

October 23, 2010

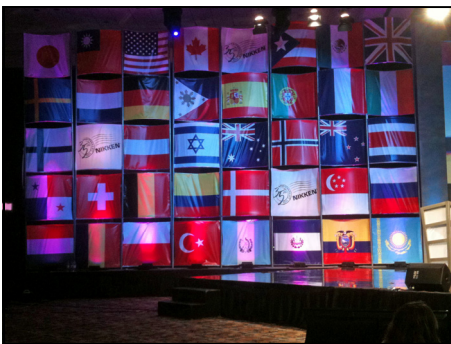
Hello Everyone,

What a great time to be in this business!



Cancun Convention

It was awesome! 1,600 consultants from 37 countries in attendance. The picture below shows the flags from all 37 countries assembled to the left of the stage.



Consultants of the Year! Pat Terry & Mac McDonald!!

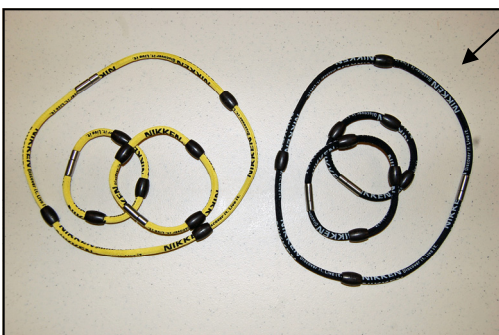
Isn't this great? Consultants of the Year in Nikken for the 2nd consecutive year! Way to go Pat & Mac.....We're really proud of you, and all that you do for everyone in Nikken.



New Magnetic Jewelry Products!

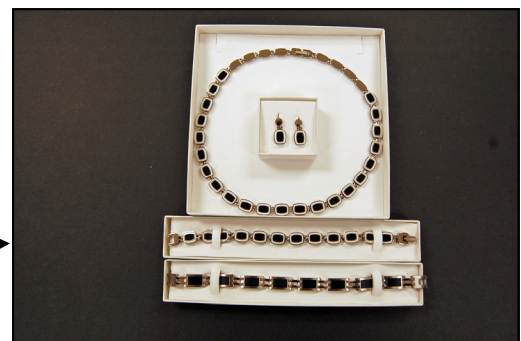
These will be available for purchase at the product launches that are happening around the country next month. Be sure to get to the one nearest you.

Remember, if you generate 2,000 PGV this month, you'll receive the Premium discount (50% greater discount than anyone else) on these products at the launch. Example: (If something is discounted 10%..... 50% greater discount would be a 15% discount).



Kenko Sports Bracelets & Necklace in Yellow & Black. Magnets, Far-Infra red & Negative Ion technology. Soft cloth cover.

Kenko Classic Jewelry: → Necklace, Earrings, & bracelet for women. Bracelet for men..



FREE Shipping & 10% Discount on all Naturest Sleep Systems thru October 31st! Example: Purchase a Queen Pad w/two pillows & comforter & save almost \$300!

All New Technology....The Kenko Light!



This is an awesome product! Dave Balzer said this is the greatest new technology introduction in the Nikken line since the introduction of far infra-red in 1994. Read the enclosed article by Jacob Liberman, OD, PhD, D Sc., to give you a glimpse of what this product will do for people.

This light has “no flicker” at all, so no eye strain, fatigue, etc. The brightness and intensity is controlled by the red ring near the base, which you turn with your fingers. It also has a USB port, so when you use it as a desk lamp, you can charge your phone or other USB powered appliance.

It produces natural full spectrum light, without UV rays and doesn't produce heat. The bulb will last for over 35,000 hours and only consumes 12 watts of power (about like the bulb in your refrigerator)

The health benefits of this are going to be really amazing! Doug Braun has been using it as a desk lamp for months and no longer gets sleepy in the afternoon after lunch. Again, read some of the benefits in Dr. Liberman's article.

Nikken is Getting “Greener”!

Nikken has always been concerned about having things natural, organic and very beneficial. President Doug Braun told us that Nikken is installing “Charging Stations” for electric cars at the home office. They are also going to have 2,600 solar panels installed that will provide 60% of the electrical power required in the building. That will make Nikken's home office the 3rd largest Solar Panel powered facility in the state of California. Way to go Nikken!

A New Era For The Future.... Compensation Plan Enhancements!!

About a year and a half ago, Nikken set out to review and analyze lots of things pertaining to our business.

Our business must be built on 1) Customers purchasing products every month; 2) Business builders purchasing packs and building an organization; 3) A compensation plan that rewards both; 4) A sales plan that can be easily duplicated.

Their focus and effort was to improve their support in each of these areas. As part of their ongoing strategy of focus, simplification and improvement, they are implementing compensation plan enhancements to reward activities that: 1) Drive growth; 2) Create long term stability; 3) Increase the income of active builders

Situation Analysis: The majority of volume in the business comes from the Silver and Gold levels. There is too much focus on pin development vs. volume. There are long recognition and earning increase gaps between Platinum to Royal Diamond levels. Top leaders have run into the top of the compensation plan.

Focus in the Plan: 1) Reward consistent performance; 2) Reward balanced organizational development; 3) Address growth inhibitors at both the bottom and top of the plan; 4) Drive the compensation plan at pivotal positions where the majority of the volume is created; 5) Maximize the number of Silver and Gold Consultants who are consistently group qualifying.

Starting in November, 2010: A “Qualified Producer Bonus” to reward consistent activity will be implemented for all Silvers and Golds. The Stair Step and Leadership position requirements will be modified to focus on desired activities. The Auto/Home program is modified to a “lifestyle” bonus that can be used for whatever you want. A car purchase is no longer required.

Many, many Silvers and Golds are within 500 points of qualifying each month, but for whatever reason are not qualifying. As you know the qualification levels for Silvers is 2,000 PGV and for Golds is 1,500 PGV.

It takes 20,000 PGV in one month to become a Silver....but then all Nikken is asking after that is for you to produce only 10% of that figure each month to be a qualified at your rank. This is why autoship is so important. As a Silver, if you and only 19 others in your personal group have an autoship of only 100 PV per month....you would be a qualified Silver each and every month.

Now Nikken will reward you for consistently qualifying! Qualify at 2,000 PGV minimum as a Silver or 1,500 PGV minimum as a Gold in November and December (two consecutive months), and in January, instead of receiving a 20% rebate on your volume for December....you will be paid an additional 1% or 21%! Qualify again in January (three consecutive months), and in February....you will receive an additional .5% or 21.5% rebate on your January volume. Qualify again in February (four consecutive months), and you will receive an additional .5% or 22% rebate in March on your February volume. You will receive this 22% rebate on your volume from then on if you always qualify at or above the minimum volume required.

What does the extra 2% rebate mean: 15,000 PGV at 20% = \$3,000 check; 15,000 PGV at 22% = \$3,300 check....a 10% increase in the size of your check!....just for consistently qualifying at your rank.

Any Silvers and Golds that do not qualify at their rank in any given month will be paid a 15% rebate on their PGV for that month. Qualify at Silver or Gold in any month and you will receive a 20% rebate. Continue to consistently qualify for two or more months in a row, and watch your rebates climb from 20% to 21%, then up to 21.5%, then up to 22%....which can go on for ever if you never miss a qualifying month.

Again.....you can see the importance of a strong autoship program within your personal group. There are people in our organization who have a consistent 5,000 to 10,000 PGV in their personal groups just from autoship who will never even have to think about not qualifying and will always receive the 22% rebate.

If someone fails to qualify in any given month.....they will be starting over in the consistency process and build up from 20% the first month they re-qualify, to two consecutive months: 21%....three consecutive months: 21.5%....four or more consecutive months: 22%.

Everyone who is serious about creating a solid Nikken business will benefit greatly from this enhancement.

After the first of the year, the enhancements for Platinums and up will be announced.....giving everyone a chance to develop very solid organizations and benefit monetarily as well.

The “Game” of Nikken

When you sit down to play an unfamiliar game, you usually ask, “What is the object of this game?” There are almost always instructions and rules for play.

There is a way to keep score.

Most of us play to “win”.

There is sometimes an element of “luck” involved.

Winning or losing is usually not a matter of “life” or “death”. If we lose it’s a bummer, but life goes on.

Some games are more challenging than others and some people tend to do better than others.

We can develop our “skills” to get better at games as we play more often.

Cheating almost always has negative consequences.

Games cause us to focus.

Competition in games can cause us to be more productive than if we weren’t playing against someone else.

Can you see how “playing” Nikken can be like a game? Instructions and “rules” come in your business kit, and in the compensation plan.

The object is to “inspire individuals to discover a whole new way of life and provide them the opportunity to live it by changing their lives through improved health and financial well-being.”....and at the same time....change the lives of you and your family for the better.

Keep score by how your organization is growing and the size of your check, and the “Thank you’s” and hugs you receive for changing someone’s life.

We’re offering a “gift”, not “begging a favor”....If someone’s not interested....”Have a nice day.” You are looking for people who are looking for you. You are “sorting” through the masses, asking questions, building relationships, presenting, following up, etc.

Keep playing Nikken.....the rewards will come in so many ways!

From a couple who believes in and appreciates you. Dennis & Ruth

The Effect of Sunlight and Full-Spectrum Light on Health, Wellness & Performance

Jacob Liberman, OD, PhD, D Sc.

The Power of Light

According to Goethe, "All life originates and develops under the influence of ...light..." This becomes obvious when we experimentally place plants, animals, or humans in a darkened environment and notice that their life force gradually diminishes, bring life to a halt. Without light there is no will to live, we are robbed of the spark that propels our spirit.

When the same experiment is repeated using artificial lighting, such as cool-white fluorescent tubes, the natural growth pattern of both plants and animals is significantly affected, reducing lifespan, and at times manifesting as physical abnormality. In humans, there is a decrease in attention, learning ability, performance, and productivity, an increase in stress, irritability, errors, and fatigue, and a major increase in cavities. However, when children are placed in classrooms that incorporate natural daylight, learning ability, test scores, and productivity significantly improve. Natural daylight in retail locations boosts sales by 40%.

All biological life is composed of, and dependent on, light. That is why "solar system" means of or derived from light. When Nobel Laureate Albert Szent-Gyorgyi says, "All the energy we take into our bodies is derived from the sun," he is literally saying that light is the primal nourishment for life. The body is a biological light receptor, the eyes are transparent biological windows designed to receive and emit light, and all physiological functions are light dependent. As an example, routine exposure to sunlight reduces resting heart rate, respiratory rate, blood pressure, and blood sugar, while increasing energy, strength, endurance, stress tolerance, and the ability of the blood to absorb and carry oxygen. Light guides the eyes, physical movement and physiological function, hence light and life are inseparable.

How does the oneness of light and life affect us personally? The spectrum of electromagnetic radiation ranges from cosmic rays to electrical waves. Within this vast range lies the tiny band of "visible" frequencies of light, containing a rainbow of colors that resonate with life itself. Every human function is light dependent. Thus, our ability to take in the entire visible spectrum of light determines the amount of life force available to us in each moment.

Light and the Eyes

How does light impact us so profoundly? It is said, "the eyes are the windows of the soul? But what does that mean? In the New Testament, Luke 11:34 states, "The light of the body is your eye; when your eye is clear, your whole body is clear, your whole body is also full of light; but when it is bad, your body is full of darkness." Most people are aware of the relationship between light and vision. However, few are aware that non-visual light-sensing cells in the eyes are present and functioning at birth, long before the rods and cones that process light into vision. This confirms the inseparable link between light, the eyes, and our survival.

The eyes are responsible for 90% of the information we take in during our lifetime. Of the 3 billion sensory inputs received by the body each second, 2 billion are received by way of the eyes. 98% of the sun's light enters the body through the eyes, the other 2% by way of the skin.

Every 2 hours approximately 99% of the body's new blood volume is exposed to light as it circulates through the blood vessels on the back of the eye, continually altering blood chemistry.

Every substance ingested by the body has a maximum wavelength absorption characteristic. In other words, for any ingested substance to be fully digested and assimilated by the body, it must go through a series of chemical reactions, catalyzed by a specific portion of the electromagnetic spectrum. Blue light, for instance is required for the breakdown and excretion of bilirubin, while ultraviolet is necessary for the synthesis of vitamin D. Anything we ingest must interact with a precise segment of the electromagnetic spectrum in order for it to be fully metabolized. Therefore, any portion of the spectrum we are not assimilating will affect our ability to fully absorb the nutrients in the food we eat.

Light entering the eyes also travels to the site of the body's biological clock within the hypothalamus, known as "the brain's brain", the hypothalamus is the body's major integration center for information from the nervous system, endocrine system, immune system and emotional centers, as well as the initiator and director of our reaction and adaptation to stress. In essence, the hypothalamus uses light activated information to regulate the body's vital functions.

Until recently, the pituitary was referred to as the body's master gland. However, it is now recognized that the body's real master gland is the pineal. Referred to as the "third-eye" by Indian mystics and the "seat of the soul" by Descartes, the pineal is considered the body's "regulator of regulators". Acting as the body's "light meter," it simultaneously communicates information about time of day, time of year, spectral characteristics, and the earth's electromagnetic field with every cell in the body. In so doing, each cell orchestrates its internal function and synchronizes itself with Mother Nature. Light's stimulatory and regulatory effect on the human body occurs by way of the eyes.

The human energy system is in a continual homodynamic state. This critical preservation of harmony is accomplished by constantly linking our vital functions with the chronology of the cosmos. Thus, our receptivity to the full spectrum of sunlight determines our degree of oneness with life.

The Impact of Full Spectrum Light

Just as poor diet can lead to malnutrition, ingesting poor quality light can result in mal-illumination, with similar effects. Dr. John Ott, pioneer in the development of full-spectrum lighting, demonstrated that only the full spectrum of sunlight induces full growth in plants. He also found that chickens living under artificial lights live half as long, are more aggressive, and produce eggs with significantly more cholesterol. Mice living under commonly used fluorescent lights lived half as long as those living under natural daylight. Dr. Ott also found that children in classrooms illuminated with full-spectrum light demonstrated a marked improvement in academic achievement within one month, significantly less hyperactivity, and 33% less incidence of cavities.

Under natural daylight or full spectrum light that duplicates natural light, visual acuity, accuracy, and productivity increase. Students and office workers experience far less fatigue and chance of error. Absenteeism due to illness decreases and people have more energy. When one company redesigned their facility with full spectrum light, they saved \$235,000 annually from reduced computer errors by employees.