

Upgrading to Kangen Water Technology	VS.	Continuing things the same way
Drinking Alkaline Ionized Water is already proven to be a healthier alternative to any other type of water.	Technology Advancement	Nothing special. Old ways have been surpassed by new research and development. Based on habits
Highly Cost efficient and can produce product as much as you want. Most people are already spending as much if not many times more already! (See Kangen Water Cost Analysis/ Comparison Chart.)	Cost Efficiency	Purchasing consumable product for the rest of life. Costs add up and far exceeds costs of Kangen Water technology.
Become more active in the Green movement by lessening the uses of household chemicals and plastic bottles for water and chemicals.	Environment	Add to horrific pollution problem of Earth. Add more plastic pollution to trash heaps internationally.
Make pro-active decisions for your health that fall in-line with 6,500 of Japan's top Doctors. (Kangen water endorsed by Japanese Association of Preventative Medicine For Adult Disease!)	Credibility	Old methods, not advanced. In the past. Not supported by forefront of Research and Development.
Prevent inflammation as much as possible by ridding acidic waste/toxins and having superior hydration and joint lubrication	Inflammation	Things get worse and worse by continuing acid build up and prolonging ineffective hydration.
Consume the highest Anti-Oxidant liquid on Earth everyday for you and your family for the rest of your lives.	Anti-Oxidants	Continue drinking oxidizing liquids speeding up the aging process and fueling cellular breakdown of DNA.
Provide your body daily the best quality medical grade ingredient of what your body is comprised of. (Water!)	Body Ingredients	Continue adding mediocre ingredients to your body, hence making it mediocre
Constantly rid acidic waste and toxins that your body will produce. (80% of what we eat and 99% of what we drink cause acidic waste.)	Acid/Alkaline Balance (Scientific Fact)	Constantly add to acidic waste of body. 99% of diseases stem from chronic ACIDOSIS of the body.
Keep the colon (like the 2nd brain) as healthy as possible for optimum nutrient absorption. Also flush away toxin/stagnation buildup everyday.	Colon Health	Build up of toxins and stagnation continue due to low pH and large clustered molecules inviting disease & other related issues (breast cancer, colon cancer, etc.)
When buying a machine, filling out a W-9, properly documenting everything, & having the INTENT to sell, you are now eligible for many tax benefits and an avg. of \$3k - \$5k more back in tax refund!	HUGE Home-Based Biz Tax Benefits	Continue to waste about an average of \$20 a business day on overpaid taxes & stay ignorant to the extreme financial benefits of owning a home based business.