

Circular EIKB- CIR-0721011

Date- 15.06.2023

Dear Valued Independent Distributors.

ZERO TOLERANCE FOR THE THERAPEUTIC OR CURATIVE CLAIMS.

As an Enagic Independent Distributor, you represent the Enagic brand in all respects mainly your business conduct, and ethics, your actions can have a positive or negative effect on the company's reputable name and the product. This is why it is very important that you and all Distributors understand and follow the Policy and Procedure without exception and adhere to its rules and regulations.

All Distributors regardless of rank or status must abide by all of the Policy and Procedures. Upline Distributors must ensure that their down liners are oriented, and trained to follow the Policy and Procedure in all activities related to the Distributorship.

It has been brought to our notice that some individuals/Direct Sellers are indulging in the practice of claiming that the Company products are intended to diagnose, treat, cure or prevent any disease(For example- Cancer, Kidney problem, Skin disease, Thyroid, Regularising of Menstrual Cycle, Heart Blockage, Weight Loss, Constipation and Liver Cancer, Brain Haemorrhage, Peptic Ulcer Results etc.), they have been posting the same on Social Media platform such as YouTube, Instagram, Facebook sharing false information, making exaggerated claims etc., which is against public and national interest with the name of **Enagic Kangen Water, Enagic Kangen Alkaline Water**. Such statements which can be perceived as medical claims and unsubstantiated claims, which are against general Company policies. The Company will never be responsible for any medical claims made by any Independent Distributor, whether express or implied, and he/she will be solely responsible for their own Acts.

The consumer should not get hoodwinked by aggressive advertising, must follow certain norms with regard to the product, must adopt fair, honest, transparent practices in the market, and avoid practices that tend to impair the confidence of the public as it may be difficult for the public to understand and evaluate the inherent details, under **The Consumer Protection Act 2019/ The Advertisement Standards Council of India** advertising is seen as misleading if it involves false, misleading or deceptive information that is likely to cause the average consumer to act in a way they might otherwise not.



Enagic Direct Sellers are prohibited from using in any and all their marketing materials and promotion any descriptions that are regarded as an health or medical claim 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 under **Section 9 of Our Policy & Procedures handbook** to understand that giving medical claims is a severe offense and violates the Company Policies and applicable laws.

The above acts will not be tolerated by the Company. Any distributor caught floating the above or any violation of these guidelines will constitute grounds subject to Disciplinary Action as per Section 12 and Subsection 12.1 a, b, c, d, e, f – Suspension or Termination of Agreement.

It is our humble request that we keep in mind the long-term relationship we continue to have with our Esteemed Independent Distributors that this practice must stop immediately.

Looking forward to all your cooperation, support, and word of honour from each and every one of you that there will be **“ZERO TOLERANCE FOR THE THERAPEUTIC OR CURATIVE CLAIMS.”**

Assuring you of our best attention and services at all times

Let's Unify

UNITED WE STAND DIVIDED WE FALL!

Best regards,

Enagic India Kangen Water Pvt. Ltd.

For Compliance Department.

