

# Congratulations!!!

Look at what we have created in just the first three weeks of September! Sales are up in every category of Vital Packs from 20-100%. Nikken's Field is having a fantastic month as everyone continues to promote the **Leader of the Pack** incentive where both buyers and sponsors receive free product through Nikken Reward Dollars. Now... think about what can be done in the last two weeks! Remember that those who sell the most packs in each category, win a free trip to Nikken HQ in sunny Southern California this winter. Choose to lead the pack by leading with packs!

## Vital Sleep



# 20%

Increase in Sales

## Vital Day



# 40%

Increase in Sales

## Vital Environment



# 100%

Increase in Sales

As always, **Business 21 Clubs** are a perfect way to share two great incentives, **Leader of the Pack** and **Two for the Win!**

Learn more about **Business 21 Clubs**, **Leader of the Pack** and **Two for the Win** by downloading the flyers at MyNikken

# LEADER OF THE PACK

SEPT 1 - DEC 31, 2014

Lead the pack to WIN up to \$2000 in Reward Dollars and an expense-paid trip to Nikken World Headquarters in sunny Irvine, California!

## HOW IT WORKS

During the qualification period September 1 – December 31, 2014

All transactions with a Nikken Vital Pack and/or Naturest® Demo Kit are eligible for an incentive!



- **Buyers:** Receive up to \$200 NRD (Nikken Reward Dollars) for every pack or demo kit purchased.
- **Sponsors:** Achieve a minimum cumulative 1,000 PGV in packs and/or demo kits sold during the qualification period, and receive up to \$200 NRD for each additional pack or demo kit purchased by a frontline Consultant or registered customer over and above the minimum threshold.

## WIN

Three winners will be determined according to the top Vital Day Pack sales, top Vital Environment Pack or Naturest Demo Kit sales, and top Vital Sleep Pack sales during the qualification period.

For example:

<b>BUYERS</b> 	<b>EARN</b> 
A Vital Day Pack -----	<b>\$75 NRD</b>
A Vital Environment Pack or Naturest Demo Kit -----	<b>\$150 NRD</b>
A Vital Sleep Pack (any configuration) -----	<b>\$200 NRD</b>
Up to a maximum of \$2,000 NRD.	

<b>SPONSORS</b> 	<b>EARN</b> 
A Vital Day Pack -----	<b>\$75 NRD</b>
A Vital Environment Pack or Naturest Demo Kit -----	<b>\$150 NRD</b>
A Vital Sleep Pack (any configuration) -----	<b>\$200 NRD</b>
Up to a maximum of \$2,000 NRD. Consultant must first accumulate 1,000 PGV in packs and/or demo kits during the qualification period.	

- Prize includes round-trip airfare for a single or joint distributorship, two nights hotel accommodations, ground transfers in California and meals.
- Winners will spend a day at Nikken headquarters with a chance to tour the facilities, attend a special business training session with VP of Sales & Training Jeff Isom, and enjoy lunch with Nikken President & CEO Kurt Fulle.

Bask in the California sunshine as you reap the rewards of your hard work!



## RULES

1. Qualification period runs September 1 – December 31, 2014
2. Nikken Reward Dollar (NRD) incentives and prize trips are limited to Nikken Consultants in good standing in the North America market unit only.
3. For every Vital Day Pack purchased during the qualification period, eligible buyers will receive \$75 NRD. For every Vital Environment Pack or Naturest Demo Kit purchased during the qualification period, eligible buyers will receive \$150 NRD. For every Vital Sleep Pack (any configuration) purchased during the qualification period, eligible buyers will receive \$200 NRD. Consultants who receive an NRD incentive for the purchase of a pack or kit are not eligible to earn a sponsor incentive by selling that same pack or kit.
4. For every Vital Day Pack purchased by a frontline Consultant or registered customer over and above the minimum 1,000 PGV threshold in packs or kits sold during the qualification period, eligible sponsors will receive \$75 NRD. For every Vital Environment Pack or Naturest Demo Kit purchased by a frontline Consultant or registered customer over the minimum threshold during the qualification period, eligible sponsors will receive \$150 NRD. For every Vital Sleep Pack (any configuration) purchased by a frontline Consultant or registered customer over the minimum threshold during the qualification period, eligible sponsors will receive \$200 NRD.
5. Incentive participants who achieve the top sales in each pack or kit category during the qualification period will win an expense-paid trip to California, including a visit to Nikken headquarters. In the event of a tie, winner will be selected based on total PGV.
6. Prize includes airfare in coach for one passenger (single distributorships) or two passengers (joint distributorships).
7. Nikken Consultants must meet a minimum 100 PV in each calendar month of the qualification period in order to be eligible for any NRDs.
8. Buyer NRDs earned through eligible pack or kit purchase are awarded to buyers by the 15th of the month following purchase.
9. Sponsor NRDs earned through eligible pack or kit sales are credited to the sponsor's account by January 15, 2015.
10. NRDs may be applied toward the purchase of Nikken products only and expire six months from the date issued.
11. Each NRD incentive earned must be redeemed in a single transaction on an order placed through the Nikken call center (US 800-669-8859, option 2 or CN 800-669-8890, option 2). Partial redemption of any NRD incentive will forfeit the remaining balance. NRDs cannot be redeemed online or via faxed orders. Applicable PV and CV will be reduced by the value of NRDs redeemed.
12. NRDs are nontransferable, not valid toward Autoship, and cannot be redeemed for cash or to pay outstanding balances.
13. Value of reward(s) and prize(s) earned will be reported on the Consultant's 1099/T4A.
14. Nikken reserves the sole right to interpret the rules and the value of rewards and prizes in this promotion.
15. Products must not be purchased solely for the purpose of incentives qualification.
16. Products must be purchased for the purpose of either personal use or retail sale to the ultimate customer. Returns of packs or kits sold during the qualification period will nullify any buyer NRD awards earned. Return volume will be deducted from the sponsor's pack volume accumulation and may reduce or nullify the sponsor NRD awards earned.



**EARN:**  
**\$75.00**  
Nikken Reward  
Dollars

**Nikken® Discover it. Live it.**  
**Begin Your Wellness Journey**

# VITAL DAY PACK

**Vital Day Pack [#4068/4069 (US/CN)]**

US Individual Retail: \$ 733.00

PV = 500Points [Consultants Save 10% off Wholesale]

[Discounted Customer Retail Price: \$625.00]

**Day Time Energy:**

KenkoTherm Lg Knee Wrap [#1834] (\$33.00)\*  
mStrides Small [#20210] (\$83.00)\*



**Revitalization:**

Kenko MagDuo™ [#13201] (\$80.00)\*  
Kenko MagFlex™ [#14471] (\$101.00)\*



**Relaxation:**

KenkoSeat® II [#14092] (\$179.00)\*



**TriPhase® Energizing Jewelry:**

Kenko Powerband™ Neck [#19084] (\$45.00)\*  
Kenko™ PowerChip™ Black [#1450] (\$31.00)\*



**Hydration:**

PiMag® Sport Bottle [#13501] (\$56.00)\*



**Nutritional Autoship Component:**

Kenzen® CiagaV™ 2 Pack(15565) (\$76.00)\*  
Jade GreenZymes™ Jar (15553) (\$49.00)\*



**SAVES:**  
**\$233.00**

## VITAL DAY PACK BENEFITS:

- Earn **\$75.00** Nikken Reward Dollars
- Consultants save **\$233** or **32% Discount** (off Retail)
- Customers save **\$108** or **15% Discount** (off Retail)
- Provides Vital Daytime Energy and Hydration
- Perfect “Fast Start” Business Demo Package

*\*Individual Item Prices Shown at Retail Price*



**Consultant Price: \$500.00**



**Be A FRIEND & SHARE**  
**“Teach 3 to Reach 3”**  
Earn Additional Income  
Add the Business Tools Pack (#4070)  
Retail at \$102.00  
**Only \$61.20**  
**Save \$40.80 [40% Savings]**





# Nikken®

Discover it. Live it.

Enhance Your Wellness

## VITAL SLEEP PACK

[20% Discount on Wholesale Sleep System Pricing is ONLY available to New Consultants in their first 60 Calendar Days]



**Vital Sleep Pack** (Select Size: Twin, Full, Queen, King, CAL King) **QUEEN LIGHT US Retail: \$ 2,444.00**  
**PV = 1,563.00 Points** **[Save 36% off Retail]**

**Kenko™ Naturest Mattress Topper:**



**Kenko™ Dream Comforter:**



**Kenko™ Naturest Custom Pillow:**  
 (Two pillows with Queen, King & CalKing)



Size	Dream	Dream Light
Twin	Retail: \$1,627.00 Pack: \$1,041.00	Retail: \$1,562.00 Pack: \$ 999.00
Full	Retail: \$2,213.00 Pack: \$1,305.00	Retail: \$2,161.00 Pack: \$1,271.00
Queen	Retail: \$2,496.00 Pack: \$1,597.00	Retail: \$2,444.00 Pack: \$1,563.00
King	Retail: \$2,740.00 Pack: \$1,754.00	Retail: \$2,702.00 Pack: \$1,729.00
Cal King	Retail: \$2,740.00 Pack: \$1,754.00	Retail: \$2,702.00 Pack: \$1,729.00

**Pack Price 38% Discount:**



### VITAL SLEEP PACK BENEFITS:

- Upgrades Your Wellness Journey
- Earn **\$200.00** Nikken Reward Dollars
- Saves **\$881.00-(36%)** off Retail [Queen Light Example]
  - [20% Savings is off Individual Wholesale Prices]
  - Valid for 60 Calendar Days From Date of Sign-up
  - After 60 days a 10% discount will apply
- **Day + Qn Sleep Pack Combo Saves \$1,114.00**

(To Order, Refer to the Consultant Price List for Applicable Item Codes & Prices )



**Wellness is a JOURNEY.....Not a DESTINATION!**  
 It Takes Wellness Actions EVERY Day for Positive Results  
 Start Your Day Energized with the Vital Day Pack  
 Revitalize at Night with the Vital Sleep Pack



**Nikken® Discover it. Live it.**  
**Round Out Your Wellness Journey**

**VITAL Environment Pack**

**Vital Environment Pack** [#4072 (US & CN)]

US Individual Retail: \$ 1,462.00

PV = 1,000.00 Points [Consultants Save 15% off Wholesale]---[Discounted Customer Retail Price: \$1,250.00]

**Water Energy:**

PiMag™ Waterfall™ [#1384] (\$385.00)\*

PiMag™ Microjet™ Shower Systems:  
 Hand Held [#1466] (\$140.00)  
 Wall Mount [#14662] (\$115.00)



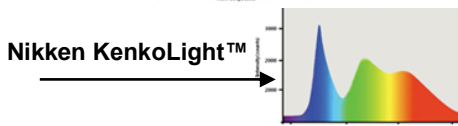
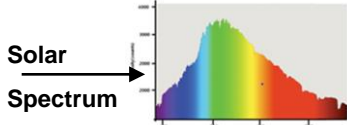
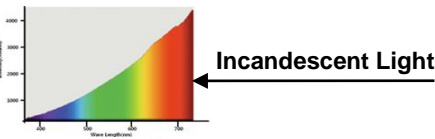
**Light Energy:**

1 Full Spectrum KenkoLight™ [#1297] (\$244.00)\*



**Air Energy:**

KenkoAir Purifier™ [#1441] (\$578.00)\*



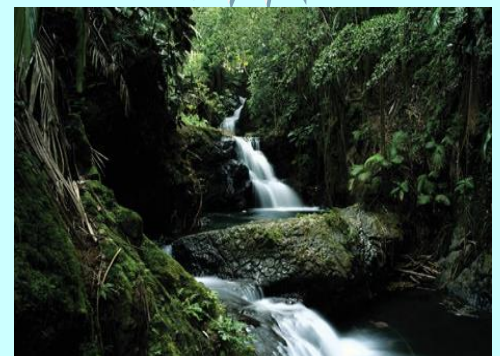
**Total Pack Price: \$1,000.00**



**VITAL ENVIRONMENT PACK BENEFITS:**

- Earn **\$150.00** Nikken Reward Dollars
- Consultants Save **\$462.00** or **32%** off Retail Prices
- Customers Save **\$212.00** or **15%** off Retail Prices
- Rounds Out Your Wellness Home Strategy
- Environmental “Cocoon” for Total Wellness
- Energy Efficient: Saves Electricity & Water

*\*Individual Item Prices shown at Retail Price*



*It's as Simple as 1-2-3: Combine all 3 Vital Packs to Create the Perfect Wellness Environment*

*Now Share Your Experience and Create Your Financial Wellness Program*

*Provide Ongoing Internal Wellness with Nutritional Building Blocks: **Autoship***



# Nikken® Discover it. Live it.

## TOTAL WELLNESS PACKAGE

### THE WELLNESS HOME

[20% Discount on Wholesale Sleep System Pricing is ONLY available to New Consultants in their first 60 Calendar Days]

#### Total Wellness Synergy [Packs 1 + 2 + 3]

PV = 3,063.00 Points with a Queen Light Sleep System

US Retail Value: \$ 4,639.00

[PV Dependent on the size of the sleep system ordered]

VITAL Day Pack [#4068/4069]:



Vital Sleep Pack: [size dependent]



Vital Environment Pack: [#40721]



**Simple as 1, 2, 3:**

**Combine the Packs**

**Total Cost (Queen):**

**\$3,063.00**

**Brings Wellness Home**



**SAVES:**

**\$1,576.00**

#### TOTAL WELLNESS COMBO BENEFITS:

- Brings "TOTAL WELLBEING" Home
- Saves **\$1,576.00** off Retail [Queen Size Example]
- **34% Total Savings** (when the Sleep System is purchased within the first 60 days of Membership)
- **Creates Synergy and Balance**
- **Add Nutritional Autoship = Building Blocks**



**The Total Wellness Solution:**  
 Change Your Environment and Change Your Health!  
 Enjoy Health & Wealth; Avoid Debt & Regret  
 The Future is in YOUR Hands  
 Extend YOUR Expiration Date Long into the Future





**Nikken® Discover it. Live it.**  
**Take Wellness With You**  
**Naturest® Demo Success Kit**  
**"Saves \$60.00 Sign-Up Fee at Time of Sponsorship"**

**Demo Success Kit [#4081 (US & CN)]**

US Individual Retail : \$ 1,529.00

PV = 860 Points

[If Purchased at Time of Sign-up , Cost Includes the \$60.00 Membership Fee]

**Kenko™ Naturest Mattress Topper:**

Demo Size: [#1150] \$771.00\*



**Kenko™ Dream Light Comforter**

Twin: [#1267] \$359.00\*



**Kenko™ Naturest Custom Pillow:**

[#1155] \$174.00\*



The Pack Includes a Carry Bag & MagCreator:



***Fantastic Business  
 Building & Travel  
 Value at only:  
 \$ 860.00***

**LIFESTYLE BENEFITS:**

- Earn **\$150.00** Nikken Reward Dollars
- Saves **\$60.00** if Purchased at Time of Sign-up
- Consultants Save **\$669.00** or **43%** off Retail Prices
- Perfect for Kids Away at College
- Outfit Your Child's Room at Home
- Take it on Your Vacation or Outfit Your RV
- Perfect for Sleep System Demonstrations (Rollout)

*\*Individual Item Prices shown at Retail*



**Once You Have Found Total Wellness; You Never Want to Be Without It!**

**Get Your Naturest® Demo Success Kit and Take it With You**

**A Perfect Size for Wellness Professionals to Show the Power of Sleep**





# Nikken® Discover it. Live it.

## Strengthen Your Support System

# BONE HEALTH PACK

### Monthly Bone Health Pack [#4271]

PV = 138 Points

US RETAIL: \$ 173.00

Discounted Consultant Pack Price: \$138.00

**OsteoDenx: #15583 (\$78.00 ea box)\***



**Lactoferrin: #15581 (\$61.00 ea box)\***



**CalDenx: #15584 (\$34.00 ea)\***



**OsteoDenx™** is a revolutionary formula to help maintain strong, healthy bones for life. With aging, bone tissue is lost and the skeletal structure can become dangerously weakened. OsteoDenx helps prevent or reverse this in a unique way. It is not a nutritional supplement or a prescription osteo drug. It is the **ONLY** product with a patented system, [Syno-portin technology] that supports natural bone tissue growth. It helps rebuild bone density.\* Everyone needs to make OsteoDenx part of their daily routine of replenishment for strong bones and joints, preservation of cartilage and maintenance of essential minerals.\*\*

**Lactoferrin Gold 1.8™** [the gold standard] is a natural material that forms the basis for living things and is vital for health. Although it is normally supplied in our diet through dairy products, we do not receive the daily lactoferrin that is supposedly present in these high-fat, lactose-containing foods. Lactoferrin Gold 1.8™ helps the body absorb the nutrients it needs. A natural prebiotic, it supports the growth of beneficial bacteria and as a probiotic, helps eliminate bad or non-beneficial bacteria.\* Produced via specialized, precision techniques, Lactoferrin Gold 1.8™ is the **only** premium, **ultra-pure** form of lactoferrin now available.\*\*

**CalDenx™: Optimum calcium for bone health!** CalDenx™ supports the maintenance of healthy bones.\* It provides nutritional support that offers calcium, vitamin D and magnesium to aid in calcium absorption and metabolism, as well as boron and folate.\* In combination with Nikken's OsteoDenx, CalDenx can be part of a daily regimen to defend and maintain skeletal integrity CalDenx is designed to work best, in synergy with Nikken's OsteoDenx.\*\*

### LIFESTYLE BONE HEALTH BENEFITS:

- **Autoship Saves \$49.00 off Retail or 28%**
  - **Monthly Autoship Provides Biggest Saving**
  - **Provides a 1 Month Supply to Use or Share**
  - **An Optimal Program to Generate Extra Income**
- Promotes strong, healthy bones and natural probiotic benefits.

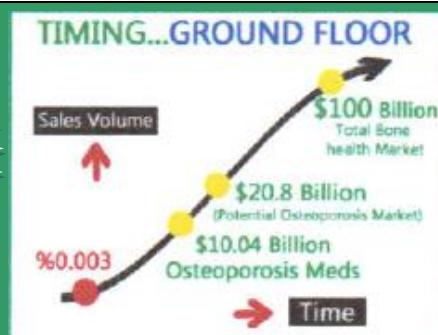
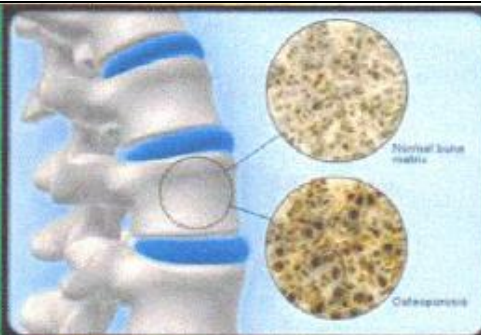
\*Individual Item Prices shown at RETAIL

### Autoship Pack

## Price: \$124.20



\*\*These statements have not been evaluated by the Food & Drug Administration. They are not intended to diagnose, treat, cure or prevent any disease\*\*



# Nikken Nutrition Packs: Save Money on Autoship

ADD TO AUTOSHIP FOR 10% OFF



Retail: \$133.00  
 Consultant Autoship: \$ 95.40

## Weight Management Pack — New! Item: US 4644/CN 4645

For healthy, effective weight maintenance, the Weight Management Pack features Kenzen® Vital Balance™ Mix, a Kenzen Bergisterol® 2-Pack and Kenzen Liver Support (US only). With easily-digested pea vegetable protein that is lower in fat than animal protein sources, Vital Balance can help burn calories and boost metabolic rate. Bergisterol offers ingredients for cardiovascular health and maintaining cholesterol levels that are within the normal range, while Liver Support (US only) promotes normal liver function in detoxifying and in metabolizing fats.\*

Retail: \$199.00  
 Consultant Autoship: \$143.10

## Immunity Pack (US) — New! Reinforcement Pack (CN) Item: US 4648/CN 4649

Kenzen® Immunity (US)/14-Mushroom Complex (CN), Kenzen® Liver Support (US only) and Lactoferrin Gold 1.8® (US)/LF Gold 1.8® (CN) make the Immunity Pack your best defense in supporting a strong, vital immune system. Kenzen Immunity/14-Mushroom Complex is an organic combination of rare mushroom varieties developed exclusively for Nikken, that supplement and balance immune function. The natural prebiotics in Lactoferrin Gold 1.8 (US)/LF Gold 1.8 (CN) — a lactose-free formulation — can stimulate growth of beneficial bacteria that encourage maintenance of immune system activity. Kenzen Liver Support (US only) is designed to promote detoxifying as part of normal liver function.\*

US/CN: Add to Autoship for minimum 100PV to qualify for 10% off!



ADD TO AUTOSHIP FOR 10% OFF



## Kenzen Daily Essentials — New! Women Item: US 4650/CN 4652 Men Item: US 4651/CN 4653

The foundation of your daily nutritional program, the Kenzen® Daily Pack helps support a balanced diet and nutrient intake. Includes Kenzen® Mega Daily 4®, Kenzen® Omega Green + DHA™ and Jade GreenZymes®. Available with Mega Daily for men or women.

Retail: \$145.00  
 Consultant Autoship: \$ 104.40

## Heart Health Pack Item: US 15563/CN 13663

Two balanced, organic juice formulations offer potential benefits for cardiovascular and antioxidant health. The Heart Health Pack contains a 2-pack of Kenzen® Bergisterol® and a 2-pack of Kenzen® CiagaV™. Bergisterol helps support cardiovascular health and cholesterol levels that are within the normal range. CiagaV includes the Organic Maqui-Açaí Superfruit Blend known to have the highest antioxidant values of any fruit.\* Together they make a one-two punch in convenient, daily servings.

Retail: \$126.00  
 Consultant Autoship: \$ 90.90



## Kenzen Daily Essentials Plus with FREE Blender Cup! Item: US 4634/CN 4635

Good nutrition is important for everyone, at any age. The Kenzen Daily Essentials Pack offers a selection of Kenzen products that in combination provides a solid foundation of balanced, daily nutritional support. New Consultants within their first 60 days of signup receive an introductory discount of 50% off! Not Autoship eligible.

- OsteoDenx®
- Lactoferrin Gold 1.8® (US)/LF Gold 1.8® (CN)
- CalDenx®
- Kenzen® Joint (US)/CM Formula (CN)
- Kenzen® Immunity (US)/14-Mushroom Complex (CN)
- Jade GreenZymes®
- Kenzen® CiagaV™ (2 each)
- Kenzen® Vital Balance™ Mix
- Nikken Blender Cup — FREE!

Retail: \$504.00  
 Consultant: \$ 398.00



NOT Autoship Eligible

New Consultant's enjoy a 50% discount in their 1<sup>st</sup> 60 days of membership

New Consultant Price: \$ 199.00

Ask how to Earn Nikken Reward & Loyalty Dollars by Sharing Nikken with Others!





# Applicant Information

10 Sept 2014



**Join the ONLY Total Wellness Company in the World TODAY!**

**Become a Wellness Consultant: Basic for \$60.00 or Enhanced for \$773.00**

*Enhanced package contains a Naturest® Demo Pad, Kenko Dream Light Twin Comforter, Pillow & Carry Bag*

Name \_\_\_\_\_ Social Security # \_\_\_\_\_

Name \_\_\_\_\_ Social Security # \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card \_\_\_\_\_ Verif. Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Set Up my Nikken Premier Business Site; \$24.95 a month [includes Personal Web Page & 3% order discount]

Set Up my Autoship so I receive my Nutritional & Skin Care Products automatically as shown below

*I understand I can adjust/change or cancel my autoship at any time.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Select Your Kenzen® Organic-Based Nutrition Products for Autoship** [Circle your selection]

**CORE NUTRITION (top row): Your Whole Food & Wellness for Life Essentials.....**

<b>OrganicJadeGreen</b>  Jar: \$35.10 Capsules: \$37.80	<b>Ciaga<sup>TM</sup></b>  \$54.90 (2 pack)	<b>Lactoferrin<sup>TM</sup></b>  \$44.10	<b>Bergisterol<sup>TM</sup></b>  \$36.00 (2 pack)	<b>Immunity</b>  \$26.10	<b>Vital Balance</b>  Jar: \$82.80 Packets: \$91.80
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**Life Style Needs: Add the Following Kenzen® Organic Nutrition Products for Specific Needs**

<b>Omega Green+DHA</b>  \$36.00	<b>Mega Daily 4</b>  \$33.30 each	<b>Digestion</b>  \$33.30	<b>OsteoDenx<sup>TM</sup></b>  \$55.80	<b>CalDenx<sup>TM</sup></b>  \$24.30	<b>Joint</b>  \$35.10	<b>Mental Clarity</b>  \$28.80	<b>Liver</b>  \$25.20	<b>Bone Health Pack #4271</b>  \$124.20	<b>CM Cream</b>  \$24.30 or \$9.27 for 10 Samples
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**Select Your True Elements® Organic Skin Care Products for Autoship** [Check your selection]

- Foaming Face Wash #1806 \$27.00
- Pore Refining Toner #1807 \$24.30
- Daily Perfecting Cream #1808 \$32.40
- Intensive Night Cream #1809 \$32.40



- Contour Serum #1810 \$36.00
- Exfoliating Masque #1811 \$27.00
- Nourishing Hand Cream #1813 \$10.17
- Total Skincare Program #18001 \$171.00

Prices shown are Autoship prices with an additional 10% discount when the order exceeds 100 Personal Volume Point



**"Let Food Be Your Medicine" Hippocrates – 400 BC**  
**Nikken Kenzen® Organic-Based Nutrition**



**Jade GreenZymes®** is young Barley Grass juice without the bitter pulp. It is a whole food with 100 x more nutrition than an equal amount of most vegetables. Grown in the untouched fields of Japan, Greenzymes is naturally alkaline, gluten free, kosher, vegan and organic certified. Cold processing retains the live enzymes. Produced with PiMag™ 'the water of life'.



**CiagaV™** is juice from exotic fruits including the Maqui-Açaí Superfruit Blend with elderberry, raspberry, blackberry and agave nectar for exceptionally high levels of antioxidants. Not just one fruit, but the combination creates synergy that multiplies the effect. Kosher and organic certified.



**Lactoferrin Gold 1.8®** is a prebiotic that helps protect against free radicals and feeds the beneficial bacteria for a healthy intestinal tract. It's a naturally occurring substance found in all body fluids including tears, blood and saliva that needs regular replenished. Lactose and fat free.



**Kenzen® Omega Green+DHA™** is without fish oil - no toxic mercury, no rancid oil taste or depletion of our fish supply. Cranberry seed oil, flax seed oil and red algae provide Omega 3, 6 and 9 without the oxidation that occurs in piscine oils and is easily sustainable. Kosher certified.



**OsteoDenX®** helps support bone formation and joint cartilage. You create a new skeleton 10 times by the age of 70. Healthy bones = healthy marrow, healthy blood, healthy heart.

**CalDenX®** offers calcium, Vitamin D and magnesium for healthy teeth and bone formation, as well as Boron for metabolism and Folate for healthy blood cell formation.



**Kenzen® Vital Balance™ Meal Replacement Mix:** More than a protein meal replacement. It is a *functional food* – a unique formula designed to support essential biological processes. It includes ingredients to help burn fat & boost metabolism, promoting healthy brain function & natural toxin elimination. Probiotics assist digestive & immune system activity. It is a 125 calorie, organic-based, all vegetable protein, no added preservatives, salt, sugar or artificial flavors. Made with real vanilla & can be mixed with water, soy, dairy milk or fruit juice



**Kenzen® Joint** with CM complex, nutritionally supports joint, collagen, bone and connective tissue repair. Cetyl Myristoleate has natural surfactant and lubricant properties in support of smooth joint movement.

**Kenzen® Pet Joint Plus** supports joint health and immunity.



**Kenzen® Immunity** is a superfood for the immune system. 14 rare mushroom species come from around the world including Brazil, Nigeria, and the Himalayas in Tibet and Nepal. It is an immune balancer, not a stimulant. It is a whole food. Kosher and organic certified.



**Kenzen® Mega Daily 4®** has four features: 1) organic vegetable superfoods selected for their exceptional antioxidant and nutrient content 2) multivitamins and minerals 3) whole body renewal components and 4) blend of traditional herbs for gender specific support.



**Kenzen® Digestion** has 20 enzymes from 4 categories: fats, proteins, carbohydrates and fiber that help aid digestion, promote "friendly" bacteria and increase elimination of waste. All plant-based ingredients are naturally grown in rich soil regions. Kosher certified.



**Kenzen® Mental Clarity** is a proprietary blend of Ginkgo Biloba and Cordyceps Sinensis, one of the most valued rare Chinese mushrooms from the mountains of China and Tibet that work synergistically to support brain function and healthy circulation. Kosher certified.



**Kenzen® Liver Support** features a complex blend of the edible artichoke bud (not the leaf) and sarsaparilla root. Rich in flavonoids and gluten free, it promotes healthy liver detoxification without chemical processing, artificial additives or stabilizers.



**Kenzen® Bergistero™** supports cardiovascular health and helps in maintaining levels of blood glucose, triglycerides, blood pressure and cholesterol. Grown in Italy, these citrus fruits are carefully harvested and blended with no pesticides or artificial flavors for a healthy heart.

These statements have not been evaluated by the Food and Drug Administration.  
These products are not intended to diagnose treat cure or prevent any disease.\* Varies by state.

# 2 FOR THE WIN

## 2014 SPONSORSHIP INCENTIVE PROGRAM

# HOW IT WORKS

## JANUARY 1 - DECEMBER 31, 2014



Sponsor and enroll two (2) or more new Consultants in Autoship within the same calendar month.



Autoship enrollments must be minimum 100PV.



Sponsor receives 200 Nikken Reward Dollars for every two qualifying new signups.

IN ONE MONTH



Sponsor two (2) qualifying signups, receive 200 Reward Dollars



Sponsor four (4) qualifying signups, receive 400 Reward Dollars



...and so on. The more qualifying new signups you sponsor, the more reward dollars you can earn!

## \$\$\$\$\$\$ LOYALTY BONUS \$\$\$\$\$\$

And that's not all — to help boost retention and support your residual income, new signups are also eligible to earn Nikken Reward Dollars! During the promotion period, qualifying new signups who maintain a minimum 100PV Autoship order for:

- Six consecutive months = earn 200 reward dollars
- 12 consecutive months = earn an additional 200 reward dollars



### Promotion rules:

1. Promotion period runs January 1 – December 31, 2014
2. Sponsorship incentive and loyalty bonus are open to Nikken Consultants and new signups in good standing in the North America market unit only.
3. Sponsor must meet a minimum 100PV in the same calendar month of new Consultant signups in order to be eligible for any Nikken Reward Dollars.
4. New Autoship subscriptions must be initiated in the same calendar month of Consultant signup and continue uninterrupted for the duration of six or 12 consecutive months in order to qualify for the loyalty bonus.
5. Autoship subscriptions may be edited at any time, but subscriptions that are cancelled and restarted and/or fall below the minimum 100PV in any month during the promotion period will disqualify the Consultant from loyalty bonus incentive eligibility.
6. Nikken Reward Dollars are credited to the Consultant's account in the month following qualification  
Sponsorship bonus: By the 15th of the month following sponsorship  
Loyalty bonus: By the 15th of month seven and month 13 following qualification
7. Nikken Reward Dollars are applicable toward the purchase of Nikken products only and expire six months from the date issued.
8. Each Reward Dollar incentive earned must be redeemed in a single transaction on product order placed through the Nikken call center. Reward Dollars cannot be redeemed online or via faxed orders. Applicable PV and CV will be reduced by the value of Reward Dollars redeemed.
9. Nikken Reward Dollars are nontransferable, not valid toward Autoship, and cannot be redeemed for cash or to pay outstanding balances.
10. Value of reward earned will be reported on Consultant's 1099/T4A.
11. Nikken reserves the sole right to interpret the rules and value of prizes in this promotion.



# Business 21 Club Success Track

**BUSINESS 21 CLUBS:** It is the most duplicable way to *launch* your new Business Builders.

**INTENT:** Build Your Business. Build Momentum. Expand your Network with a Duplicable Process.

## 21 CLUB PURPOSE:

- Massive Activity: Creates Momentum while it builds a strong network foundation of:
  - > 5 to 7 Consultants
  - > 5 to 7 Customers.
- Focused Activity: 21 presentations in 30 days or under  
To accelerate your success, we recommend when possible to do the 21 appointments in a 2 to 4 day time-frame in the 1<sup>st</sup> week, and then you have 3 weeks to follow up. This allows time to take the "C's" through the information process to a decision. This also allows time for successive 21 clubs in the same month. Further recommend setting up 30 to 40 appointments as some will fall out. If all come; begin the 2<sup>nd</sup> 21 club.
- Earn as You Learn: It utilizes the A-B-C presentation with a Focused Plan of Action.
- Duplication: Business Partners will duplicate the action of the 21 club with their Business Partners
- Rank Advancement with strength, foundation & expanding income
  - > Create a Culture in Your Team to go through Executive & Silver to Gold; utilizing 21 clubs
  - > Two successful 21 clubs can equal Silver
  - > Duplication to the 2<sup>nd</sup> level can equal Gold (3 new partners repeat)
  - > Repeat it again can equal Platinum.

I can honestly say the 21 club was the foundation of my business. In review, when I began my focus on 21 clubs, my business growth & income really accelerated. Dennis Estes, Royal Diamond

## BUSINESS GOAL & FOCUS:

- Launch a 21 club with your "B"
- Plan to do two 21 clubs in the first month to really launch "B's" business
- The intent is to Develop Silver in 30 days (or under) utilizing consecutive 21 clubs.
- The intent is to Develop Gold in 90 Days
- Duplicate 21 clubs with "B's" 3 new Frontline Consultants (by 2<sup>nd</sup>/3<sup>rd</sup> month) with the intent for them to be Silver in their first Month. Result: you are Gold in 90 days.
- Platinum within 6 months to one year
- Diamond in two years
- Royal Diamond in 3 to 5 years

We launched our business duplicating 21 clubs within our team. It works. We hit all the Goals listed to the left, in the timeframes outlined and with a strong foundation & income. Pat Terry & Mac McDonald, Royal Diamonds

Everyone who is prospecting (building a business) in Nikken should be involved in a 21 club. It makes you much more focused, more duplicable, creates stronger business partners, as well as creating loyal customers, so why not make the extra \$250.00?

## OVERVIEW:

To achieve a Successful Business 21 Club award, Consultants must complete presentations and demonstrations to:

- > Twenty-one (21) different prospects and
- > Achieve a minimum 6,000 Personal Group Volume points.
- > Consultant B must also personally sponsor three (3) Frontline Seniors.
- > All of these requirements must be completed within a period of 30 days.
- > The 21 Club Application and listing of Cs must be submitted to Nikken within 10 days of completing the 21 club.



Consultants may complete the Business 21 Club incentive as many times as they choose. It is a great way to build confidence and boost business.

### **ADDITIONAL BENEFITS OF 21 CLUBS:**

- > Learn how to give presentations through observation & later participation
- > Learn how to take people effectively through an information process in under 21 days for “decision/closure” (many consultants mistakenly think this business is a 1 call close, it’s a process)
- > Learn how to effectively follow up (Best 24-48 hour window)
- > Learn how to ask questions & obtain decisions resulting in new WC’s & customers
- > Learn how to establish referrals for self& expand into 2 &3<sup>rd</sup> levels
- > Learn how to Leverage tools & how to best match tools with the prospects needs
- > Be able to duplicate this with Business Partners to develop a rapidly expanding team who create momentum

### **HOW TO INVITE FOR A 21 CLUB:**

**Make a list:**Put everyone you know on the list. Never, ever, ever prejudge anyone.

**Go over your list with your “A”.**

- Warm Market with Credibility & Relationship
- Warm Market to Reconnect
- Cold Market you “Bump into”

I have never felt more secure on how to build a multi-million dollar business in Nikken than utilizing the 21 clubs. Tony Scoma, Royal Diamond
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### **CONTACT:**

**Proper Invite:** I just got involved with a company called Nikken. It’s something I am very excited about it. We are doing what they call a 21 club, which means I have the opportunity to put 21 people in one month in front of the Business Opportunity, in front of the Products and get a decision to join me or become a customer. I want you to be one of those 21 people, because I would really like for you to join me in this business. (Share a legitimate compliment on why)

**Improper invite for a BUSINESS 21 club:** you call people up and say “Hi, I want you to do me a favor. I’m doing a 21 club and I need 21 people to present to, will you be one of them?”

**Set the appointment:** It’s best if the initial meeting is at a neutral site\* or through interactive media if in another State or Country. (\*Be mindful of choosing a place without high noise level or other distractions)

### **PRESENTATION:**

Leverage the “A” for the presentation.

The meeting should be for 45 minutes, maximum! The purpose of this meeting is an overview:

Recommended meeting format:

- > 5-20 minutes for rapport -Learn about the person if you don’t know very well. Listen for 2 areas of dissatisfaction where Nikken could be a possible solution.
- > 1 minute for your brief commercial
- > 3 minutes on the industry (best to use videos if possible)
- > 7 minutes on the product (demo if you can)
- 3 minutes on the timing
- 10 minutes to answer questions