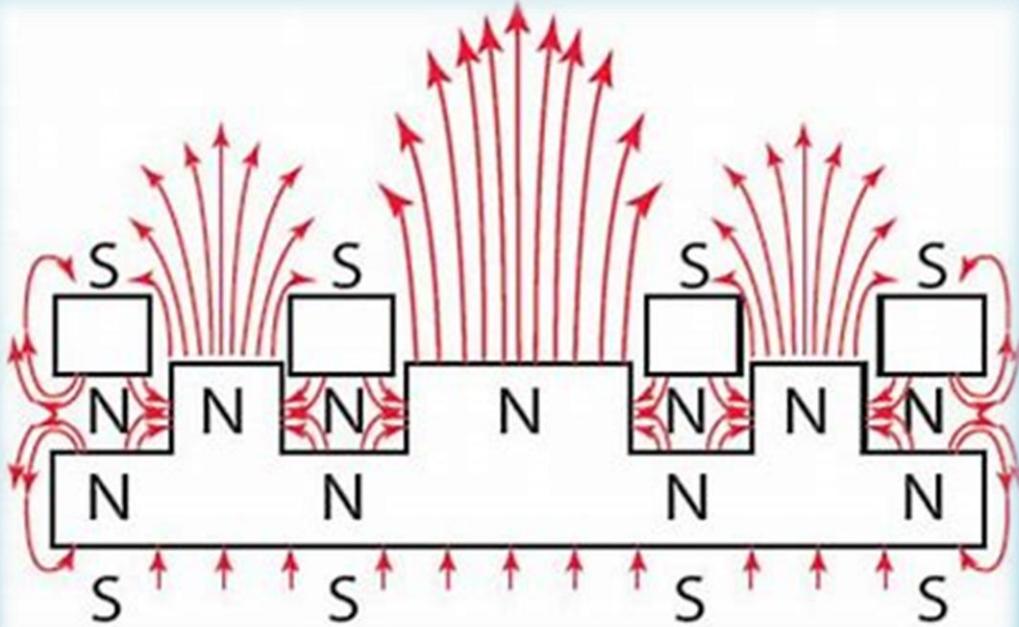


## FEATURED NIKKEN TECHNOLOGY

Patented DynaFlux® Magnetic Technology  
(U.S. Patent No. 9,265,966)

### DYNAFLUX — POWER AT REST

DynaFlux Magnetic Technology produces a series of magnetic fields that cover a full 360 degrees in three dimensions.



The internally opposed magnetic surfaces shift in angle as a response to body movements, to enhance the field depth.

No other technology using permanent magnets can deliver this scope of magnetic coverage.

Enfolds and surrounds anything in its proximity, even complex shapes

# True Elements®

With organic ingredients, True Elements products are designed to work with your pH balance, promoting a youthful, supple appearance and enhancing your skin's natural beauty.

Gently crafted using seaweed varieties, True Elements products are abundant in natural minerals. These are well absorbed by skin and in combination the different ingredients can work synergistically to offer remarkable benefits.

Each True Elements product is made without the synthetic fragrances and pure essential oils in some cosmetic preparations that may cause a sensitivity reaction. In contrast, True Elements makes use of the milder extracts of essential oils and fragrances such as linalool, limonene and citral. Natural enriching oils — shea butter, sunflower seed oil, palm kernel oils, and olus oils — are added for skin nourishment.

The seaweed species in True Elements are harvested off the coast of Brittany in northwest France, and the harvesting method ensures that the seaweed yields are sustainable.

These skin care preparations are natural, organic, and free from parabens, GMOs, mineral oils, phthalates, phenoxyethanol, PEG, EDTA, synthetic colorings and fragrances.

For men and women, True Elements Skin Care is a complete line of products that cleanse, tone and moisturize — to enhance, protect and care for your skin using nature's own secrets.





## **Nikken Kenzen Nutrition**

Nikken believes — as you do — that the best way to take care of your nutritional needs, is the natural way. So we created the first complete program based on organic ingredients. These can fill the nutritional gaps in your daily diet, to help you "eat right," even when your meals may fall short of the mark. Organic-Based Nutrition means that all ingredients are carefully chosen and the organic content is maximized.

Nikken Kenzen® Wellness nutrition was founded on a whole-food philosophy. These organic-based solutions bring your daily diet even closer to nature.

# **The Technologies**

# The Products





# The Products

# The Opportunity



# Networking Direct Sales Industry

**The NFL: \$9.5 BILLION**

**Music Industry: \$15 BILLION**

**Video Gaming: \$76 BILLION**

**Movie Industry: \$88 BILLION**

**Natural Foods Industry: \$90 BILLION**

**Network Marketing: \$178 BILLION**

**The Opportunity**

- ❑ Growing consumer awareness towards health and wellness across the world propelling the demand for health and wellness products.
- ❑ Increasing urban population coupled with rising disposable income level resulting in changing lifestyle and the purchasing power of the consumers respectively contributed to the health and wellness products market growth.
- ❑ “92% of respondents reported that a positive recommendation from a friend, family member, or someone they trust is the biggest influence on whether they buy a product or service.”
- ❑ “And the trend toward word-of-mouth has been accelerating. According to Nielsen, the number of consumers who trust purchase recommendations from friends and family and online consumer opinions has grown rapidly since 2009, surpassing the number of those who trust TV and print media, which has plummeted.”

## The Opportunity

# Earnings Potential and Benefits





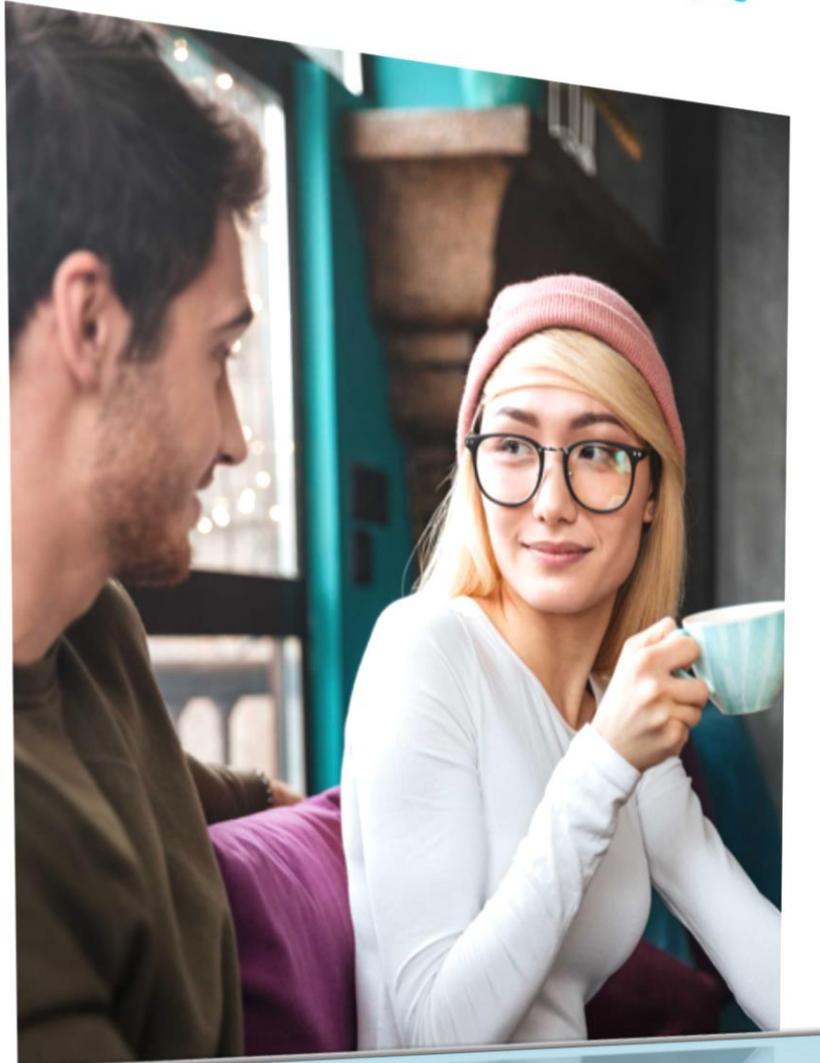
- ❑ Earn Retail Profits paid weekly
- ❑ Earn Cash Bonuses
- ❑ Earn Reward Points
- ❑ Earn a Monthly Lifestyle Bonus
- ❑ Earn Team Overrides
- ❑ Earn Incentive Trips
- ❑ Earn Leadership Bonuses
- ❑ Enjoy a Balanced Lifestyle
- ❑ Create your own Future
- ❑ Help others do the same
- ❑ Help make a difference in society

# The Opportunity

# How to Get Started



## Join as a Consultant



- Register with Nikken
- Get your Packs
- Set your Goal for the next 12 months
- Create the Plan
- Create your List of people to contact
- Set up your calendar
- Meet your up-line
- Set up your Nikken Web page
- Plan your Launch Strategy

# Products

## Water Pack

with Hand Held MicroJet

Item Code: 88320

- PiMag Waterfall®
- PiMag Waterfall® Filter Pack (Filter & Prefilter)
- PiMag® Water Bottle
- PiMag® Water Bottle Filter
- PiMag® Water Bottle Filter
- PiMag® MicroJet Shower
- PiMag® MicroJet Shower Filter Replacement



# Products

## Energy Pack

The Energy Pack is essential to an Active Wellness lifestyle. It is designed to support your maximum mobility and overall physical well-being.

KenkoTherm DUK<sup>®</sup> Tape (blue)

Kenko PowerChip (black)

Kenko MagFlex<sup>®</sup>

Kenko MagDuo<sup>®</sup>

Kenko mStrides<sup>®</sup> (Large - UK 6.5 - 11.5)

Kenko mStrides<sup>®</sup> (Small - UK 2.5 - 7)

Kenko PowerMini<sup>®</sup>

KenkoTouch<sup>®</sup>

Kenko PowerBand<sup>®</sup> (black necklace 50 cm)

Kenko PowerBand<sup>®</sup> (black bracelet 19 cm)

Kenko PowerBand<sup>®</sup> (black bracelet 22 cm)

KenkoTherm<sup>®</sup> Knee Wrap (large)

KenkoTherm<sup>®</sup> Knee Wrap (x-large)



# Products

## Sleep Packs

### **SLEEP PACK – SINGLE**

Naturest® KenkoPad (90 cm x 190 cm)

Naturest® Pillow

KenkoDream® Quilt (135 cm x 200 cm)

### **SLEEP PACK - DOUBLE**

Naturest® KenkoPad (135 cm x 190 cm)

2 Naturest® Pillows

KenkoDream® Quilt (200 cm x 200 cm)

### **SLEEP PACK - KING**

Naturest® KenkoPad (150 cm x 200 cm)

2 Naturest® Pillows

KenkoDream® Quilt (220 cm x 225 cm)



# Training and Support

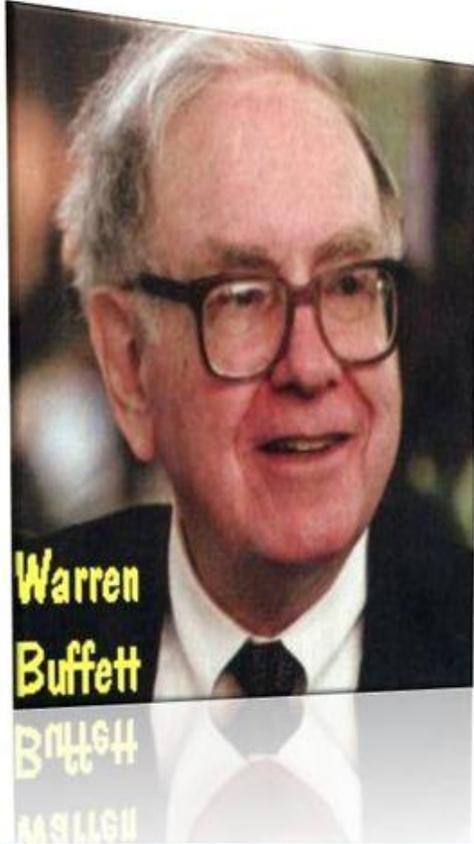




- ❑ Learn from your Sponsor
- ❑ Learn from Mentors
- ❑ Business & Product Webinars
- ❑ Conference Calls
- ❑ Full Company Support
- ❑ Personal Webpage
- ❑ Internet Back Office
- ❑ Training Programs
- ❑ Personal Growth HBM
- ❑ Local Events
- ❑ National Events

**Training and Support**

# Your Journey is about to begin. Change your life and make a difference.



A billionaire, one of the world's biggest investors,  
He now invests in Network Marketing (MLM) Companies...

He has invested in three **Network Marketing** companies already

**He believes in the System**



- ❑ Nikken has less than 1% of the Global Wellness Industry Market
- ❑ This market is huge 3.7 Trillion estimated value in 2018.
- ❑ You can get a piece of this and change your life forever.
- ❑ I started 28 Years ago with only the idea that we would be here
- ❑ We are here right now.
- ❑ This is the right time and you are at the right place.
- ❑ So get together with the person that invited you and start your journey.
- ❑ You'll be glad you did.

