

# NIKKEN<sup>®</sup>

---

*#1 Business Opportunity  
for the New Millennium<sup>™</sup>*



NIKKEN<sup>®</sup>

AT-A-GLANCE

**What if** *we could show you a way to  
dramatically improve the quality of your life?  
Giving you a stress-free, balanced lifestyle?  
With total financial security?  
And the knowledge that,  
for every dollar you earn, you've helped  
someone else feel better?*

**Wouldn't you** *consider that  
the opportunity of a lifetime?*

**There is one opportunity**  
*so unique, so powerful in its ability  
to transform lives,  
it can honestly be called the  
#1 Business Opportunity for  
the New Millennium.<sup>TM</sup>*

*That business is* **Nikken.**

*Let us show you why...*

## ADVANCED WELLNESS PRODUCTS

The foundation of the Nikken business opportunity is the phenomenal Nikken product line. These are the most highly advanced products in the world for promoting greater health and wellness.



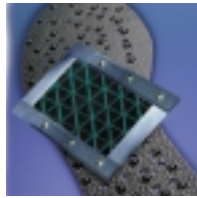


*“Nikken products are second to none. We have no competition. And Nikken is the only company we’ve ever seen that gives us everything we’ve ever wanted. The opportunity to make a lot of money, have a lot of fun while we’re doing it, and above all, impact people in a very positive way — both physically and financially.”*

— Reid Nelson, Royal Diamond Distributor

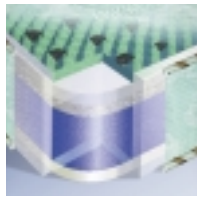
## LEADING-EDGE WELLNESS TECHNOLOGY

What makes our products so advanced? Nikken's exclusive, patented, cutting-edge technologies. Scientific breakthroughs like:



### ***EQL Magnetic Technology***

Patented EQL Magnetic Technology is exclusive to Nikken. It is a revolutionary design—a magnetic pattern composed of precise equilateral triangles. This creates a field of magnetic energy that is perfectly even and consistent across the entire surface. Nikken offers the *only* technology that provides 100% magnetic coverage, with no gaps.



### ***Advanced Sleep Technology***

Nikken's world-renowned sleep technology was originally developed after years of research by a team of medical professionals, engineers and scientists who knew that superior products should be designed around the physiology of sleep. Our current Sleep System features the latest, most groundbreaking developments in sleep science. In fact, it's so far ahead of its time, no other mattress or sleep system comes close.



### ***Far-Infrared Technology***

Nikken® Far-Infrared Technology features specially-made, ceramic-reflective fibers that absorb energy from multiple sources—sunlight, room temperature, body heat—and reflect that energy as gentle, breathable warmth. It's an innovation that provides natural warmth and also releases excess heat, so you feel comfortable at all times.



### ***PiMag™ Water Technology***

Used in the Nikken PiMag™ Water System, PiMag combines four technologies: high-tech carbon filtration; microfine ultrafiltration; Nikken magnetic technology; and ceramic elements that impart far-infrared energy to produce pi water, known in Asia for decades as “the water of life.” The result is a unique, patented system that makes water healthier to drink.

### ***Bio-Directed Nutri-Technology™***



Nikken's panel of four doctors developed a line of nutritionals unlike anything else on the market. Technologically advanced, using combinations of ingredients and processes exclusive to Nikken. Simple and easy to use, it's designed to let you direct your own supplement program. It sets a standard in nutrition as, quite possibly, the most complete and precisely-targeted nutritional system in the world.

### **UNPARALLELED QUALITY**

Nikken remains at the forefront of the world's most innovative advancements in wellness technology. At Nikken, we believe in quality. Quality in technology. Quality in materials. Quality in construction. We choose the best materials and manufacturing methods. This commitment to quality helps make Nikken products truly exceptional. And it's the essence of Kenko Technology.

### **LIFE-CHANGING RESULTS**

We receive powerful testimonials from our customers and distributors every day. That's because Nikken products offer more than just top quality — they can provide dramatic, life-changing results.

*“I have always wanted to be involved in a great cause, to do work that was important. Imagine being able to help someone get really restful sleep ... or be more active without discomfort ... or enjoy financial security. With Nikken, you have the power to make a difference in people's lives. The experience actually humbles you.”*

—Dave Johnson, Royal Ambassador Distributor

## THE MOST POWERFUL MARKET

Nikken's advanced wellness technologies are applied to address major concerns of modern living:

STRESS STRESS STRESS STRESS STRESS STRESS STRESS STRESS STRESS STRESS DISCOMFORT  
WELL-BEING  
HEALTH

And the timing couldn't be better. Nikken addresses many of the leading concerns that direct the spending patterns of the "Baby Boomer" generation. Every eight seconds, across North America, someone is turning 50. So it's no surprise that some of today's most significant trends are in the areas of security, health, and purpose in life. Nikken's products and business opportunity are tailor-made to meet these needs:

<i>Current Trends</i>	<i>How Nikken Meets the Need</i>
Security →	Outstanding business opportunity
Health →	Highly effective wellness products
Life Purpose →	Business philosophy centered around helping others improve health and well-being

This is the same generation that has already propelled industries like baby food, toys, real estate and investments to record heights. And today, people everywhere are dissatisfied with traditional healthcare and career options. They're seeking alternatives — and fueling the growth of visionary companies that provide quality choices. Companies like Nikken — a true leader in its field.

*Nikken addresses leading concerns of the "Baby Boomers."*

## A PHILOSOPHICAL FOUNDATION

Nikken's approach to wellness technology and philosophy has its roots in Japan — the world's healthiest nation, with the highest life expectancies of any country (77 years for men; 83 years for women).

*Source: World Health Organization statistics, 1999.*

At the core of Nikken's success is the company's 5 Pillars of Health™ philosophy. It's a balanced approach to living a purposeful life — an approach Nikken believes can help you achieve "total wellness." These five pillars are:



### THE 5 PILLARS OF HEALTH™

*When these pillars are balanced, you are living a life of "total wellness."*

The Nikken business opportunity is structured to help you have it all — financial success and a balanced lifestyle.

In keeping with this philosophy of balance and health, Nikken implements environmentally responsible measures in its operations. And through its unique Polar Bear Program, the company also promotes grassroots distributor efforts to improve the health of our environment.



## HIGH-CALIBER PEERS

Nikken is a very different kind of company. What sets us apart? Our technologically advanced products. The tremendous business opportunity. A solid business foundation with a strong history. And our philosophical approach to business. This extraordinary combination attracts a different kind of person.



The people who are drawn to Nikken are of a very high caliber. They include medical professionals, athletes, prominent members of the community and business people, laborers, homemakers and students. All have one thing in common: a genuine concern for others.

And at one time, just like you, they wished for a career option that could put them in control of their own destinies.

*They found it in Nikken. So can you.*

## THE MOST ETHICAL SYSTEM

As a Nikken Distributor, you'll be a participant in the most ethical distribution system in the world — network marketing where all distributors are offered an equal opportunity to become leaders and to create tremendous success. Nikken chose this method because it reflects our company philosophy.

In launching your Nikken business, you'll receive mentoring from a team of highly qualified people, through a well-defined global support system. And your primary activity will be simply sharing your genuine experiences: your results with these remarkable products ... your success with this exceptional business. A Nikken business is simple—and it's fun.

## THE #1 BUSINESS OPPORTUNITY

Nikken offers opportunities for success unheard of in traditional business. What would it take to become a corporate CEO, following the traditional model for success? Compare that career goal to the Nikken equivalent—the very lucrative Nikken Diamond ranks.

TRADITIONAL CEO vs. NIKKEN DIAMOND		
	CEO	NIKKEN
Education:	MBA	No degree necessary
Advancement:	can take 20 years if at all	can be as little as 5-7 years
Available Positions:	Limited	Unlimited
Atmosphere:	Extremely Competitive	Extremely Cooperative

Many industry experts believe that the Nikken business is number one among network-marketing companies.

Nikken can offer you the most outstanding path to creating a life of balance and abundance. It's a proven plan for success.

***Many Nikken Distributors earn more income with fewer downline members than distributors for other companies.***

And once you've investigated it for yourself, we're confident you'll agree: Nikken is the *#1 Business Opportunity for the New Millennium™*.

## **A STABLE, DEBT-FREE COMPANY**

Nikken is a solid, stable, debt-free company with 25 years of success. In fact, Nikken has earned Dun and Bradstreet's top rating (5A1) for its financial stability. In 1998, our global retail sales totaled \$1.5 billion. And in only 10 short years, Nikken's North American sales have grown to well over \$600 million, doubling nearly every year.



You can feel secure knowing that Nikken has sufficient capital to support its visionary expansion plans. So you can focus on building your business in complete confidence. And as Nikken's global influence expands, so can your business — with downline organizations and international volume in any Nikken country around the world.

## **THE NIKKEN WORLD HEADQUARTERS**

Our World Headquarters spans almost 215,000 square feet on a 14-acre site in Irvine, California. The design elements of this



exquisite structure were carefully chosen to reflect Nikken's philosophy of balance and total wellness. This building truly represents Nikken's legendary quality — excellence down to the smallest detail.

Featuring astounding technologies and distributor-service capabilities, the Nikken World Headquarters will revolutionize the network-marketing industry. It is a testament to the company's stability and longevity. The result of our past achievements, it points to our brilliant future.

If you are in the Southern California area and would like to experience our impressive World Headquarters for yourself, tours are available Monday through Friday at 9 a.m., 11 a.m., 2 p.m. and 3:30 p.m.

## **NIKKEN DISTRIBUTOR QUALIFICATIONS AND BENEFITS**

### **DIRECT DISTRIBUTOR**

#### **How to Qualify**

- Read, understand, and accept Nikken's Policies & Procedures and Compensation Plan.
- Complete a Distributor Application & Agreement and send it to headquarters. (Corporate approval is necessary before you officially become a Direct Distributor.)
- Purchase a Sales Kit (which contains everything you need to start your distributorship), except where mandatory purchase is prohibited by law, by sending \$49 (US), \$73.50 (CN), plus tax.

#### **Benefits**

- Order products directly from Nikken at wholesale price.
- Order through eNikken™, Autoship and N.E.A.T.+™ for efficient, economical order processing.
- Sell to customers for a 25% retail markup profit.
- Begin to build a personal sales group by sponsoring other distributors into the Nikken opportunity.

### **SENIOR DISTRIBUTOR**

#### **How to Qualify**

- First, be a Direct Distributor.
- Achieve one-time ₩500 Personal Volume in a calendar month.
- Accumulate additional ₩1,000 from Personal Group Volume within the same calendar month or ₩1,500 from Personal Group Volume any following calendar month.

#### **Ongoing Monthly Qualifying Requirements**

- ₩100 Personal Volume.

#### **Benefits**

- 25% retail markup profit on personal sales (when sold at suggested retail prices).
- A rebate equal to 5% of all your Personal CV. This is called a Personal CV Rebate.
- An override equal to up to 5% of your Personal Group CV. This is called a Personal Group CV Override.

### **EXECUTIVE DISTRIBUTOR**

#### **How to Qualify**

- First, be a Senior Distributor.
- Achieve ₩5,000 Personal Group Volume in a calendar month.

#### **Ongoing Monthly Qualifying Requirements**

- ₩100 Personal Volume.

#### **Benefits**

- 25% retail markup profit on personal sales (when sold at suggested retail prices).
- 10% Personal CV Rebate.
- Up to 10% Personal Group CV Override.



### **BRONZE DISTRIBUTOR**

#### **How to Qualify**

- First, be an Executive Distributor.
- Achieve ₱10,000 Personal Group Volume in a calendar month.

#### **Ongoing Monthly Qualifying Requirements**

- ₱100 Personal Volume.

#### **Benefits**

- 25% retail markup profit on personal sales (when sold at suggested retail prices).
- 15% Personal CV Rebate.
- Up to 15% Personal Group CV Override.

#### **Leap into the Limitless Realm of the Leadership Bonus!**

When you attain the rank of Silver Distributor, you jump into an exciting new area of income potential. In this and all higher ranks, you qualify to earn the highly rewarding Leadership Bonus. This bonus is based on the productivity of the Silver Distributors (or above) in your downline and their Personal Groups.

As distributors in your Personal Group rise to the Silver rank, they take their own Personal Groups with them and they receive Personal Group Volume credit for their efforts. You will earn something even better: the Leadership Bonus! This bonus equals 6% of the Personal Group CV down through as many as two levels of qualified Silvers and above.



### **SILVER DISTRIBUTOR**

#### **How to Qualify**

- First, be a Bronze Distributor.
- Achieve ₱20,000 Personal Group Volume in a single month.
- Develop three Senior (or above) legs.
- Attend a Silver Training Seminar.

#### **Ongoing Monthly Qualification Requirements**

- ₱100 Personal Volume.
- Maintain a Personal Group Volume of ₱2,000 each month to be eligible for a Leadership Bonus.

#### **Benefits**

- 25% retail markup profit on personal sales (when sold at suggested retail prices).
- 20% Personal CV Rebate.
- Up to 20% Personal Group CV Override.
- 6% Leadership Bonus on Personal Group CV down through two levels of qualified Silvers (or above).



### **GOLD DISTRIBUTOR**

#### **How to Qualify**

- Develop three first-level Silvers or above.
- Attend Gold Training.

#### **Ongoing Monthly Qualification Requirements**

- ₱100 Personal Volume.
- Maintain a Personal Group Volume of ₱1,500 each month to be eligible for a Leadership Bonus.
- Maintain three qualified Silver (or above) legs.

#### **Benefits**

- 25% retail markup profits on personal sales (when sold at suggested retail prices).
- 20% Personal CV Rebate.
- Up to 20% Personal Group CV Override.
- 6% Leadership Bonus on Personal Group CV down through three levels of qualified Silvers (or above).



### **PLATINUM DISTRIBUTOR**

#### **How to Qualify**

- Develop three first-level Golds (or above), or six first-level Silvers (or above).

#### **Ongoing Monthly Qualification Requirements**

- ₱100 Personal Volume.
- Maintain a Personal Group Volume of ₱1,000 each month to be eligible for a Leadership Bonus.
- Maintain three qualified Gold (or above) legs, or six qualified Silver (or above) legs.

#### **Benefits**

- 25% retail markup profits on personal sales (when sold at suggested retail prices).
- 20% Personal CV Rebate.
- Up to 20% Personal Group CV Override.
- 6% Leadership Bonus on Personal Group CV down through four levels of qualified Silvers (or above).



### **DIAMOND DISTRIBUTOR**

#### **How to Qualify**

- Develop three first-level Platinums (or above) or six first-level Golds (or above).

#### **Ongoing Monthly Qualification Requirements**

- ₱100 Personal Volume.
- Maintain a Personal Group Volume of ₱500 each month to be eligible for a Leadership Bonus.
- Maintain three qualified Platinum (or above) legs or six qualified Gold (or above) legs.

#### **Benefits**

- 25% retail markup profits on personal sales (when sold at suggested retail prices).
- 20% Personal CV Rebate.
- Up to 20% Personal Group CV Override.
- 6% Leadership Bonus on Personal Group CV down through five levels of qualified Silvers (or above).

## SPECIAL FEATURES OF THE NIKKEN COMPENSATION PLAN

LEADERSHIP POSITION			
REQUIREMENTS	RETAIL SALES PROFITS	PV REBATE	PGV OVERRIDE
<b>ROYAL DIAMOND Distributor</b> DEVELOP 3 FIRST-LEVEL DIAMONDS OR 6 FIRST-LEVEL PLATINUMS	25%	20%	5% 10% 15% 20%
<b>DIAMOND Distributor</b> DEVELOP 3 FIRST-LEVEL PLATINUMS OR 6 FIRST-LEVEL GOLDS	25%	20%	5% 10% 15% 20%
<b>PLATINUM Distributor</b> DEVELOP 3 FIRST-LEVEL GOLDS OR 6 FIRST-LEVEL SILVERS	25%	20%	5% 10% 15% 20%
<b>GOLD Distributor</b> DEVELOP 3 FIRST-LEVEL SILVERS; ATTEND GOLD TRAINING	25%	20%	5% 10% 15% 20%
<b>SILVER Distributor</b> ¥20,000 PGV/MONTH AND DEVELOP 3 FIRST-LEVEL SENIORS & ABOVE; ATTEND SILVER TRAINING	25%	20%	5% 10% 15% 20%
<b>BRONZE Distributor</b> ¥10,000 PGV IN A SINGLE MONTH	25%	15%	5% 10% 15%
<b>EXECUTIVE Distributor</b> ¥5,000 PGV IN A SINGLE MONTH	25%	10%	5% 10%
<b>SENIOR Distributor</b> ¥500 PV, ¥1,500 PGV IN A SINGLE MONTH	25%	5%	5%
<b>DIRECT Distributor</b> US \$49 OR CN \$63.70 (SALES KIT)	25%		



### ROYAL DIAMOND DISTRIBUTOR

When you stand on the pedestal of the Royal Diamond Distributor rank, you become a legend in your own time. This position is available to all, but achieved only by those with the ability to help others attain their own personal best. Here, you become a leader whose attitude, skills and earnings stand as motivating examples to Nikken Distributors throughout the world.

#### How to Qualify

- Develop three first-level Diamonds (or above) or six first-level Platinums (or above).

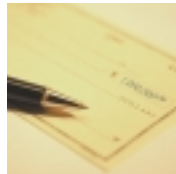
#### Ongoing Monthly Qualification Requirements

- ¥100 Personal Volume.
- Maintain a Personal Group Volume of ¥100 each month to be eligible for a Leadership Bonus.
- Maintain three qualified Diamond legs (or above), or six qualified Platinum (or above) legs.

#### Benefits

- 25% retail markup profits on personal sales (when sold at suggested retail prices).
- 20% Personal CV Rebate.
- Up to 20% Personal Group Override.
- 6% Leadership Bonus on Personal Group CV down through six levels of qualified Silvers (or above).

LEADERSHIP BONUS						
QUALIFICATION	LEVELS					
	1	2	3	4	5	6
¥100 PGV: MAINTAIN 3 OR MORE QUALIFIED DIAMOND LEGS OR 6 QUALIFIED PLATINUM LEGS	6%	6%	6%	6%	6%	6%
¥500 PGV: MAINTAIN 3 OR MORE QUALIFIED PLATINUM LEGS OR 6 QUALIFIED GOLD LEGS	6%	6%	6%	6%	6%	
¥1,000 PGV: MAINTAIN 3 OR MORE QUALIFIED GOLD LEGS OR 6 QUALIFIED SILVER LEGS	6%	6%	6%	6%		
¥1,500 PGV: MAINTAIN 3 OR MORE QUALIFIED SILVER LEGS	6%	6%	6%			
¥2,000 PGV	6%	6%				



### ROYAL AMBASSADOR DISTRIBUTOR

In recognition of sterling achievement, Nikken has established the Royal Ambassador position—a level without precedent in network marketing! Those who achieve this position of leadership are compensated for past and current

accomplishments—and for working with all Nikken Distributors, regardless of rank, level or line of sponsorship. The compensation includes a \$1 million check and other very special rewards, making this achievement one that is simply unmatched in the industry.

#### How to Qualify

- Be a qualified Royal Diamond Distributor.
- Have four qualified Diamond legs.
- Accumulate a minimum of ¥100,000,000 total downline PGV points from worldwide market units (maximum of ¥25,000,000 from one leg), within a 24-month rolling period, beginning the month a new Royal Diamond rank is achieved.

#### Benefits

- Same as Royal Diamond, plus...
- A one-time award of a million dollar check.
- One special auto per distributorship of lease (24-month) value up to \$100,000.
- \$5,000 business wardrobe with tailor selected by Nikken.
- Two separate dinner meetings with Nikken President and CEO Mr. Tom Watanabe.
- Royal Ambassador diamond pin.
- One first-class world trip per year with two-week agenda established by Nikken.



## NIKKEN'S LEADERSHIP AUTO AND HOME INCENTIVE PROGRAMS

Nikken takes every opportunity to recognize the efforts of its distributors. For example, Nikken offers very lucrative Auto and Home Incentive Programs — imagine, a company that offers to pay for your car and your mortgage!

Your “Nikken Car” and “Nikken Home” are reflections of your status as a successful Nikken Gold Distributor or above. Their value will correspond to your achievement level. Specific information on qualifications for these programs is outlined in the Nikken Distributor Reference Guide.

## OTHER AWARDS & INCENTIVES

When you achieve new levels of success in Nikken, you are always recognized for your efforts. Our unique incentive programs are designed to help you “learn the business” quickly, gain valuable hands-on training and build lasting relationships with other distributors. These programs are an excellent way to “jump start” your business.

Successfully completing any of these programs will result in rewards that include a story and photo in the monthly *Nikken Family Magazine*! Specific information on qualifications for these programs is outlined in the Nikken Distributor Reference Guide.



**21 CLUB**



**60K CLUB**



**PARAGON AWARD**

## NIKKEN UNIVERSITY

Nikken offers a series of comprehensive training programs designed to help you grow personally and professionally:



### SILVER TRAINING

- **HUMANS BEING MORE–SILVER TRAINING**, open to anyone, concentrates on personal development. It teaches living and leadership principles that can strengthen every aspect of your life and help you maximize your potential. This two-day seminar guides you to identify your values and core beliefs, and then equally as important, helps you understand how to live in accordance with those ideals.

### GOLD TRAINING

- **GOLD TRAINING**, this newly enhanced advanced leadership event is open to all Bronze Distributors (and above) who have attended Silver Training. This special “Train-the-Trainer” experience empowers the graduate to facilitate their own workshops. Included in this four-day program is a set of advanced training tools—special videotapes, audiotapes, Leaders Guide, and masters for workshop handouts and overheads. The systems taught in this important leadership development program will help boost the ability of the graduate to build large organizations.

### INTERNATIONAL

- **INTERNATIONAL BUSINESS CERTIFICATION (IBC)**, Nikken Distributors have the opportunity to develop distributors in markets throughout the world in countries where Nikken operates. To qualify for International Business Certification, distributors must have reached the level of Senior or above and attended Silver training.

### TECHNOLOGY WORKSHOPS

- **TECHNOLOGY WORKSHOPS**, another important element of Nikken University is found in the Technology Workshops conducted exclusively at the Nikken World Headquarters in Irvine, California. These workshops provide in-depth training on technologies relating to Nikken products, systems and services. Special guest speakers with expert technology knowledge appear (live and via videotape) in each workshop. These specialists are part of Nikken’s exclusive consulting team and are scheduled according to the workshop topics and their availability. Technology Workshops are available to distributors at all levels.

## ANNUAL CONVENTIONS

Each year, Nikken sponsors an exciting convention. Nikken Distributors gather to celebrate, to share, to be motivated and to be recognized for a job well done.

Distributors who attend this life-changing event have the opportunity to network with Nikken's top leaders, and for many it is an opportunity to see Nikken's big picture for the first time. Many say they come away with a much more "global" perspective of what the Nikken vision is all about.



**WANT TO KNOW MORE ABOUT WHAT A  
NIKKEN BUSINESS CAN DO FOR YOU?  
THEN TAKE THESE NEXT FIVE STEPS:**

- 1.** Call the person who gave you this brochure. Ask for more information about Nikken, the number-one business opportunity!
- 2.** Ask for a Nikken Rollout Experience. It's an incredibly relaxing introduction to Nikken's world-renowned sleep technology.
- 3.** Ask to attend the next Wellness Preview. You'll learn more about these remarkable products and meet other successful distributors already living the Nikken lifestyle.
- 4.** Review the Nikken Introductory Kit video and audiotape. If you haven't received them along with this brochure, ask for them! See for yourself why Nikken is the number-one business opportunity. And hear for yourself how other people just like you are creating success and total wellness with Nikken.
- 5.** Read through this brochure again. Jot down any questions you'd like answered during your next Nikken appointment.

***Taking these five simple steps today  
can literally change your life forever.  
Just ask a Nikken Distributor  
who's already there.***

# *Great Opportunities*

*cross our paths very few times  
in our lives. This is one of them.*

*This very moment can be  
the turning point  
that leads you to  
a higher quality of life — balance  
and total wellness.*

## *Seize it!*

# *Nikken.*

*The leader in wellness technology  
and the  
#1 Business Opportunity  
for the New Millennium.<sup>TM</sup>*



Your Nikken Independent Distributor

Place  
stamp  
here

#9510 1099  
NIKKEN Inc. • 52 Discovery • Irvine, CA 92618  
© 1989 NIKKEN INC.