



# Enagic India Kangen Water Pvt. Ltd.

CIN: U41000KA2015PTC136310

Circular EIKB-CIR-0720081

Date -29/12/2020

Dear Valued Direct Seller/ Distributor Leaders

Greetings from Enagic.

**Subject: Prohibition on Claiming Medically for marketing purposes.**

We **Enagic India Kangen Water Pvt. Ltd. (Enagic India)** want to bring your attention and notice through Circular number- **EIKB-CIR-0720081** with an immediate effect on and from 29/12/2020 that giving/promoting medical claims are a severe offense and violates the company policies and applicable laws in India, which can initiate decisive disciplinary actions against the Direct Sellers distributorship.

It has been brought to our notice that some individuals/direct sellers are indulging in practice of claiming that the Company products are intended to diagnose, treat, cure, or prevent any disease (Example –Cancer, Kidney problem, Skin disease etc.), they have been posted Social media advertisements/circulating flyers with the name of “**Enagic Kangen Water**” “**Enagic Kangen Alkaline Water**”. Such statements which can be perceived as medical claims and unsubstantiated claims these are strictly against general Company policies. Company will never be responsible for any medical claims made by any Independent Distributor whether its expressed or implied and he or she will be sole responsible for their own Act.

Enagic 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 under the brand name “Enagic LeveLuk” may alleviate, cure, diagnose, prevent, relieve, or treat any medical condition, disease, ailment, or malady.

We would like to refer you all **Section 9** of our Policies & Procedures handbook to understand that giving medical claims is a severe offense and violates the company policies and applicable laws.

**For and on behalf of Enagic India Kangen Water Pvt. Ltd.**

  
Authorized Signatory  
Compliance Department

