



Enagic India Kangen water Pvt. Ltd.

U41000TN2015PTC100366

POLICY GUIDELINES FOR SPEAKERS



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1. Enagic Direct Seller Role:

- a) Every Direct Seller will follow the Policies and Procedure Handbook in respect of content of all meetings and events.
- b) No Direct Seller, as conditions to provided assistance to a prospective direct seller, in the development of their Enagic distributorship, ask the prospective direct seller to pay any joining fee or purchase any specified number of products.
- c) Every Direct Seller must speak about the efforts required to build a Enagic business, and that commissions are earned from the sale of products from within their team, and not suggest that earnings may come from just joining Enagic, or from recruiting others to join Enagic.
- d) Direct Seller shall not engage in any high-pressure selling but shall make a fair presentation of Enagic Products and the Enagic Compensation Plan including, when and where appropriate, demonstrations of such products.
- e) Every Direct Seller should pass correct and specific information which has been laid down in Enagic Compensation Plan, Enagic Policies & Procedures Handbook and WRQ (water related questions).
- f) Direct Seller must not promote the use of false, misleading, inaccurate, or deceptive statements with prospective direct sellers, preferred customers or other members of the organisation.
- g) When describing sponsoring, proper emphasis must be placed on the importance of a prior or existing personal contact.
- h) Every Direct Seller shall avoid all discourteous, deceptive, misleading, unethical or immoral conduct or practices or negative propaganda or adverse publicity.

2. Correct Representation of Enagic Business:

- a) A Enagic business generates revenue depending on the effort put in by an individual. So, the Enagic business must be presented as an opportunity to gain income through the retailing of products and guiding and mentoring of others to do the same.
- b) Lifestyle representations may be used if they provide realistic, not exaggerated, income potentials, contain the proper additional disclosures, and reflect the actual lifestyle of the Enagic 6A or above ranked Direct Sellers depicted in the representation.
- c) It should be highlighted to prospective direct sellers that there are no fees to be paid for joining this business.
- d) Direct Sellers should never promote the Enagic business opportunity by demeaning any other opportunity existing in the market.
- e) Disparaging statements regarding Enagic India, any of their affiliates, employees, or its Direct Sellers are not permitted.
- f) Terms like “retirement”, phrases like “never work again”, “always on vacation”, “always travelling,” “freedom from work”, “free” etc., may lead to misrepresentation of the Enagic Business or Compensation Plan.

2.1 Use of Language is not allowed which states or indicates that:

- Success or profit in Enagic Business is guaranteed or assured.
- Business income is guaranteed.
- Risk free Business/ Permanent income.
- It is a Savings plan.
- Language that states guarantee of success is not allowed.
- Financial or investment seminar.

3. Correct Income Representation:

- a) All income representations must be limited to income from the Enagic business opportunity and provide realistic, not exaggerated, income potentials. Direct Sellers should provide truthful, clear

and accurate pictures about the income that may be earned as described in Enagic Compensation Plan.

- b) Any quoted income figures should only be those officially declared by Enagic India.
- c) All income representations must provide realistic, not exaggerated, income potentials and lifestyle expectations. It must be clear that what is being described is income generated from the Enagic Compensation Plan.

3.1 Not Permitted Content for Income Representations:

- i. No representation that income is guaranteed or assured is allowed.
- ii. Stating that earn bonuses solely from the act of sponsoring others is not allowed.
- iii. Describing income as continuing without including continued effort and/or meeting qualifications should not be delivered as such.
- iv. The use of terms that should be avoided are: “residual income”, “passive income”, “royalty income” or “royalties” as these misrepresents Enagic Compensation Plan. Such terms may suggest that one can continue earning even without putting in effort, which is not correct.
- v. Stating or implying that the Enagic Compensation Plan and/or business is a method of tax reduction, tax relief, tax shelter, residual, passive, or recurring income is not allowed
- vi. Stating or implying income or earnings may be inheritable without stating the heirs must qualify and/or have continued effort in the business is not permitted.

4. Describing Product of Company/ Claims Made:

- a) No Direct Seller shall make any claim that the Company products are intended to diagnose, treat, cure or prevent any disease. Such statements can be perceived as medical claims and unsubstantiated claims such as these are strictly against general Company policies and shall also violate relevant laws in India.
- b) Claims for Enagic products must use language specifically approved by Enagic India and may not be altered.
- c) All claims being made with regards to the products should be as per the published Enagic Policies & Procedures (including WRQ) and should be consistent with approved wording in approved Enagic literature only.
- d) Any claims, statements, statistics or any other information given by Direct Seller should be correct and substantiated.
- e) Graphs, visuals, quotes and references to statistical data must be substantiated with an information source and date.
- f) Any unsubstantiated or wrong claims made may lead to loss of credibility and/or may lead to disciplinary action.

4.1 Not Permitted to Claim About Medical Treatment, Approval and Therapy:

- i. Direct Seller are prohibited from using in any and all of their marketing materials and promotion any descriptions that are regarded as health or medical claims stating that; Kangen Water™ produced by the Products of the Company may alleviate, cure, diagnose, prevent, relieve, or treat any medical condition, disease, ailment or malady.
- ii. Direct Seller must understand that Enagic products are not offered, intended or considered as medicinal treatments for any disorder or disease, either mental or physical.
- iii. Enagic Direct Seller may make no claims regarding company’s products except those contained in official literature approved for that specific market, or as expressly authorised in writing by Enagic India.
- iv. Claims that are therapeutic, prophylactic, or even health related, violate the policies of Enagic India, and may also violate Indian Laws and Regulations.

5. Enagic Business Environment

- a) Promoting religious doctrine, political causes, or other issues of a personal nature in the Enagic business environment is not permitted unless tied to building the business.
- b) The Enagic business must be presented as an equal opportunity business.

Here are three areas that all direct sellers need to be aware of:

5.1 Spiritual/Religious Communications –

Spiritual references are not allowed as the main message or focus but can act as an element to support the main business message. As a presenter following things are not permitted to state:

- i. Demeaning or disparaging remarks about any religion or system of belief is not allowed.
- ii. Not use the stage as a platform to promote religious and/or personal social beliefs.
- iii. Not advocate that success is dependent on holding certain beliefs.

5.2 Moral/Social Communications -

- i. Positive statements related to values such as trustworthiness, honesty, integrity, responsibility, commitment, family, individual initiative, etc. are permitted.
- ii. Using the business platform to express personal beliefs that are derogatory (i.e. against education or traditional employment) is not allowed.
- iii. Encouraging an Enagic Direct Seller to limit contact or cut ties to Family and friends is not allowed.
- iv. Demeaning statements regarding personal lifestyle, ethnicity, or the roles of males and/or females are not permitted.
- v. Using the stage as a platform to promote personal social beliefs or social and cultural issues are not permitted.

5.3 Political Communications –

- i. Endorsement or denouncement of specific candidates, political parties, and/or issues, unless specifically related to the operation of independent Enagic business is not allowed.
- ii. Inflammatory labels or personal attacks on the character or integrity of government officials or candidates are not allowed.
- iii. Presenters may not use the stage as a platform to promote their political beliefs and affiliation.
- iv. Presenters may not make references to preferences regarding specific political views, parties, candidates or elected officials
- v. **Recommended content:** Equal opportunity business, a business opportunity for all, an inclusive business opportunity, respect for individuals, their individuality and their individual beliefs.

6. Confidential Information:

- a) Direct Seller agrees that he/she will not disclose information shared by company or other direct sellers to any third party directly or indirectly, nor use the information to compete with the Company directly or indirectly during or after the term of the Enagic Direct Seller Agreement.
- b) Direct Seller should never disclose confidential information, especially on social media or in presentations or personal conversations.

Enagic® reserve the right to change these terms and conditions at any time, and you agree to abide by the most recent version of this.