



NIKKEN[®] Discover it. Live it.

1004

For your body and mind

NIKKENFIELD CONVENTION - SAN ANTONIO, TEXAS

10
17
20
14

Are **YOU** ready?



NIKKEN

Energy Drink Mix
Mezcla de Bebida Energética

Matcha Green Tea + Kiwi Flavor
Sabor a Té Verde Matcha y Kiwi



20 Packet
Net Wt. 5.1g
Peso Neto 5.1g



KENZEN
ten4
Real energy. Pure delight.

Real energy. Pure delight.

Wake up your body and mind the healthy way.

KenzenTen4 is made with real ingredients – including what is known as “nature’s own energy drink,” organic matcha green tea, and one of the most nutrient-dense superfruits, New Zealand kiwi.

Whether it’s 10am or 4pm, you’ll experience up to 6 hours of energy.

this is **NOT** your
typical energy drink!

The Energy Drink Market (2013)

1.



\$3,433,000,000
(3.4 BILLION)

2.



\$3,147,000,000
(3.1 BILLION)

3.



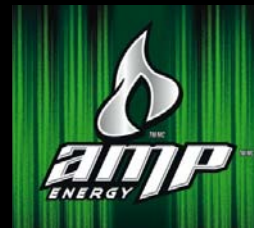
\$821,000,000

4.



\$274,000,000

5.



\$239,000,000

6.



\$104,000,000

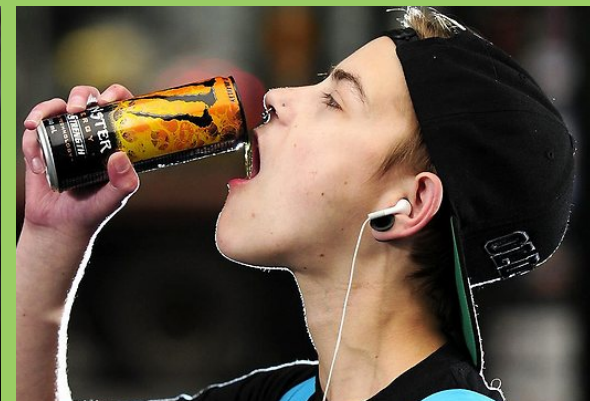
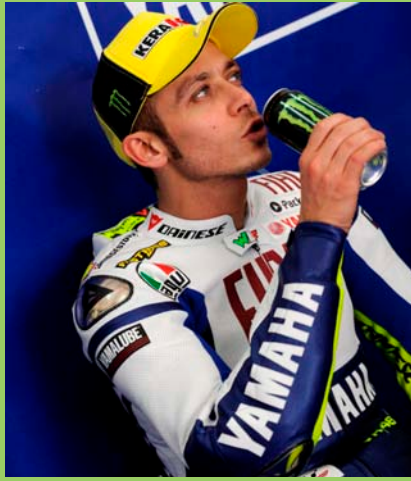
7.



\$43,000,000

TOTAL OF TOP 7 BRANDS
\$8,061,000,000

Source: Caffeine Informer 2014



A photograph of a Starbucks Coffee storefront at night. The main sign above the entrance reads "STARBUCKS COFFEE" in large, illuminated green letters. To the right, a circular Starbucks logo sign is visible. The glass entrance reflects the interior lights and shows some Chinese characters and a phone number. The scene is lit with warm interior lights and cool blue exterior lights.

STARBUCKS
COFFEE

Q2 2014 =

\$3,900,000,000

3.9 billion dollars in just 2nd quarter!

Energy drink market future



A **NEW** demographic is emerging as a top consumer of these beverages — **busy young mothers.**

Source: Shook Hardy & Bacon LLP 2013

Energy drink market future



Busy mothers and their households... are **more likely** to drink energy drinks than the **average U.S. household.**



Source: Shook Hardy & Bacon LLP 2013

Other energy drinks

Artificial ingredients

High sugar (sucrose or fructose) content

Strong stimulants: taurine, ginseng, carnitine

Preservatives

High calories

Too much junk!

Kenzen Ten4

80mg of **caffeine** from organic matcha green tea

Made with **organic ingredients**

No artificial flavors, sweeteners, colors, preservatives

Nutrient rich kiwi known for nourishing vitamins and minerals

Only 25 calories



GLUTEN FREE



Ten4 has 80mg of *natural* caffeine

COMPARISONS	CAFFEINE	COMPARISONS	CAFFEINE
COFFEE		ENERGY DRINKS	
Brewed	95-200	5-Hour Energy	200-207
Espresso	47-75	Red Bull	75-80
Specialty (latte/ mocha)	63-175	Rockstar	79-80
TEA		OTHER PRODUCTS	
Black tea	14-70	Excedrin	65
SOFT DRINKS		NoDoz	200
Coke	23-35	Chocolate Chips	104
Dr. Pepper	36-42		
Mountain Dew	42-55		

Ten4 has only 5 grams of organic cane sugar with 25 calories

Brand	Sugar	Calories
Arbonne Energy Fizz Sticks	1	13
Usana Rev3 Surge	2	10
Evolv Fuel	3	15
Nikken Ten4	5	25
Isagenix Want More Energy	7	35
Vemma Verv	18	72
Red Bull	27	110
Rockstar	31	140
Starbucks Caffe Mocha Grand	35	330

Where does
our energy source
come from?

Organic matcha green tea

Matcha is highest grade of green tea

Organically grown in Japan, no pesticides or chemical fertilizers

Cultivation techniques used for 850 years

Shade grown under bamboo mats

Hand picked

Organic matcha green tea



Organic matcha green tea

Whole leaf is used

Distinctive, rich color and flavor

Blended with black, white and oolong teas

Produces a balanced combination

Benefits of organic matcha green tea

80 mg of natural caffeine

Supports body's ability to convert fat into energy

Elevates metabolism

EGCG (epigallocatechin gallate)

Supports healthy cholesterol, blood sugar and
blood pressure

Benefits of organic matcha green tea

Supports hormones that regulate appetite

Theanine

Believed to assist in mental alertness and clarity

Calming and focus, used in meditation

Tastes great

New Zealand Kiwi

Nature's superfruit, nutrient dense

Vitamins, minerals, fiber

Polyphenols, carotenoids, betacarotene

Amino acids, potassium

Alkaline

Low glycemic index

Extract made from the whole fruit

New Zealand Kiwi



Other ingredients

Vitamins B6 and B12 for quick pickup

Essential to prevent fatigue

Stabilized for this formulation

Organic cane sugar, trace amount

Natural stevia, blueberry powder for taste



FOR ANY TIME OF DAY

From 10am to 4pm
Up to six hours of
healthy energy

Freshness & convenience



Single serving packets

No measuring out required

Easy to carry

Easy to use for samples

How to use?

Add contents of one Ten4 packet with 8oz of cold PiMag water.

Stir, shake or blend.



Target market

The details

Box of 20 packets, \$35 wholesale

(\$1.75 per packet)

Costs less than serving of Red Bull, 5 Hour Energy or Starbucks latte

Ideal pricing for Autoship and sampling

Gateway product

Special Offer!

Purchase Ten4 Launch Pack – Save 40%

- 4 boxes of Ten4 with FREE Neon Green Powerband Neck

\$105 wholesale (regularly \$176)

89.25 CV

Available this weekend ONLY! Free sample with order form will be handed out as you leave tonight!

Kenzen Ten4™

1.

80 mg of smooth caffeine
from organic matcha green tea

Kenzen Ten4™

2.

Made with organic ingredients

Kenzen Ten4™

3.

Helps burn calories and boost
metabolism

4.

Supports mental alertness
and clarity

Kenzen Ten4™

5.

Vitamins B6 and B12
for quick pickup

6.

Antioxidants to help
combat free radicals

Kenzen Ten4™

7.

Natural chlorophyll to
support detoxifying

8.

Nutrient rich kiwi known for
nourishing vitamins and minerals

Kenzen Ten4™

9.

Only 25 calories and 5 grams
of real organic cane sugar

Kenzen Ten4™

10.

No artificial flavors, sweeteners,
color or preservatives

New product

New market

New opportunity

= Mo' money!