**Why I Decided to Blow the Whistle on Kangen**

“Why would you pay $4,000 for a Kangen machine when there’s another machine that produces the same quality alkaline water for a quarter of the price?”

This was the shocking question I got recently from a potential client.

I've been a Kangen water distributor for over 8 months, I love the water and the high quality machine but I didn't know what to tell her.

What I did was promise to investigate and get back with the results. I actually wanted to get back to her with the answer that the other machine was a cheap imitation that gave low pH and no guarantee.

Let me tell you, what I discovered was shocking, the complete opposite, and it made me really angry.

In my research I discovered that there were other machines that were just as good if not even better than the Kangen ones for a fraction of the price!

I was so annoyed, no, not annoyed, I felt betrayed because it means that I can no longer ethically sell the Kangen machines to my customers, I can't ask my customers to spend $4,000 when they can get a machine that produces the same high quality Alkaline water for less than $900. It's just not ethical!

Here is what my research showed.

1. **That people buy brand names without researching similar competitive machines at lower prices**

2. **What are the main features you have to have when you are shopping for an alkaline water machine**

3. **The type of system used to sell alkaline water machines is directly related to the price of the machine you end up buying... but has no relation to the value of the machine!**

**1. What is important for you when you buy something?**

The brand? The color? The shape?

Lets analyze people's buying decisions when they are shopping for the best option.

What is important when you buy an alkaline water machine?
Many times when we buy a car, cloths, shoes or even an appliance, we go for the brand.

We are more influenced by the peer pressure, society and consumerism than we think. It’s difficult not to act automatically!

To protect yourself, when you buy an alkaline water machine, you have to ask your self: **What do I really want?**

Do I want certain brand, color or machine shape on my kitchen's counter top?  
Or the alkaline water that comes out of it?  
Which is more important to me? The brand or color of the machine, or the quality of the water that comes from its spout?

What we really want is the precious-high quality alkaline water that balances the pH of our bodies, provides antioxidants, deep hydration and eventually help us on our self-healing!

After all this is the main reason we were looking to buy an Alkaline Water machine in the first place. Isn’t it!

Then, what is the difference between the many alkaline water machines or water ionizers?  
There are ionizers of all shapes and colors!
And believe me, most of the time, the only difference is the shape and color!
Do you care about where your product is made? Most machines are made in Japan, Korea, US and China.

With today’s technology the quality of the different machines is very similar, if not excellent.

Do you know that for several years Apple products say in the back? "Made in China with Silicon Valley technology" :-)

What does that mean? It means that the technology from China is up to the high standards that Apple demands! You can be sure then, that other products from China will have a similar level of excellence that US companies require!
The same applies for machines made in Korea and Japan.

Remember, a water test for pH and the amount of antioxidants are the factors that will tell you about the quality of the water you want, what comes out of the machine, which is what really matters!

2. The Three Main Features

Let me show you what my experience as an electrical engineer and my research into alkaline water machines discovered about the high quality alkaline water we are looking for:

There are 3 main features you need to consider when you buy an alkaline water machine:
1. **Ionizing plates**

2. **Self-cleaning**

3. **And the Guaranties**

Let's go through them:

**a. The plates**

We want 7 good quality plates made out of solid titanium so that they provide an adequate flow of high quality water and last for years.

The plates are part of the engine core of the machine. The tap water runs through them and a voltage is applied to this plates. This voltage makes the water ionize and separate into alkaline and acidic water, as well as giving a negative potential, called ORP: Oxidant Reduction Potential. This negative ORP is a measure of the amount of beneficial antioxidants present in the alkaline water.

Why do we want 7 and not 3 or 9 plates?

The water runs through the plates as it is converted on alkaline water. This water have to be exposed to the plates certain amount of time.

If we have a few plates, either the pH won't reach the high alkaline values we need or the water flow has to be reduced for the water to have "enough time" to became alkaline, which reduces the water flow to a trickle.
This makes the flow so slow that we need to spend much more time filling up glass and bottles.

By having 7 plates we can guarantee that the flow of water through them will be almost as fast as the tap water from the faucet. We should be able to fill up a gallon or a 5-gallon water bottle quickly and not waste time waiting for the water to come out of the machine.

b. The self-cleaning feature

Some naturally present minerals in the tap water also get ionized when it runs through the plates. Some of these ionized minerals are deposited on the plates over time.

The self-cleaning feature allows the voltage to invert temporarily, and the deposited minerals are then repelled and go into the normal water stream. This is the self-cleaning process, which is essential for smooth operating and a long life for your machine. We want this feature!

c. The Guaranties

A good guarantee will cover defective parts in the machine for 5 years. This gives us a certain peace of mind that the machine is of high quality, and during the guarantee period if there are any faults they usually occur in this period and can be fixed.
But what if you don't like the machine for some reason? It doesn't matter what the reason is. If you also have a 30 day satisfaction guarantee which will allow you to return the machine if you don't like it within 30 days. That's a rock-solid guarantee you can feel good about; it takes the nervousness out of the purchase process. Having a 30-day satisfaction guarantee gives us the peace of mind we need to make the decision.

Remember to consider these 3 features when you buy your alkaline water machine.

3. The price and the Marketing System

Why are some alkaline water machines so expensive and other machines so much less? There's always a reason for an item's price; we generally associate price with value but before we do this we need to check our assumptions or the check you write could be much larger than it should be!

You're either paying for the brand, the quality, OR simply because it's overpriced! Remember in our comparison video where we compared two machines? They were both almost identical in quality, yet one is almost a quarter of the price. The difference was only in the way the machine was sold. One direct from the manufacturer, the other through a costly Multi-Level Marketing systems that pay many levels of commission to salesmen in the chain, causes the price to increase exponentially to the real value of the product!

You're all aware that in Multi Level Marketing systems everyone in the line of sales gets a commission!

Multi Level Marketing system
When you buy a Kangen machine, you automatically become a distributor and the person you buy it from, gets the commission.

Lets say that I buy a Kangen Machine from Jerry. Jerry gets a commission.

Now I sell a machine to Mark. I get a commission and my up line sale, Jerry, the person I bought the machine from, gets a commission too,… by doing nothing! **The cycle continues.**

When Mark sells a Kangen machine, he gets his commission, I get a commission and Jerry gets a commission! What did Jerry and I did to get a commission? Nothing other that being part or the Multi Level Marketing system!

**MLM example**

![Diagram of MLM example](image)

Guess what! When you buy a Kangen machine, **about $3,000 of the money you pay, goes to the line of salespeople!**

Many other companies sell the machines directly to you, avoiding the unnecessary price increase of Multi Level Marketing!

Remember; look for a machine that it’s sold directly to you! Avoid multilevel marketing systems (MLM)!
Conclusion:

I believe that now you can make an informed decision.

I found an excellent alkaline water machine that produces the exact same quality of alkaline water than the Kangen ones, but for a fraction of the price!

The Alive Water Ionizer alkaline machine normally sells for $1,500, $2500 less than the Kangen machine. Not only that, today it's being offered at an introductory promotional price of just $895!

It comes with a 5-year guarantee for defective parts and also the incredible 30-day satisfaction guarantee that I mentioned takes the agony out of buying! It's self-cleaning and produces the precious antioxidants your body needs. Its water also has the micro-cluster properties that help improving our body’s hydration and detoxification! If you've ever tried to drink more than a glassful of normal tap water you feel bloated. With this water it's easy to drink pints of it without the bloat!

The Alive Water Ionizer has all the bells and whistles!

Click on the link below to finally make, in my opinion, one of the best health investments of your life and own your own Alkaline water machine!!!

Click here to buy your Alive Water Ionizer alkaline water machine for just $895

I'm so pleased I could take the agony out of buying an alkaline water machine for you by showing you my research.

Thanks for reading my report!

Here's to your health, and your bank balance!

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