

The Greatest Health & Wealth Creating Vehicle

There are basically three models that people can choose from to develop their Nikken business: 1) The Retail model; 2) The Franchise model; and 3) The model we have used to create an empire that came from introducing less than 40 people to Nikken (only 6 of them outside the state of Washington where we live). Using this model, we generate millions of dollars in revenue for the Corporation each month, which provides reproductive, ongoing income for our family from every state in the country and over 20 countries world-wide. We do this with no employees, no inventory, no accounting and no paperwork. We have all of the benefits of a major corporation.... with absolutely none of the common business concerns. Since we don't recommend and have never used the first two models, there is no need to talk any more about them. The model we have used is described later on in this text. Welcome to the "Best Kept Secret" in the World!!

*Dennis & Ruth Williams
Nikken Royal Ambassadors*

Strength of the Company:

Founded in 1975 in Fukuoka, Japan... and with only one product, Nikken became the fastest growing corporation in Japanese history. Their products are designed in close conjunction with leading medical universities and hospitals. Nikken came to North America as their 8th market in 1989, and we are now doing business in 35 countries of the world....with a game plan to be in 100 countries by 2010.... and create 10,000 Healthy Millionaires in the process.

Nikken is a debt free corporation, with a 5A1 rating by Dunn and Bradstreet. (Less than .5 of 1% of the 10 Million companies rated by D&B ever qualify for this prestigious rating.) Their World Headquarters are located in a beautiful, state of the art, 214,000 square foot office in Irvine, CA, which was opened in 1999. They have close to 40 Million satisfied customers, world-wide and generate close to \$2 Billion in business each year.

Other companies have a "Mission Statement".... Nikken has a philosophy. It's called the 5 Pillars of Health: Healthy body, mind, society, family and finances. Those are all things that I'm sure.... you all believe in. I might add that these pillars are all the same height.... signifying that "balance" is what we should all be striving for.

Our Product Line:

Every product of any kind sold anywhere, usually provides a solution to some kind of problem. Let's see what Nikken addresses.

There are lots of problems in this country and in the world.... but the Health Care Crisis has to rank right up there among the top. Pick up any major National News Magazine, whether it be Time, US News and World Reports, Newsweek, etc. and almost every month there will be one or more issues talking about this crisis. Type II Diabetes (11 year old girl on the cover), Problems with our drinking water, Arthritis, Heart Disease and Stroke, Obesity, Asthma a crisis for the Nation's kids, Sleep Disorders, ADD for adults, etc. As a nation....We are "sick!"

Another major crisis in this country is “Financial”. The covers of these same magazines also depict this. One magazine had a picture of a very small check being held in a pair of tweezers with the caption, “Where’s my raise?” Another magazine had a picture of elderly people wiping down tables at a fast food restaurant. As we speak, there are probably dozens of retirees getting fitted for their Ronald McDonald Work Caps. They probably never planned on spending their retirement years working at McDonalds, or being a greeter at Wal-Mart....but they can’t afford to retire! The July 19th 2004 issue of Business Week magazine had “The Benefits Trap”. on the front cover. Old time companies have pledged a trillion dollars to retirees and now can’t pay the bill as they struggle to compete with new companies who are not even hiring anyone, let alone paying benefits. To try to compete, the old time companies are simply eliminating their pension plans! America West Airlines, for example completely extinguished the pension plan for 7,000 of its pilots.... and this is not an isolated instance. United Airlines just did the same thing. In 1985, there were 112,000 U.S. Corporations providing pension plans for their employees. Today that number is only 35,000. Anyone who is expecting the government or their employer to take care of them in their retirement years... had better seriously think again.

Let’s address the Health Care Crisis first....

When people aren’t feeling well, they run to their doctor... and ask them to manage their illness. The problem is.... nobody is managing their “wellness”. And that market is huge! Paul Zane Pilzer, economist, author, advisor to Presidents and business man, said that \$1.5 Trillion is spent on “Sick Care” in this country... an industry where nobody really wants to be a customer. The next trillion dollars will be spent on true Health and Wellness... and the baby boomers (that wave of humanity) who have created all kinds of trends in this country...will fuel this expenditure....and are willing to spend any amount of money to preserve what they value the most....their youth.

Nikken has developed a unique concept called the “Wellness Home’ which is really our product... if you will. A “Wellness Home” means that you are using all of the innovative technologies developed by Nikken in your home. There is even a check list you can check off as you furnish your home with these products. What this “Wellness Home” provides.... Is the absolute best environment for you and your family to live in to optimize and magnify your total health.

Nikken recently formed an alliance with the University of California Irvine Medical Center. In fact, one wing of the hospital is called, the Nikken Imaging Center. They are doing research in conjunction with the Magnetic Health Foundation from Japan, etc. One of the doctors from UCI Medical Center told Kendall Cho, the President of Nikken.... “In the not-too-distant future...when someone goes in to see their doctor... and asks them to help them manage their illness.... knowledgeable physicians will examine them and then probably say, “The best way that I can help you manage your illness...is for you to manage your wellness.” He or she will then write on their prescription pad.... “One Nikken Wellness Home”. The patient will then take that to his or her local Nikken Wellness Consultant to get their home furnished with these technologies, and possibly paid for in part or in full by their insurance company. What a market this will create!

There are approximately 100 million homes in North America. If we had 1% of them....1 million homes as a certified Nikken Wellness Home....that alone would be a \$5 Billion market! We haven’t even scratched the scratch on the surface of the potential! In fact, you people reading this today are probably in the first 1% of the North American population to ever hear of Nikken.

Here you have it...Total Wellness made simple, easy and affordable. Products designed to empower you to take care of you and your family’s health... with products that literally satisfy the essential needs of life!

Essentials Needs of Life

Sleep:

What are these essential needs of life that make up a “Wellness Home”? Well...what do we do a third of our lives if we do what we’re supposed to? That’s right...we sleep! If you had a choice.... Wouldn’t it make logical sense that you would want your entire family to have the most restful, rejuvenating sleep they could possibly have? Why would you choose anything else? Nikken’s sleep systems come in all conventional sizes with several different options for thickness, firmness, etc. and is the foundation of our business. It not only includes our magnetic mattress pads, but also our far infra-red technology incorporated into a comforter that senses body temperature and normalizes it. If you’re too hot, it makes you cooler. If you’re too cold, it makes you warmer. I personally can get by on less sleep and have more energy that lasts throughout the day. We’ve had so many great product stories from people who enjoy this high tech system in their homes.

Oxygen:

Another thing we do in our homes and everywhere else we exist.... is breathe air. Doesn’t it make logical sense again...that if you had a choice....you would want your entire family to be breathing the purest, healthiest air possible? Our Air Wellness Power 5 “Wellness Generator” combines 5 stage air filtration with clean negative ion generation and aromatherapy technology. Indoor air pollution is one of the most serious problems facing everyone in their homes. One fellow I know from Atlanta, GA has a Laser Particulate Counter that gives a digital reading of how many particulates there are in a cubic foot of air in any environment where he uses it. In one home, the reading was 765,000 per cubic foot! After running our appliance on the turbo mode for 20 minutes, another reading was taken.... and the count had dropped to under 1,000. His question to the family was simply, “Which air would you rather have your family breathe?”

You know how you feel uplifted and refreshed around a water fall?..... or how easy it seems to be to be able to breathe after a lightning storm? That’s because of the high concentration of negative ions in the air. In nature, negative ions occur in their highest concentrations around 100,000 per cubic centimeter, near beaches, or waterfalls, or just after storms. Normal concentrations of negative ions are usually around 2,000 to 4,000 per cubic centimeter, while in some settings like freeways or near electronic equipment...negative ion levels can drop to as low as 100 per cubic centimeter. Our Air Wellness Machine, when it’s running in the Turbo mode....generates 700,000 per cubic centimeter or 7 times what you’d find around a waterfall. And it does this without creating the hazardous by-product...ozone, which is classified as a toxic gas by the EPA.

If you should happen to have one of the competitive air purifiers on the market that generate ozone as a by-product... here are some interesting results people have seen. If you have those air fresheners that plug into your outlets.... Combining them with ozone generates an interesting by-product...Formaldehyde!! Also, the reason some people say the air smells clean and fresh when they are around an ozone producing air filter.... Is that the ozone simply burns the receptors in your nose, so you can’t smell anything. That’s like us driving down the highway and you say, “Gee Dennis, I’ve got a problem... my oil warning light just came on.” “No worries, I say I’ve got a wire cutter here.... I’ll just reach up under the dash and cut the wire and your symptom will go away.” Obviously...you still have a serious problem. We’ve had so many dramatic results stories from people using this exciting technology that gives their family the best air they can put into their lungs.

Water:

Our bodies are 70 to 80% water! Doesn't it again make logical sense that you would want your family to be drinking the purest, healthiest water they could possibly drink? Nikken has two options, an appliance that attaches to the faucet on your sink and another gravity fed, pour through system that stands alone and is portable. They both create clean, energized, living PiMag water. We then make the water even better by optimizing it with another appliance that adds oxygen to the water, super magnetizes it and even changes the molecular structure of the water so it will hydrate your cells better than any other water you could possibly drink!

Nutrients:

In our homes, we also eat a lot of meals. But with today's highly chemicalized and over processed food supply, most people realize that to obtain optimum health, there is a need for supplementation. Nikken has a superior Nutritional supplement line, starting with our green barley juice drink, Jade Greenzymes, followed by our specialized whole food supplements, including the world's most superior, anti-oxidant health juice drink. There are also meal replacement products, and specialized nutrients for your joints, mental clarity, liver cleansers, food craving suppressors etc. A very exciting addition to our supplement line is Lactoferrin. Read about this miraculous "replenishment" product on the internet. Nikken has the finest product of its kind anywhere, supplied to us by Dr. Naidu, the world's foremost authority. The quality has proven to be superior in scientific testing... as well as product results!

Exercise:

Everyone knows they should exercise, but most people don't take time to do it, or don't have enough energy. Nikken solved that problem by simply having you "Change Your Shoes" and wear CardioStrides. A "lazy man's workout" if you will. Designed in close conjunction with Medical Universities and Hospitals these unique shoes help you tone up, firm up and burn more calories while doing your everyday activities.

Skin Care:

Our skin is the largest organ we have and can absorb all kinds of chemicals, like chlorine in the shower, often put there by municipal water systems. Nikken has a shower head that filters out the bad stuff, negates the effect of Chlorine with Vitamin C while generating Negative Ions, far infra-red energy and super magnetizing your water.... Giving you energized, living, vitamin C enhanced water to bath in. We also have European Skin Care Products that clean and pamper your skin like going to an expensive spa. These products are designed for both men and women alike.

Energy Products:

In today's high paced, stressful environment, a lot of people recognize that they could use more energy. That's what Nikken started with in this country..... Daytime energy products and night time energy products. These products are an alternative to drugs and surgeries by giving people a non-invasive, easy to use (sit on them...wear them...lay down and go to sleep on them" products.) They are cost effective and natural with no side effects...and are wonderful for all aches and discomforts from the smallest inconvenient ones to major situations that literally devastate people's lives. A couple of our newest and most exciting energy technologies are our FDA type II classified medical device for the relief of pain...the Kenkrowave. Another very exciting technology is our biaxial rotating

magnetic technology! Especially our newest product, the Body Energizer! This will probably go down in history as an invention as significant as the telephone and the computer.

If you haven't experienced any of these products already.... Be sure to get some products of your own to use and experience. The Demo and Career Pak is a great place to start. It is discounted right now, along with 200% PV to get you started on your rank promotion immediately. You'll be pleasantly surprised as you use these technologies. After over 13 years in this business, Ruth and I are not surprised at anything.... But we are continually amazed every day.

Summary:

Here we have a 5A-1, D&B rated, multibillion dollar international company with over 40 million satisfied customers in over 30 countries, entering a trillion dollar growth industry basically unopposed! We are the only total wellness company in the world, with double blind studies showing that our products really work... and the results have been published in prominent medical journals. There are thousands of physicians, nurses, therapists, professional athletes all over the world behind us and we are ready to make our major move in North America.

Financial Crisis:

I mentioned a little earlier that there is also a Financial Crisis in this country. Most families are probably 90 days away from a financial coronary or a stroke. What I'm saying is if they lost their entire source of income, most families would lose their home, their car and possibly even their family within 90 days. Here is a sad statistic... In this country, there will be more bankruptcies awarded this year than college diplomas! There's something wrong with this picture....don't you think? Money isn't everything, but it does come in handy when you're trying to earn a living. Some people rank it in importance.... Right up there...pretty close to Oxygen....when you need it...you need it. I read awhile back that 50% of the bankruptcies occur because someone in the family got sick.... and couldn't work. The combination of loss of income and the tsunami of medical expenses simply buried them.

Here is something to really think about and share with others: There are four possible relationships that people can have between time and money: **First**...There are some people that have a lot of time and no money. They are probably living in a homeless shelter somewhere or under a bridge. I don't think any of us would voluntarily choose that relationship of having lots of time and being broke. An emotion or feeling attached to this relationship is probably "Fear"...ie., where is my next meal coming from?, etc."

Second... Is just the reverse of the first one. There are some people that have a lot of money and no time. I don't know that any of us would really say that would be the ideal situation either, would we? Lots of money, but no time to spend with our families to do anything enjoyable in life, etc. An emotion or feeling attached to this relationship is probably "Anger and Frustration." These people are often overheard saying, "Only 10 more years until I retire!".... or "I can hardly wait for my week's vacation".

Third....There are some people who have lots of money and lots of free time to go with it. This would be a relationship that I'm sure, everyone would find most desirable. Lots of money and free time equals the best product that Nikken has to offer.... FREEDOM! There are lots of definitions... but the one I think of is, "Never again having to ask myself...Do I have the time? Do I have the money?...to do whatever I want to do, whenever I want to do it... help whoever I want to help....and never even have to think about.... Do I have the time or the money?" That to me.... Is freedom! An

emotion or feeling attached to this relationship is Joy, Peace and Contentment.... knowing that if you never worked again....the income would keep flowing to you.

Fourth...Well...if you've been following along...there is only one relationship between time and money yet to mention.... and that is the relationship that almost everyone I come across has....They have neither time or money! That's what they tell me, "They don't have either one!" The emotion or feeling attached to this relationship would probably be a combination of the first two...."Fear, Anger and Frustration!" Who would voluntarily choose that relationship? Then why are so many people in it? I believe it's because they have been taught incorrect principles about earning money.

Everyone is taught in school to become an employee. The word Kindergarten came from Prussia, with "Kinder" meaning child and "garten" meaning to grow. They grew children to become soldiers. We use that same basic method of education to grow children to become employees. I'm sure that's what all of you were taught. Get good grades, get a degree, create a resume, pass it around, get a job with a good company, and work hard, keep your nose clean, try to get the promotions, save some money, invest some money.... And hopefully stick around long enough to retire and live happily every after. How's that working out? Well, you know.... It's not. The average college graduate will work 11 different jobs in 5 different careers before they are through with their work life. Our educational system is geared toward the "Industrial Age" which ended in about 1989. This is the information age today.... and our educational system hasn't made the switch.

When most people can't make ends meet and they're maxing out their credit cards...the only solution they know of is to work harder!

#1 Effort to make money... The ordinary job. If a person can't survive on it, they try to increase their income by increasing the number of hours they work...more time and effort! They get a second job...working 40 to 70 hours a week trying to make ends meet...and still don't have a decent life.

#2 Effort to make money...Find a better paying job. Still limited by the number of hours in each day.

#3 Effort to make money...Become a one-man or one-woman small business owner. Selling their time to carry out their services or reselling the goods they buy. Expenses are involved...and they are still limited to a certain number of sales they can handle in a day.

#4 Effort to make money...Hire employees to work for them. Owning a business can be very rewarding for sure. But the average business owner is subject to a lot of obligations and responsibilities: hiring, firing, training, insurances, licenses, taxes, leases, government regulations, bills, large capital investments, marketing, advertising, compliance with dozens of employment laws, the expenses of employee benefits, and many other costs and risks. Hard Work! 60, 70 hours a week or more...and their business often ends up running them! What's more, statistically...80% of all business do not last beyond their 5th year.

So....what the solution?

How DO you make more money and go up the income ladder without all the limitations and hassles of the earlier 4 efforts I've just described?

You must still own your own business....but the answer is...you must own the "Ideal Business."

It would have to have some particular characteristics... Like easy to start and operate from home...giving you tremendous tax advantages. It must also be simple enough that anyone can do it, yet still be professional. And... it must be free of the complexities and hassles of other businesses.

- No large investment
- No risk
- No inventory
- No equipment
- No need for employees
- No overhead

The ideal home-based business must be able to let you:

- Be your own boss
- Build it part time...while keeping your full time job, if that's your desire.
- Grow it without having to hire or pay anyone
- Have unlimited income potential
- Have control over your finances
- Build your financial security and independence
- Have more free time and peace of mind
- Have fun
- Involve no "Selling" as most people think of it.

Nikken is very unique and we needed a unique way to come to market. We are consultants...Consultants help people solve their problems. We provide information! We demonstrate and endorse these unique and wonderful products...and the Nikken Corporation sells them! Nikken has no store fronts; they do not sell to large wholesalers or retail stores. Instead, they supply directly to the end user of the products...the consumer. They use the "manufacturer to consumer direct distribution method."

The typical way that products and money change hands in our business is between the customer and the company. They don't go through you or through any wholesaler or retailer. You're actually a loyal customer yourself and kind of a "membership registrar", if you will. You're actually a "Customer Acquisition Specialist" for Nikken. Your main job is to refer new customer to the company and register them as members, while looking for other entrepreneurs to assist you in this venture. The company then pays you a percentage of everything that these customers purchase from that point on.

Let's say you walked into your local Sears Department Store and handed the clerk your Sears card. They swiped it through the card reader, then said, "Excuse me, I'll be right back." When they returned, they handed you a check made out to you. You might very well ask, "What's this for?" The clerk would look at you and say, "Well, last week...your neighbor came in and purchased a new bedroom set, and said that you were the one who suggested they purchase it from Sears. It's your commission. Thank you very much!" Well, Sears doesn't do this, but that is exactly what Nikken does.

This gives you're the chance to be paid on repeat sales from yesterday's efforts. You only have to register new customers with the company ONE TIME. They then have their own account...they buy directly from the company and the company sends you your ongoing check every single month! Like a cable TV company. They sign you up once...then collect every month!" Or a bank...they make the mortgage contract with you one time...then collect your payments, including all that interest...every month!.

Think about this. You are in business for yourself...but not by yourself. The Nikken Corporation:

- Takes all the financial risks
- Handles all the government regulations
- Manufactures and warehouses all the products
- Takes all the orders
- Deals with all the paperwork
- Mans the 800 lines and the Internet Ordering Department
- Charges and processes the customer's credit cards
- Packs and ship the customer's products, and delivers them to their doorstep
- Deals with all the employees, computers, etc.
- You don't have to do any of these things...but you still make money!

It even gets better than that! They will also pay you beyond your own time and effort! They will pay you not only on the orders placed by the customers you refer to them...they also pay you on orders placed by your referrals' referrals...up to six generations deep!

Remember the Sears Analogy I used a minute ago? Let's say you went in there again the next month after you got your first check...and they gave you an even larger check. You might really want to know where this check came from. The clerk would say, "You know that neighbor of yours...the one that purchased the bedroom set?" "Well, they received such good service from Sears that they sent their cousin in...and he purchased a whole new kitchen! This is your commission on that!" If this were true...you would all be shuffling people into Sears like there was no tomorrow...wouldn't you?"

Well again...Sears doesn't do that...but that is exactly what Nikken does. As your business grows...you'll never have to hire more employees or work more hours or rent a bigger space and have more overhead. Yet the growth potential of this business is virtually unlimited! Nikken will never put a limit on how much business they will allow you to generate for them...consequently; they will never put a limit on how much income they will send to you and your family. Ruth and I have personally introduced Nikken to only 6 people outside the state of Washington, but our business now spans every state in the country and last month we received royalty income from over 20 different countries. In one month, we generated as much as \$16 Million in business for the company.

We have some people on our team that just want to earn a few hundred dollars a month. \$500 a month would prevent most bankruptcies. Some earn \$1,000, \$3,000 or \$5,000 a month on a part time basis. Some work full-time, becoming leaders and creating leaders on their team. Nikken's goal is to create 10,000 Healthy Millionaires in 100 countries by 2010. You might as well be one of them! We've got a little bit of a head start...having taught 35 of our friends, so far...how to become members of that club by earning at least \$1 Million in commissions with Nikken. We know them all. Varied backgrounds, educational levels, etc. One young couple did it while still in their 20's. Another couple in that club never started Nikken until they were in their 70's. All of them have one thing in common, along with us... We are average people who chose not to live an average life..... and found this tremendous vehicle called Nikken that has made it possible for all of us.

In addition to the tremendous tax advantages available to you because of your home based business, Nikken wants to buy every one of you a new car and a new home. You might as well let 'em! We literally have hundred of our team driving really nice vehicles paid for by the Nikken Corporation, and dozens living in Nikken paid for homes...and this is over and above their regular income. Look in the back of the your manual from Nikken. It tell you exactly what you need to do to earn a car and a home. Do that and you have one. It's as simple as that

One of the most important things to know is that the continual ongoing income we talked about earlier translates to “The best insurance program” a family could ever have.

A perfect example is ourselves. In 1996...our 5th year in the business...Apparently, I didn't eat right, didn't exercise, bad genetics...or for whatever reason...I had a major health challenge. I came out of the hospital on September 30th of that year, after having six bypasses on my heart. I didn't feel like doing much in October...but I had a lot of time to think. One of the things I thought about over and over...was what if I had still been in the car business when that happened to me. That's what I did just prior to hearing about Nikken. I worked at a Ford Dealership in Yakima, WA Who would have sold a car or a truck for me when I couldn't show up for work? The obvious answer is...No one! I don't know what I would have done. I probably would have died of stress, gone bankrupt or both.... with no income, huge medical expenses and not being able to work. But, because of our Nikken business...I didn't have to worry.

Our business associates become really great friends...just like family. In fact, our company magazine is called the “Nikken Family” magazine. I'm sure when someone in your personal family has a problem that others rally around. Well, this was no different. When the word got out that I had a problem, there was an outpouring of love and compassion I can hardly describe. Our home looked like a florist shop. I received so many cards and letters I put them into a large sack that was over the weight limit I was even supposed to lift for the first few weeks. At the end of the year, we received our income statement from Nikken. I looked at the total and said to my wife, “Isn't this amazing?” I haven't been able to work for the last three months. It's only our 5th year in the business...but to earn the amount of money Nikken sent to us this year...I would have had to work at my previous job at Ford...to earn the same amount of money...for 37 more years!

Can you imagine an insurance man sitting down with you at your kitchen table saying, “We've got his great new policy here...If you can't work for several months...No worries! We'll send you 37 years of your annual income. Of course there is no such thing...and if there was, nobody could afford the premiums. What were the premiums we paid? A few hours a week...helping other people change their lives for the better. Pretty inexpensive, isn't it?”

One of the couples we helped to change their lives for the better...was Vince and Mary Spader from Oldham, SD. They were farmers and built a tremendous business in the Midwest. Unfortunately...our friend Vince passed away a few years ago...and his wife, Mary...in her mind...felt that she had no marketable skills. Sometime after Vince's passing, Mary wrote us the nicest letter of gratitude. She thanked us over and over again for coming back to South Dakota and introducing them to Nikken in the Fall of 1992. She said this business and these products have completely changed the lives of her entire family...her children...brothers and sisters, etc. She also said that she doesn't know what she would have done if she hadn't had Nikken when Vince passed away. There was no way she could have run the farm. Anyway, she didn't have to worry about it, because she happened to include a copy of her most recent monthly check at that time, and it was for a little over \$84,000. That's a lot of tips as a waitress, isn't it?”

When you fill out an application to become associated with us, you'll find that they won't ask you for a resume, your age, your race, your gender, your level of education or if you've ever been a success or a failure. All they ask for is your name, address, phone number, and social security number. What Nikken offers everyone that fills out the application is this: “An equal opportunity to become as unequal as you possibly can!” You won't find that in any kind of a job.

We love what we do. We have more fun than a person should be allowed to have and make a living. What drives is not the cars, money, etc. It's changing people's lives. It's living a truly "On Purpose" life.

I was thinking about this awhile back. Have you ever heard of anyone leaving home on a Saturday morning... saying to their spouse... "I'm sorry, Honey.... but I just have to go "work" golf today. People don't work golf, or work tennis, basketball, etc. They "Play".... And some people make a lot of money doing it.

We have a great team here with Nikken.... and we invite you to join our team. Let's all go "Play Nikken" and make a real difference in this world.

If you like people, are compassionate, and want to create a lifestyle instead of just making a living...you are in the right place at the right time!

Get with the person who gave you this paper, and they will help you get started "turning your dreams into reality!"

Dennis & Ruth Williams
Nikken Royal Ambassadors