

Nikken Wellness



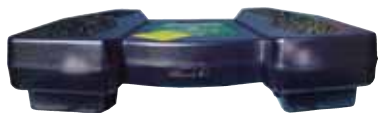
May 2005
English

Family Magazine



Congratulations on achieving Diamond Anke & Deborah!

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Yet more successful Diamonds to report!



Well done to Anke and Deborah. Every month I'm congratulating a new Diamond or Royal Diamond, which is fantastic! All of them are familiar faces and each time I write this column it reminds me of a fond memory. Sometimes a story about the new Diamond themselves or sometimes about the people around them.

This month we are celebrating 30 years as a company. Whether you have known Nikken for a long or short time it has no doubt influenced your life. Throughout its history Nikken has helped tens of thousands of people improve their quality of life. They have achieved this by enhancing one or more of their Five Pillars of Health. Did a product help improve your physical wellbeing? Did Nikken open your mind to other possibilities through HBM training? Did Nikken provide some change in your loved one's life through a product experience? Did your bonus help to pay for a holiday or a car, or help you to pay off a loan? Did your Polar Bear project make a difference to your community?

What we celebrate is not just the 30 years of Nikken's history – but the people, most of whom we have not met, who have felt the improvements in their lives. I sometimes think of how helping one person has a significant impact on a lot of things we never see. You may have heard of the butterfly effect – where the flapping of a butterfly's wings in one country can cause a hurricane in another or, to put it another way, a small change now can cause a dramatic change in the future.

It was always Nikken's stated aim to make the world a better place. Who knows what the world would be like today if Mr Masuda did not start this process 30 years ago? We now continue this process – one person and one home at a time. Whether it's the products, the business or both that enhance your life, think of the millions of others who have been helped and the millions more to be helped. We've come a long way in the last 30 years and that's been exciting. Vision 2010 paints an exciting picture of the future. If we share one goal, one vision, just think how much better we will all be.

I wish happiness to you all.

Anthony Chaplin
Managing Director, Nikken UK Limited

Our Journey to Diamond



On 11 November 1999 we started our Nikken business – a journey and an experience we never thought possible. We booked an all-inclusive Five Pillars package comprising a healthy body, mind, family, society and finances.

At Humans Being More we met some fellow travellers and it was great to feel we were not the only 'Dutchies' on this trip. Once we arrived at the Mississippi River in New Orleans at the Team Diamond Convention in January 2000, we were hooked. We stepped into the future of this new economy. We saw 12,000 people, of all ages and from all walks of life, share their experiences of health, personal growth, business and success: housewives, labourers, doctors, therapists, famous trainers, even millionaires who opened their hearts and souls to this opportunity. Since then we have passionately shared this all-encompassing experience, the vision, the route to wellness, the technologies, and the business plan. We have met beautiful people along the way who want to share this vision of a new economy: a world in balance with your inner truths and natural and spiritual laws.

We achieved Gold within a year with a great team of Silvers. We got a Nikken car and managed to earn more than our part-time jobs. We then quit our jobs to focus on our Nikken business – meeting more and more great people and offering them this opportunity of achieving balance in a physical, emotional, mental and spiritual way. Thanks to our great team, we reached Platinum and now Diamond.



Thank you TEAM for working with us with honesty and an open heart, especially the New-Business-Dream Team. Thank you for the trust you have in us. Thanks to all the Uplines: Joyce Webber, Tom Chernoff, Dennie Denton and especially Jeff van Blaricum. And thanks to Tony Bennion for introducing us to Nikken. Thanks also to Nikken corporate staff and founders for making this great journey possible.

Let's create a new economy.
Anke van Ziel & Deborah Chomppf

Anke & Deborah's Three Top Tips:

- Be 100% informed about Nikken, its technologies and the network marketing plan. Look after yourself and use as many Nikken products as possible so you can share your experiences.
- Go to the HBM training and find your WHY. Why do you want to do Nikken? What dreams do you want to fulfil? Is Nikken the vehicle for this? If so, attend as many presentations, trainings and conventions as possible. Listen to Lead the Field calls with Bob Proctor. Work closely with a mentor. Learn from successful Platinums, Diamonds and Royal Diamonds.
- Listen to people's dreams: what THEY want and need. Your success will follow automatically. Then guide your team to their success, and follow the process. Keep it simple and duplicate.



How to make an even **bigger** success of your Nikken business



How many 'get rich quick' schemes have you heard about? How many of them suggest you are going to make lots of money without much effort? Too many!

At Nikken we are careful not to suggest you are going to get rich quick, but that doesn't mean you can't make a lot of money from your Nikken business. If you put in the time and effort you can, and with the help of your team, you will.

The biggest tragedy in the Nikken business is the number of Wellness Consultants who do not turn the 'part-time opportunity' they start with into a full time, money-making enterprise. There seems to be a watershed between the two that requires a level of momentum to cross. So let's look at how you can turn your part-time activity into a booming business.

How long, on average, does it take to sell one of Nikken's products? Let's assume it takes eight hours, in all, to sell a KenkoDream™ Deluxe to a customer. Is that reasonable? Doing say four demonstrations, having a number of follow up conversations, which may result in sales of other products, and completing the deal. You could earn enough money that could make a real difference to you and your family.

Let's look at it from another angle. Choose your favourite Nikken product, one you can get really excited about. How long would it take you to get someone to buy that product if you really tried? And how much will you make from that sale? Now ask yourself how long you will have to work at your "regular" job to earn that kind of money.

Let's assume that you spend seven days each month selling a KenkoDream™ Deluxe mattress, which could result in a significant income. In the other 10 or 15 days you choose to work, you can add the sales of the other products and the additional income you earn from repeat orders of consumable products.



You can work out the level of income that could represent. It could be enough to take your family on a fantastic holiday every year, the payments on a shining new car, paying off your mortgage early or moving to a bigger house at the posh end of town.

The key to making that leap is simple. You simply have to talk to more and more people about Nikken products every day. It is a matter of numbers. If you talk to enough people, some of them will be interested. You need to work out how many people you need to talk with to generate a sale. How do you get to talk to more people about Nikken every day? Where do you go? What do you have to do? The answer to these questions is undoubtedly the route to your success.

How many different people do you talk to everyday now? Work out what your 'hit rate' is and think about how you can improve it. So how many products does that mean you are likely to sell on a daily basis? By talking in depth about products to some and selling products to others, your business will grow, they will tell their friends. These additional people will come to you, generating additional sales and additional income, and they will tell their friends.

You simply have to talk to enough people in a day about Nikken and your business will gather enough momentum for you to start climbing the ranks. And then guess what? If you promote the same approach to your Downline, the residual income starts to build.

Don't forget, whenever Nikken introduces a new product, whether or not they bought product before, you can talk to everyone again, and they are already 'warmed up' as far as Nikken is concerned.

Talk to anyone who has succeeded with their Nikken business and what is the bottom line? They simply introduced as many people as possible to the benefits of Nikken products. Now they have the large incomes, big houses, nice cars and fantastic holidays other people only dream of. Your Nikken business can be substantial, your effort and commitment is the key.

A changing society needs those who are prepared to make a difference...

In this section of our 'Healthy Lifestyle' series, we look at the next part of our Five Pillars of Health: A Healthy Society.

When it comes to our society, we are facing challenging times. The Society, and the requirements of people within it, are changing at an unprecedented rate.

Historically, the traditional family model has formed the backbone of society. The family unit supported and cared for its members and in communities people looked after their neighbours. Nowadays, with increased mobility, the world has "become smaller," which means families are spread over ever increasing areas. There is a tendency towards "not wanting to get involved," the combination of these factors, has led to less interaction and more isolation. The number of typical, average family units in caring communities has declined dramatically; it is a trend that needs to be reversed.

The term 'society' can refer to the whole spectrum of people living and working in a given area. For many of us, this includes family, friends, neighbours, colleagues and others that we may interact with on a regular basis. As the pattern of society is changing, so too are its requirements. Our government provides (amongst other things) schooling for our children, policing on the streets and a health service. The quality of all these services is reliant on how well our local councils and (ultimately) our governments are doing their job. We can ensure that we do our best to maintain and improve the quality of these services for our communities by using our vote at local and national elections and participating in local committees. However, there are ways that we can promote a healthy society, which can be incorporated into our daily activities.

Single parent families, working parents, ageing population and a decrease in the number of children per family are just a few of the factors that can affect the structure of society. This troubles many people, however it is a reality that we need to accept. Nikken offers people the opportunity to become part of an extended family, where part of its role, as a company is to support, enhance and improve every aspect of the communities we live in.

We all have the capability to promote a healthy society on a large or small scale. It can simply mean setting a good example, having consideration for others or helping individuals and groups. The Nikken career is designed to enable people to make a difference to individuals, which then naturally extends into groups (as more people recommend the products and business opportunity to others). Nikken's founder, Mr Masuda, chose network marketing as the vehicle for this organisation because social activities can help people achieve 'total wellness' – financial success and a balanced lifestyle. Therefore, people can incorporate Nikken into their everyday lives. Achieving this combination is a wonderful feeling!

Throughout the year we can help to create an environment for making a difference to other people's lives. Our general attitude and the way we interact with our friends and neighbours can help to develop a more open and receptive society, for the benefit of us all. Here are some practical ideas of how you can promote balance in society through Nikken:

Coffee Mornings

Invite your neighbours over for some coffee and introduce them to the entire Nikken product range. Explain the benefits of each product and encourage them to demonstrate the products on each other. Not only will this lead to more sales for you, it will also promote firmer friendships between you and your neighbours.

Donations to Charity

Do a 21 Club and donate all or some of your profits to your favourite charity. Alternatively, find out where your local charity fete is and set up a stall. You will be asked to either pay for the pitch or make a donation from your profits.

Dinner Dances

Organise an event where profits from ticket sales go to charity. To ensure good attendance, encourage your Downline to bring three guests each and advertise the event locally. To increase interest in the event (and profits!) you could hold a raffle of Nikken products. This is an ideal way to introduce people to the products and the local Nikken community!

In whatever way you choose to make a difference towards promoting a healthy society – we know that our society will be the better for it.

Launch Pad

2005



Wow! Have you seen the bumper bundle of goodies we've launched recently? What a fantastic collection of world-class products and improvements to our business tools! The Nikken opportunity just keeps getting better and better. Whether you've seen them or not, let's have a look at the phenomenal new additions to the already outstanding Nikken product range:

The Biaxial Body Energiser™ is unique for revitalising tired feet and a tired body with a combination of soothing massage and stimulating magnetism. This great product represents another invigorating and exciting innovation from the world leader in magnetic technology.



ThalassoKea™ Hydroamine™ gel pads deliver an entirely new approach to facial skin care. You can treat your skin to a spa style treatment at a fraction of the cost, in a fraction of the time. You'll notice the difference after just one application. When used regularly, you'll notice fine lines and wrinkles are smoothed away, and your skin feels so much softer.



Lactoferrin Gold 1.8 is simply the purest, most natural, best quality lactoferrin supplement on the market. It is a prebiotic, which is different to the probiotic products on supermarket shelves that replenish levels of live bacteria in the gut – where they help with digestion and prevention of more harmful organisms. With prebiotics, you go back a nutritional step and simply feed up the good bacteria that already exist in the digestive tract. Lactoferrin forms an essential part of your daily diet, having a positive effect on both digestive and immune systems – a vital element in establishing and maintaining your physical wellbeing. Lactoferrin Gold 1.8 is created using an advanced, patent-pending process, with each capsule containing 60mg of pure lactoferrin.

- we have lift off!

The instantly popular Air Power5™ has been given another breath of fresh air with three superb new fragrances: Wellness Home, Sleep Well and Anti-stress. These wonderful new fragrances combine natural essential oils to transform your pure indoor air into a soothing, relaxing haven of wellness.

Other companies introduce new products from time to time. But ask yourself how many of them could introduce three outstanding, ground-breaking products in one go? Nikken's passion for innovation, technology and development in the wellness industry continually pushes us further ahead of everyone. Something we plan to continue.

If these outstanding additional products weren't enough on their own, there have been some stunning enhancements to support your business too!

A brand new Business Success Kit, which replaces the Sales Kit, is a wonderful introduction for Wellness Consultants to this fantastic business opportunity. This new kit contains everything they need to run their business.

The desktop presenter is the ideal sales tool for introducing individuals to the Nikken opportunity anytime, anywhere. Take it with you wherever you go, and you will never miss the opportunity to make your business grow.





A suite of new product brochures outlines the benefits of Nikken's extraordinary range of leading-edge products more clearly and concisely than ever before. It's like having someone right next to you, helping you to sell the products whenever you need it.

Notable additions to our terrific selection of motivational and informative audio CDs and DVDs make it easier than ever before to get potential customers enthused and excited about Nikken, our Wellness Home concept and everything we have to offer.

The amazing new products and business opportunity enhancements, included in the recent product launch, are the most extensive set of additions we have ever made to the Nikken proposition. Nikken is a truly world-class company with an extraordinary business that is unrivalled anywhere. But if we are to remain the number one wellness company in the world, we cannot afford to stand still. We have to continue to challenge, overcome and improve. That is how we ensure our continued success.

The April 2005 Product Launch embodies Nikken's commitment to making 2005 the launch pad for our journey towards Vision 2010. It also provides the ideal platform for you to take your Nikken business to the next level. With your enthusiasm, our commitment, new products and a fantastic business opportunity, the future looks bright for achieving our collective goal of 10,000 Healthy Millionaires and one million Wellness Homes by 2010.



Crossing the Boundaries of Magnetic Technology

Imagine the figure of Cleopatra relaxing in her private lodgings, with her feet resting on a Biaxial Body Energiser™, or wandering serenely along the banks of the River Nile, with a Biaxial Super Mini, strapped to her wrist; maybe she would have favoured the conveniently sized PalmMag™, the first product in the biaxial series. One can only speculate as to her excitement upon hearing the news that Nikken had declared May 'Biaxial month,' in tribute to this revolutionary development in magnetic technology.

Nikken has yet to find a way to access the market of ancient Egypt, however, legend reports that Cleopatra was a firm believer in the powers of magnetic items, often wearing a polished loadstone (a natural magnetic mineral), in order to preserve her youth and beauty. Regular use of products from the biaxial range can't guarantee to preserve your youth and beauty, however, we can promise you the very latest in magnetic technology, developed exclusively by Nikken scientists, for the benefit of our ever expanding family.

Biaxial technology is unlike any other magnetic product ever produced, because, unlike conventional magnets, in which magnetic energy is transferred between two static poles, biaxial magnetic technology works in three dimensions. The three dimensional effect is achieved as the magnet spins (up to 23 times a second) around a second axis. The result is a dynamic magnetic field, in which the poles are pointing in all directions simultaneously.

"With the biaxial products the physical results have been extraordinary, with many users actually able to feel the magnetic field," reports scientist, Anthony Bove. Nikken brings you a magnetic product you can actually feel working for you.

Since the development of the PalmMag™, the Biaxial product range has been expanded to include the Biaxial Super Mini and the Biaxial Body Energiser™. The result is a complete range of products that can be easily integrated into your daily routine, which means you can enjoy this unique experience in almost any location, at any time.





Take the example of the Biaxial Super Mini – a compact unit, capable of generating a 1,150-gauss multidirectional magnetic field. With the addition of an adjustable strap, the Super Mini can be secured to your arm, wrist etc., without disrupting whatever physical or recreational activity you choose to undertake. Nikken's own Matthew Thompson demonstrated just how useful the Super Mini can be, wearing it continually to keep him going, while completing a charity mountain bike event in the north of England (December 2004 magazine).

The PalmMag™ is capable of generating a 1,800 gauss dynamic magnetic field, with an adjustable frequency. Not to be outdone by its sibling products, the larger Biaxial Body Energiser™, a specially designed footrest, with a magnetic field equivalent to six PalmMags, features a durable case with integral carrying handle, so you can experience the benefits of a full body magnetic massage, wherever you are.

With an ever-increasing number of people abandoning conventional treatments in search of alternatives, that really can make a difference to their lives, the introduction of biaxial magnetic technology could not have been more timely or appropriate. The notion is simple, Nikken scientists have taken a successful and proven idea and made it even better, crossing the boundaries of science and, at the same time, confirming the company's status as number one in the Global Wellness Industry. Where is the harm in finding out how this unique technology can benefit you?

The biaxial magnetic product range represents the union of ancient beliefs and the very latest in modern technology, bringing the past right up to date. As strange as the image of Cleopatra may have first appeared, its significance should now be clear. By using the primitive magnetic items of that time, exploiting the best knowledge and understanding available to her, she was able to promote her wellbeing, just as you can today, by using Nikken biaxial magnetic technology.

Don't forget that May is Biaxial Month. So act now and share these unique products with your customers.



Sale of Distributorships

If you add a co-applicant to your Distributorship and then remove your name from it within six months, you still need to pay the required assignment fee for the transfer of the Distributorship. For the co-applicant to take over the Distributorship at its current rank, they still need to attend and complete the qualification training courses required for that rank, such as IBC, HBM or LDT.

Leadership Bonus Maintenance

In line with global marketing plan adjustments, we will no longer apply the Leadership Bonus Maintenance requirement to Distributorships. This became effective on 1 March 2005. This relates to the two months' requalification before bonus is paid. Your monthly qualification requirements of 2,000 PGV for Silver, 1,500 PGV for Gold and so on, are still one of the necessary monthly requirements you need to do, to be paid at your rank. Please make sure you let your Downline know too!

J Douven & A Stretton



Sponsors: Anke Van Ziel & Deborah Chomppf

Top tips:

- Thanks to Bob Proctor we found the keys for changing our beliefs. It was like coming out of the darkness and into the light. After trying for two years, reaching Platinum happened in just three days.
- Write about your fantastic future; what your life looks like next week, month, year. See it, hear it, smell it, feel it, taste it, enjoy it and make it yours now.
- Work together with others on a win-win basis. Our special thanks go to Sasja Kee, Jantien Strijland, Monique Smits, Anjo Schuite, our fantastic team, and to Danice Dorrepaal and his team.

Klaus & Sybil Franke



Background: Sybil is a paediatric nurse in a school for physically and mentally disabled children. Klaus is a marketing manager in the print industry.

Sponsors: Martina Reininghaus & Michael Schomisch

Incentive participation: 21 Club, Tenerife trip.

Trainings attended: HBM x 3, LDT, IBC.

Top Tips:

- The most important thing for us is to be transparent, true and honest, and to act accordingly.
- Never give up: sooner or later every "No" is followed by a "Yes".
- Your HBM life cycle plan is the goal.



Andreas & Anna Wickler



Thoughts: Thanks to Nikken for this opportunity of a new life and our team for their friendly support. This is helping our personal growth, which goes hand in hand with business success. Our experience in the past year has shown us that staying power, confidence and maintaining courage are required for this type of work.

Background: Anna is a qualified sports instructor and Andreas is a qualified architect.

Sponsor: Wolfgang Heine

Trainings attended: HBM x 6, LDT, IBC.

Top tips:

- Cultivate your happy vision and loving relationships.
- Bring balance into your life and help others to do the same.
- Overcome your fears and keep moving forward. "You'll never achieve anything good by doing nothing."



Regina & Holger GROSS

Background: Regina used to be a physiotherapist and Holger works as an IT consultant.

Thoughts: We've already been driving a Nikken car for three years, and now we can choose a new one! We feel good, have great fun and have already made a positive difference to so many people. Many thanks to our team – we're looking forward to an exciting year and hope that many of you will soon be driving a Nikken car!



Herman Vertez

Background: Medical education

Sponsor: Christian Peere

Thoughts: I've got a Mercedes E220 – CDI with all the frills. Nikken offered me the opportunity to own this dream car. Proof once again that setting goals in a healthy and realistic way can take you much further than many people dare to dream.



Karl-Erik & Barbro Asp – Bente & Tommy Dahlgren

The goal: To demonstrate Nikken's business opportunity and products to as many people as possible, in a short space of time.

The result: We invited a floor ball team to the presentations, and they were so impressed with Tommy Dahlgren (Diamond), they bought insoles for the whole team and three people signed up.

Thoughts: What an intense, surprising experience. We planned this 21 Club carefully to ensure success. The right attitude, focus on the goal and fantastic Upline support has identified new goals for our business. You are never too old to enjoy your job. Thanks to everyone who helped us along the way.



Martine Brera – Edith & Yves Bruegger

The goal: To continue with the music. What a symphony!

The result: Perfectly executed thanks to Edith's skill.

Thoughts: I discovered a new world of changes, with the encouragement and support from my Upline. What heart-warming experiences! Thanks to Nikken.





New Silvers

Silver Silber Hopea Plata Silver Silber Argent Prata Plata Silver Silber



Sahar Al-Azzawi



Susan Bagyura



Wima Bal



Jacques Bauer



Jean-Pascal Blanc



Martina Buchinger



Reinhold Burkhard



Rickard Carlsson



Isoard & Christiane
De Chenerilles



Barbara Dethloff



Birgitta Ellenius



Ole Elmer



Guenther Groz



Annamarie Huber



Vivek Joshi



Renate Knebel



Johan Aasen &
Sigrd-Marie Lillebo



Veronique Madiot



Anna Nadmyr



Stephan Nowoczek



Rita Petzold



Jan & Jana
Pomsahar



Christophe Rault



Christine Roth



Janneke v
Staalduinen



Anne Lise Stenberg



Liliana Sturm



Monique Thede



Birgitte Thorup



Ingalill & Jan Trollnas



Yolanda van
der Veldt



Gijs Van Den Oever

New Silvers

whose photographs were not available
at time of going to press:

Torild Arthurson
Roger & Irene Asseo
Chantal & Bénédict Auderset
Zoe Bosshart
Sylvain Cerdan
Mark & Marina Chanin
Marie Noelle & Guy Cohen
Stephan de Bonth
Cedric Dehlinger
Ann-Marie Edstam
Susanne Ekstrom
Monica Emilsson
Charles Etenaille
Lorelyne Foti

Annie & Dominique Fourgon
Marina & Juergen Gerber
Maria Giuliani
Denis & Valerie Goehry
Brigitte Hagg
Martina Haslinger
Bertram & Jose Haverman
Sandra & Christian Hochfelsner
Chris Janssens
Lasse & Susanne Jensen
Ineke Kofi
Marie-Helene & Jacques Labat
Christophe Le Poulen
Caroline Kunti Lecomte

Marc Leopold & Dr
Cristina Churruga Muguza
Marie Lignerkrone
Irma & Erik Ellens Maat
Johann Meyrhuber
Catherine Milon
Marie-Therese Mozet
Christine Mulder
Reidar Munkejord
Marc Naessens
Corinne Nieuwenhuizen
Michele Noiry
Eivor Nordqvist
Gabriela Ott-Zueger

Marie-Gabrielle Poidevineau
Jacqueline & Eric Romestant
Monika & Jochen Rothleitner
Martine Sarna
Elfriede Schuster
Karin Stattmueller-Ehrhardt &
Juergen Stattmueller
Rolf Stoverstein
Jean-Guy Tournafond
Myriam Van Thiel
Ghislaine Verbrugge
Joaquina Villaume
Anne-Sophie Willing

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The editor reserves the right to edit text
submitted by Wellness Consultants for both
length and content.

Please Remember

Nikken products are not approved as medical
devices. No medical claims should be made by
Wellness Consultants or anybody else. People who
have a pacemaker, are in their first three months of
pregnancy, have a health problem, or have an

electronic device (either implanted or external)
should consult their doctor or the manufacturer of the
device before using magnetic products.

CONTACT DETAILS

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On-line (www.enikken.eu.com)	You will need your Distributor ID number and eNikken password.	
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Q&A

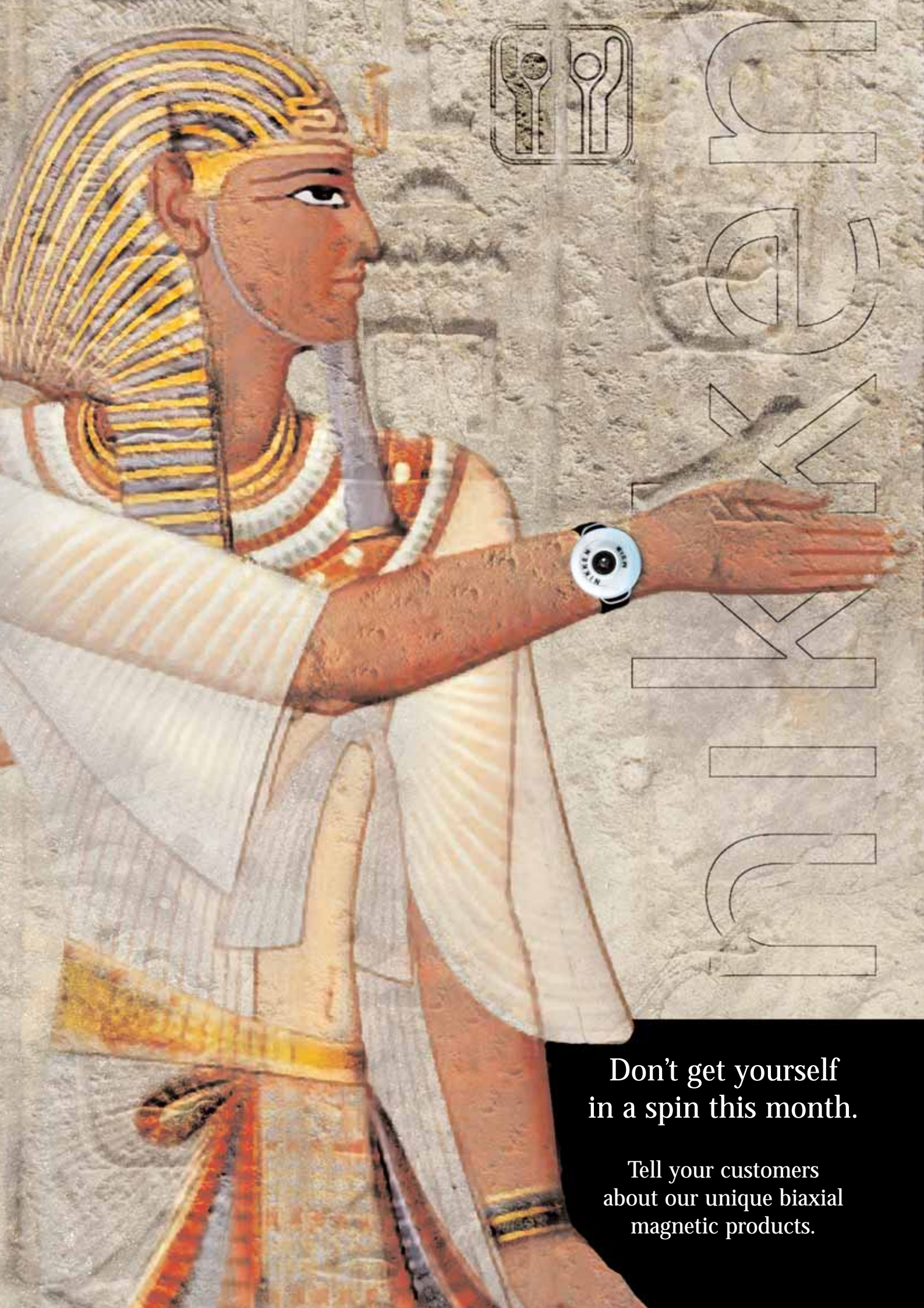
When is the latest I can place my order for May?

The deadline for placing orders is 31 May 19:00 (BST) for telephone and fax orders, and 23:59 (BST) for N.E.A.T.+ and eNikken orders.

Who receives the Nikken Wellness – Family Magazine?

Any Wellness Consultant, with activity on their Nikken account within the past three months, will receive the Nikken Wellness – Family Magazine for the next three months.

To remain an active Wellness Consultant, you need to place a minimum order of 100 PV (Personal Volume) in any single month during a 12-month period. If you do not achieve this, we will register you as an inactive Wellness Consultant and close your account.



Don't get yourself
in a spin this month.

Tell your customers
about our unique biaxial
magnetic products.