

Sent: Tuesday, May 01, 2012 6:13 PM
Subject: FORUM Q&A: Kangen website Violates WQA Gold SEAL

From: Alfred J. Lipshultz [<mailto:alfie@aquathin.com>]
Sent: Tuesday, May 01, 2012 6:12 PM
To: 'Tom Palkon'
Cc: 'Tina Fischer'; 'TALBOT, JAMIE -- AQUATHIN HQ'; 'Stuart Mann'; 'Angelique Kepshire'
Subject: RE: Kangen website

*Thanks Tom.
Warmest regards,
Alfie*

From: Tom Palkon [<mailto:tpalkon@wqa.org>]
Sent: Tuesday, May 01, 2012 6:03 PM
To: Alfred J. Lipshultz
Cc: Tina Fischer; 'TALBOT, JAMIE -- AQUATHIN HQ'; Stuart Mann; Tom Palkon; Angelique Kepshire
Subject: Kangen website

Alfie

I am writing in response to Gordon's email concerning the product claims made on the following website <http://kangen.net>. The Water Quality Association's Gold Seal Program prides itself as an independent accredited testing and certification agency that evaluates a products ability to comply with accepted performance standards. The Kangen.net website misrepresents the Gold Seal certification Mark by not clearly delineating WQA certified models and performance claims from non-certified models and performance claims. WQA will be requiring the Gold Seal Mark be removed from this website. Several claims being made on this web site violate WQA's Code of Ethics (attached) including the claim that RO water creates "Dead" water. Reverse Osmosis is a well-recognized an accepted technology that is used to produce high quality drinking water.

The association cannot endorse claims about effects of water consumption without the factual substantiation as would be tested and demonstrated under a sanctioned ANSI-accredited drinking water treatment unit standard. The Water Quality Association maintains that product performance and benefit claims must be based on factual data from tests following scientifically valid test procedures. That is a tenet in the WQA Code of Ethics. We have not seen such substantiations for much of the information reported on this website.

WQA has certified a water treatment product manufactured by Enagic. The model of the product is Leveluk SD501 and it has been certified to the NSF/ANSI 42 standard for chlorine taste and odor, and particulate class III contaminant reductions, NSF/ANSI 372 for low lead compliance, and CSA B483 for Canada plumbing requirements. This product like many other drinking water treatment devices is not approved to be installed on microbiologically unsafe water or water of unknown quality. All WQA product listings can be found on our website. www.wqa.org. Enagic's website www.enagic.com correctly describes their WQA Gold Seal Certified product. We assume that the Kangen.net website was developed by one of Enagic's distributors.

Please let me know if you have any questions or need additional information.

Sincerely,

Thomas P Palkon
Director of Product Certification
WATER QUALITY ASSOCIATION
phone: 630 505 0160
fax: 630 505 9637

Take a look at WQA's Gold Seal Product Certification Video!!!
http://www.wqa.org/goldseal/movie/wqa_wb/2009/index.html

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From: Alfred J. Lipshultz [<mailto:alfie@aquathin.com>]
Sent: Tuesday, May 01, 2012 3:11 PM
To: Stuart Mann
Cc: Tina Fischer; Tom Palkon; 'TALBOT, JAMIE -- AQUATHIN HQ'
Subject: RE: 042712_ConferenceCall

Dear Alfie

One of our very good customers who owns 3 Aquathin machines has asked us to please have a look at the website identified below and comment on the product and their claims.

Specifically issues of concern to them is the statement at the top of Page 4 that the "dead water " produced by reverse osmosis still contains free radicals??

Second area of concern to us is the fact that this product carries the Water Quality Association Gold Seal Certification. Please let us know how this can happen as this product obviously contains some hocus theories??

<http://kangen.net/>

With best regards

Gordon

Aquathin South Africa

From: Alfred J. Lipshultz [<mailto:alfie@aquathin.com>]
Sent: Tuesday, May 01, 2012 3:16 PM
To: 'Stuart Mann'
Cc: 'Tina Fischer'; 'Tom Palkon'; 'TALBOT, JAMIE -- AQUATHIN HQ'
Subject: RE: 042712_ConferenceCall
Importance: High

Tom;

It's been brought to my attention today that <http://kangen.net/> is Gold Seal Certified. There is no way that the website claims and advertising are permissible within Gold Seal parameters. **“Other waters– Reverse osmosis (RO) water, and distilled water: These waters are considered “dead waters” because everything has been removed from them, including important minerals like calcium, magnesium and potassium. This “dead water” does not eliminate free radicals. To the contrary, it increases the oxidation in the body rather than reducing it.”**

“It verifies the existence of a specific water structure known as Hexagonal Water, which is found naturally in various parts of the world – specifically in areas where the inhabitants are known to live exceptionally long lives. It also explains why this specific water structure is so energetically powerful – why it has a greater capacity to hold and transfer energy and why it can move more efficiently within the body.”

Let's address this during our telecom. I am really shocked to see this. The value of Gold Seal is deeply diminished if not totally a waste.

Alfie