



Created by  
**Compliance Department**

# Compliance Guideline

## Social Media Regulation Guideline Version 1.0

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**Enagic (Malaysia) Sdn Bhd**  
(201101042983) (Direct Sales License No.: AJL 931978)



## Introduction

# **The objectives of the guideline**

The objectives of this guideline is to establish standards of behaviour in respect of Enagic Independent Distributors and to:

- 1.Promote a civil society where social media activities will provide the basis of continuing enhancements to Enagic business and its quality.
- 2.Regulate the long-term growth of business.
- 3.Promote a high level of consumer confidence in Enagic business.



# Interpretation

**Advertisement** means any **Content** of a public nature whether for the sale or purchase or provision of services constituting of an invitation to participate in an activity and conveyed by or through any signage, image or sound disseminated through a network or digital media.

**Content** means any sound, text, still picture, moving picture or other audio-visual representation, tactile representation, or any combination of the preceding, which is capable of being created, manipulated, stored, retrieved, or communicated electronically.



# Interpretation

**Social Media** includes mobile, digital, online platforms and applications that allow the creation and exchange of user-generated content (either organic or paid) by individuals, communities, and corporations.

**Consumer** is a person who receives, acquires, uses, or subscribes to content relating to communication and multimedia within the meaning of Malaysian Communication and Multimedia Commission Act 1998.



# Regulations

## Advertisement on Medical Products, Treatments & Facilities

**Advertisements on medicines, remedies, appliances, skill and services** relating to diagnosis, prevention and treatment of diseases or conditions affecting the human body are under the authority of Medicine Advertisement Board (MAB), Ministry of Health Malaysia.

All advertisements shall comply with the requirements under ***Medicine (Advertisement & Sale) Act 1956, Medicine Advertisements Board Regulations 1976, Medical Device Act 2012, Medical Device (Advertising) Regulations 2019*** and any other relevant legislation, rules, guidelines and regulations governing the advertisement of medical products, treatments and facilities, including any amendments made to the same.



# Regulations

## Advertisements on Food and Beverage

**Advertisements relating to food and beverage products** that claim therapeutic or having prophylactic qualities shall be subject to prior screening.

All advertisements shall comply with the requirements under ***National Standard for Drinking Water Quality, Food Act 1983, Food Regulations 1985, Food Advertisement Regulations 2014*** and any other relevant legislation, rules, guidelines and regulations governing the advertisement of food and beverages, including any amendments made to the same.



# Regulations

## Advertisements on Cosmetic Products

**Advertisement relating to cosmetic products** shall comply with the ***Guideline for Control of Cosmetic Products in Malaysia*** and ***Guideline for Cosmetic Advertisement*** as published by the National Pharmaceutical Regulatory Agency (NPRA), Ministry of Malaysia and any other relevant legislations, rules, guidelines and regulations governing the advertisement of cosmetic products, including any amendments made to the same.



# Regulations

## Advertisements on Direct Selling Products

**All advertisements relating to Direct Sales and Pyramid Schemes** shall comply with the ***Direct Sales and Anti-Pyramid Scheme Act 1993*** which governs direct sales and the prohibitions schemes and any other relevant legislations, rules, guidelines and regulations governing the advertisement of Direct Sales and Pyramid Schemes, including any amendments made to the same.





# Regulations

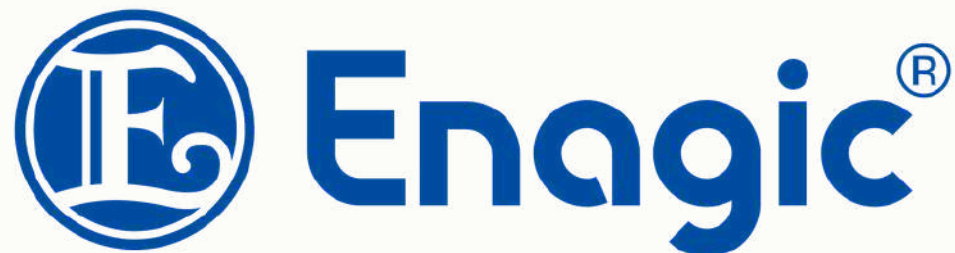
## Enagic's Policies & Procedures

**All advertisements relating to Enagic's products and/or business** shall comply with the ***Enagic's Policies & Procedures*** which governs our independent distributors' business conducts and any other relevant legislations, rules, guidelines and regulations governing the advertisement of company's products and/or services, including any amendments made to the same.



# 1. Profile Picture / Cover Picture

## Enagic Official Logo



*comes in blue and white colour*

Enagic (Malaysia) Sdn Bhd has successfully registered these marks with MyIPO:

- Kangen Water
- Enagic
- Leveluk
- Anespa
- Ukon

Enagic does not permit the use of its copyrights, designs, logos, trade names, trademarks and etc without obtaining **written approval** from the company.



# 1. Profile Picture / Cover Picture

Any use of our trade marks which is **not part** or **permitted** use by Enagic (Malaysia) Sdn Bhd in accordance to Trade Mark Act 1976 and Enagic Policies and Procedures can also be considered as an infringement of our trademarks by the virtue of Section 38 of the Trade Mark Act 1976.

Enagic reserves the right to take legal action if deemed necessary.

Reasons behind such limitation:

- to promote and safeguard company's reputation
- to protect the company's name, goodwill, and reputation from any illegal and/or activities conducted by third parties
- to prevent any confusion between official Enagic Pages with unofficial/fake pages.



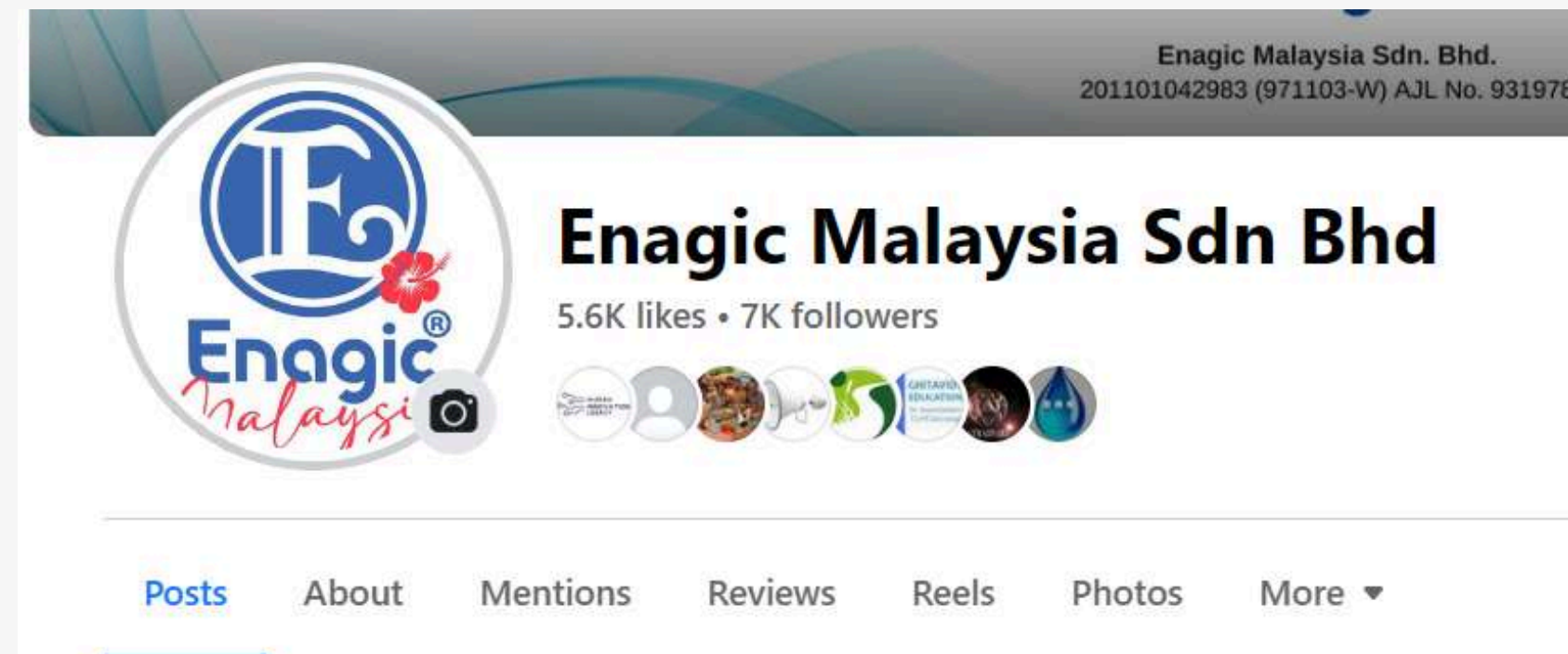
# 1. Profile Picture / Cover Picture

## Enagic Malaysia Official Pages

**Instagram:** <https://www.instagram.com/enagicmalaysia/>



**Facebook:** <https://www.facebook.com/MalaysiaEnagic/>



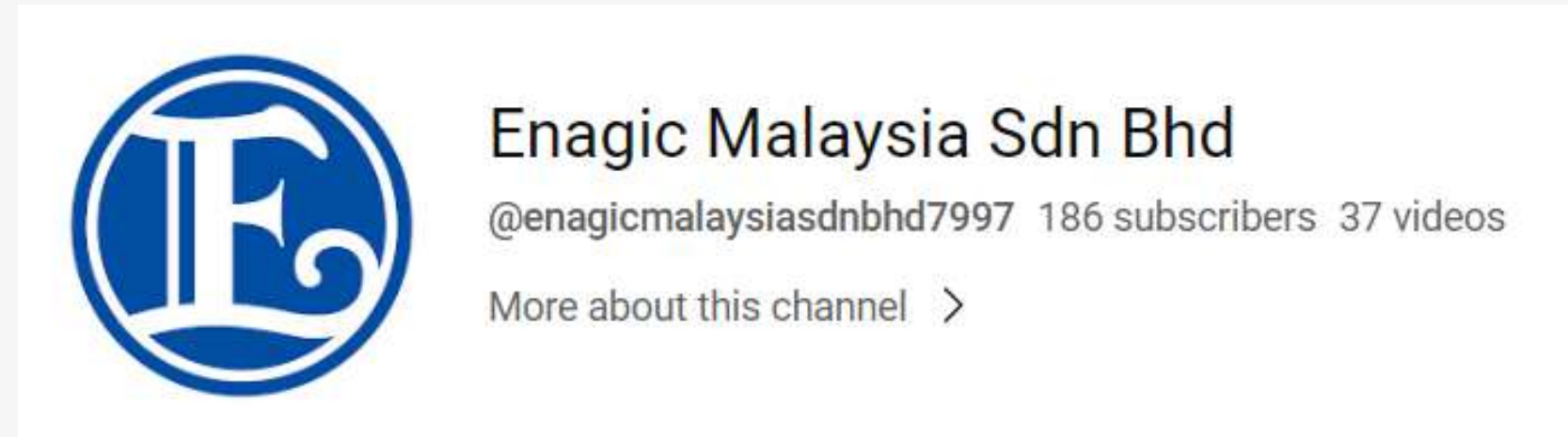




# 1. Profile Picture / Cover Picture

## Enagic Malaysia Official Pages

**Youtube:** [https://www.youtube.com/channel/UC-gLTK63R\\_YK6wpMaFSfRRQ](https://www.youtube.com/channel/UC-gLTK63R_YK6wpMaFSfRRQ)



**Telegram:** <https://t.me/+VBevvuoaHhgxtPle>



**WhatsApp Channel:**

[https://www.youtube.com/channel/UC-gLTK63R\\_YK6wpMaFSfRRQ](https://www.youtube.com/channel/UC-gLTK63R_YK6wpMaFSfRRQ)



Enagic MY Official Channel

Channel | 472 followers

<https://bit.ly/m/enagicmy>

[View channel](#)

Don't have WhatsApp yet?

[Download](#)



# 1. Profile Picture / Cover Picture

## Enagic Independent Logo



*comes in blue, white, and black colour.*

As an alternative, Enagic has developed an official “**Enagic Independent Logo**” which is specifically designed for distributors to demonstrate their distributorship status.

Enagic encourages the use of “Enagic Independent Logo” in your day-to-day promotional activities!

Any alteration to the logo in design or in any form and usage is strictly prohibited.

You may request for the file directly from Compliance Department.



## 2. Profile Name

To avoid any confusion between official Enagic Pages with unofficial/fake pages, Independent Distributors are not allowed to use misleading name that directly and/or indirectly represent Enagic's official pages on any social media platforms.

The name should not link to location, state, or district.

### Example:



**Kangen Water Enagic - Central**

Optician · 5 out of 5 · 484 followers

Menjual mesin Kangen Water (ENAGIC) . Set Beauty Rm 30(2btl).Sekitar Kedah, Penang, KL dan Selangor.



**Kangen Enagic HQ Sabah**

Health/Beauty



**enagickangensarawak**  
Sarawak Enagic Kangen

*Source from Facebook and Instagram.*

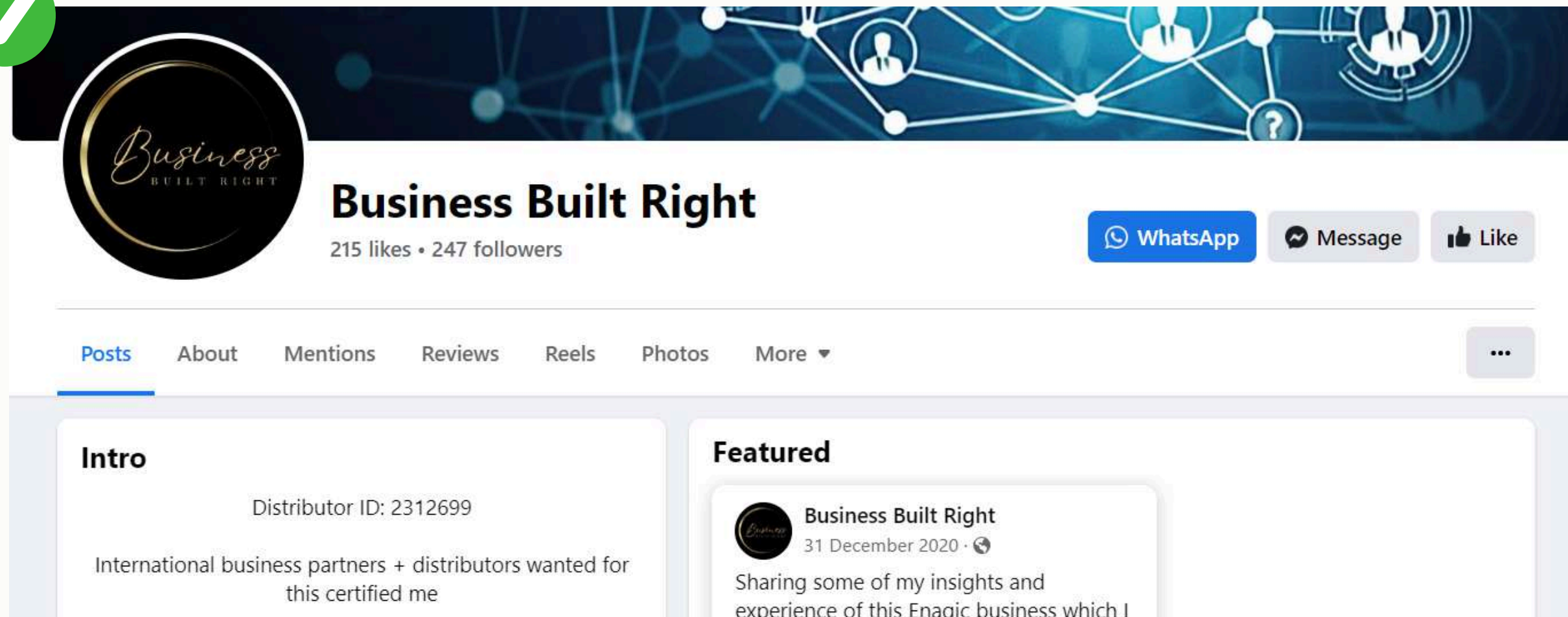




### 3. Identification

Enagic distributors are required to identify themselves towards their prospective buyers by stating their name and ID Number on their social media page.

#### Example:



Source from Facebook.





### **3. Identification**

Enagic distributors are required to identify themselves towards their prospective buyers by stating their name and ID Number during their live streaming on their own social media page.

Alternatively, Enagic distributors may show their Authority Card during the live streaming session.



## 4. Advertisement and Content

Independent Distributors must ensure the content:

- **does not mislead and contain false information.**
- legal, decent, honest and truthful
- of the information, facts and/or news come directly from Enagic.

Independent Distributors must **not misrepresent any matter likely to influence Consumers on**, among others:

1. source of the product, quality of the product, capability of the product, obligation (or non-obligation) in using a trial product, and others;
2. actual price of products and/or services without hidden costs;
3. conditions on the terms of payment such as single payments, instalment sales and etc; and
4. after sales services including terms of guarantee, delivery, exchange, return, repair and maintenance.

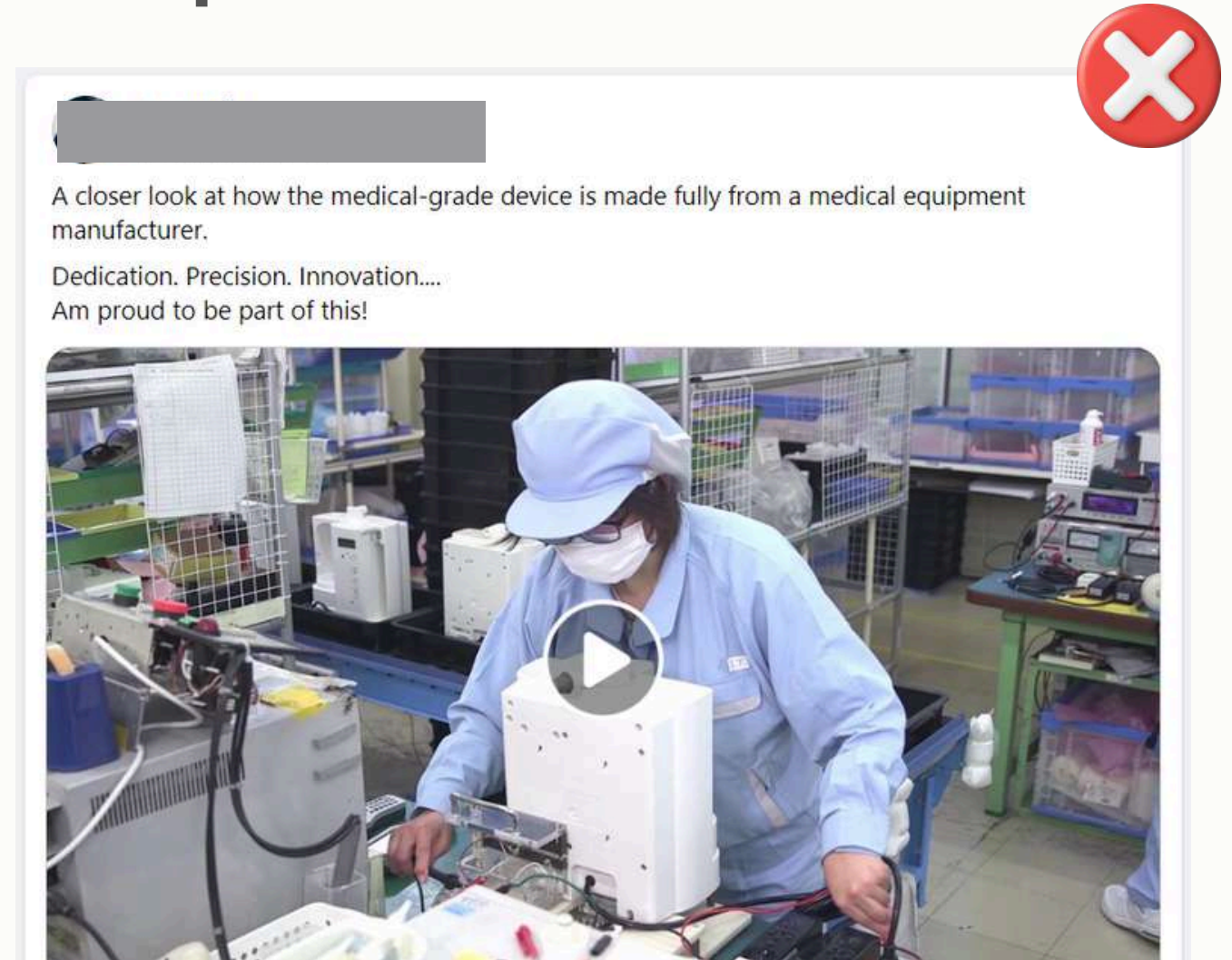


## 4. Advertisement and Content

Independent Distributors must ensure the content:

- shall not advertise as medical device.
- must not contains any medical claims or excessive claims whether directly and/or indirectly which may treat, cure, improve any diseases or ailments.

### Example:



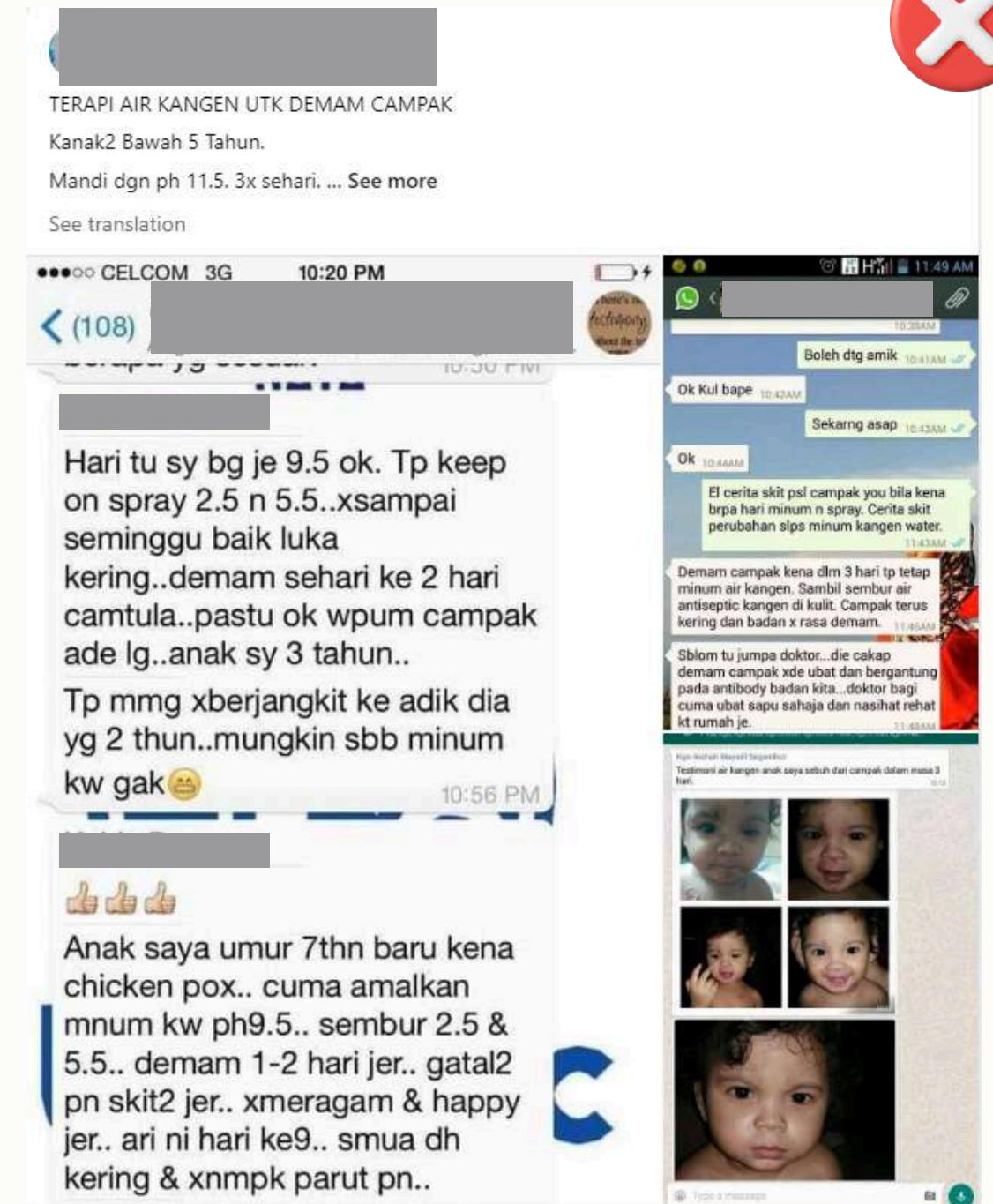


## 4. Advertisement and Content

Independent Distributors must ensure the content:

- does not recommend the consumption of Strong Acidic Water (pH 2.5) and Strong Kangen Water (pH 11.5).
- does not state Strong Acidic Water (pH 2.5) as a hand sanitizer.

### Example:



Source from Facebook.



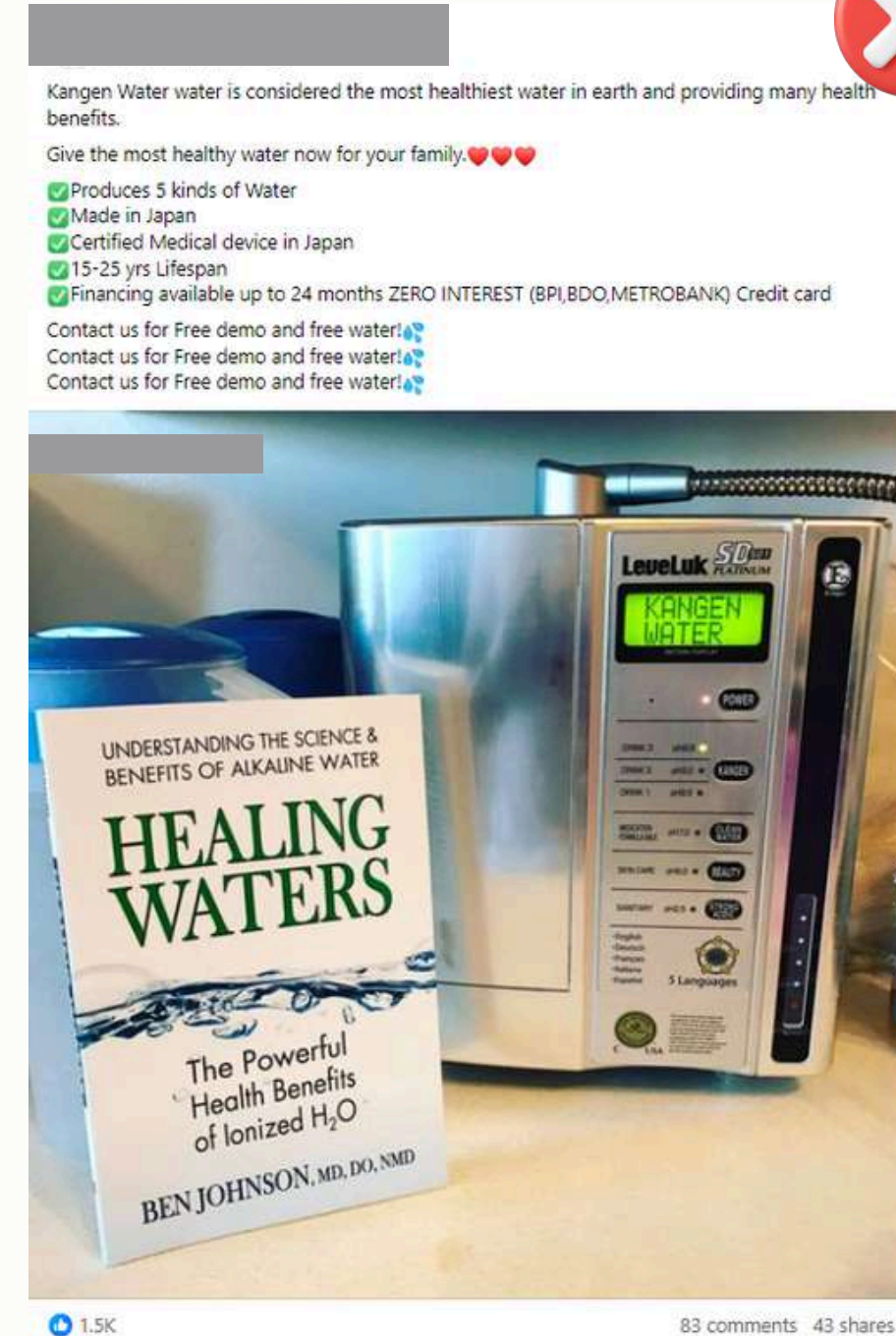


## 4. Advertisement and Content

Independent Distributors must ensure the content:

- **does not display any publication in relation with health** without the approval by the Medicine Advertisement Board.

### Example:

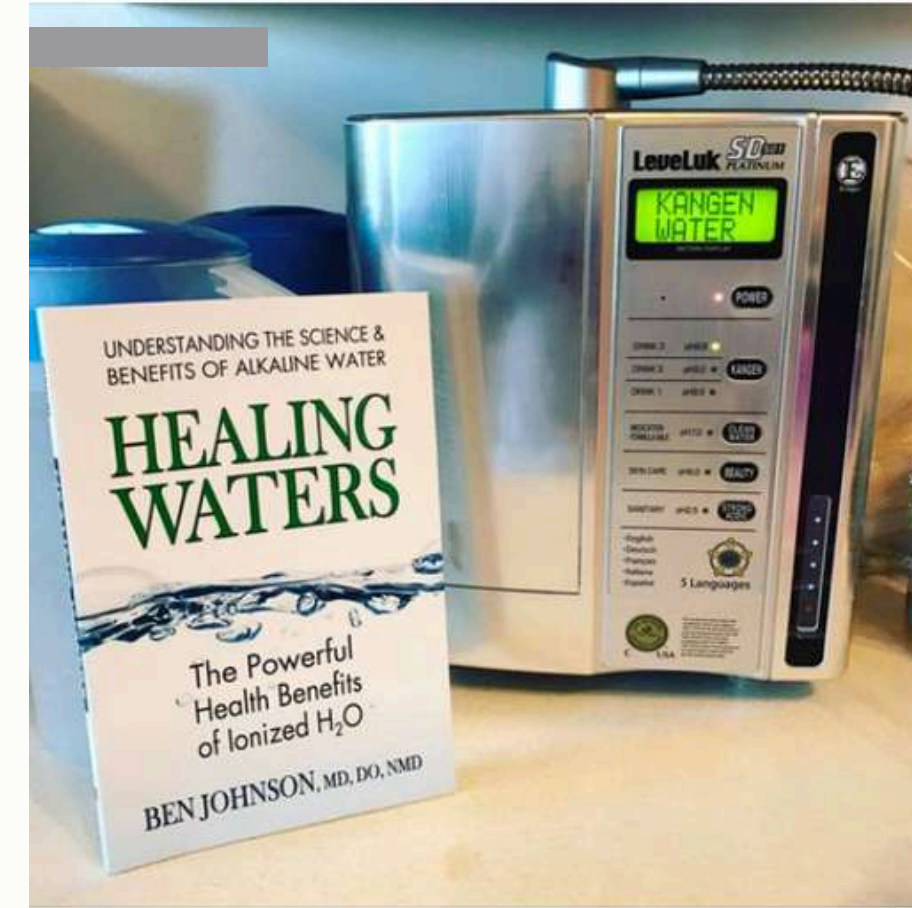


Kangen Water water is considered the most healthiest water in earth and providing many health benefits.

Give the most healthy water now for your family.❤❤❤

- ✓ Produces 5 kinds of Water
- ✓ Made in Japan
- ✓ Certified Medical device in Japan
- ✓ 15-25 yrs Lifespan
- ✓ Financing available up to 24 months ZERO INTEREST (BPI,BDO,METROBANK) Credit card

Contact us for Free demo and free water!💧  
Contact us for Free demo and free water!💧  
Contact us for Free demo and free water!💧



1.5K 83 comments 43 shares

Source from Facebook.



## 4. Advertisement and Content

Independent Distributors must ensure the content:

- does not include any testimonials and endorsement by a person with/without professional qualifications.

### Example:

American Anti-Cancer Institute Founder and Author of "Killing Cancer NOT People", Dr. Robert G. Wright Talks About Why He Endorses and Recommends Kangen Water:

Robert G. Wright, Director/Founder of the American Anti-Cancer Institute & Author of "Killing Cancer - Not People", talks about Ionized Water & Cancer.

The AACI "**American Anti-Cancer Institute**" chose Alkaline Ionized water "Enagic Kangen Water" as their Number One (#1) recommended natural product for cancer pat... [See more](#)

Robert (Bob) Wright  
American Anti-Cancer Institute  
International Wellness & Research Center  
[www.americanaci.org](http://www.americanaci.org) [info@amerincanaci.org](mailto:info@amerincanaci.org)



## 4. Advertisement and Content

Independent Distributors must ensure the content:

- **does not contains comparative advertising** – comparing Enagic products with other brands or products.

### Example:



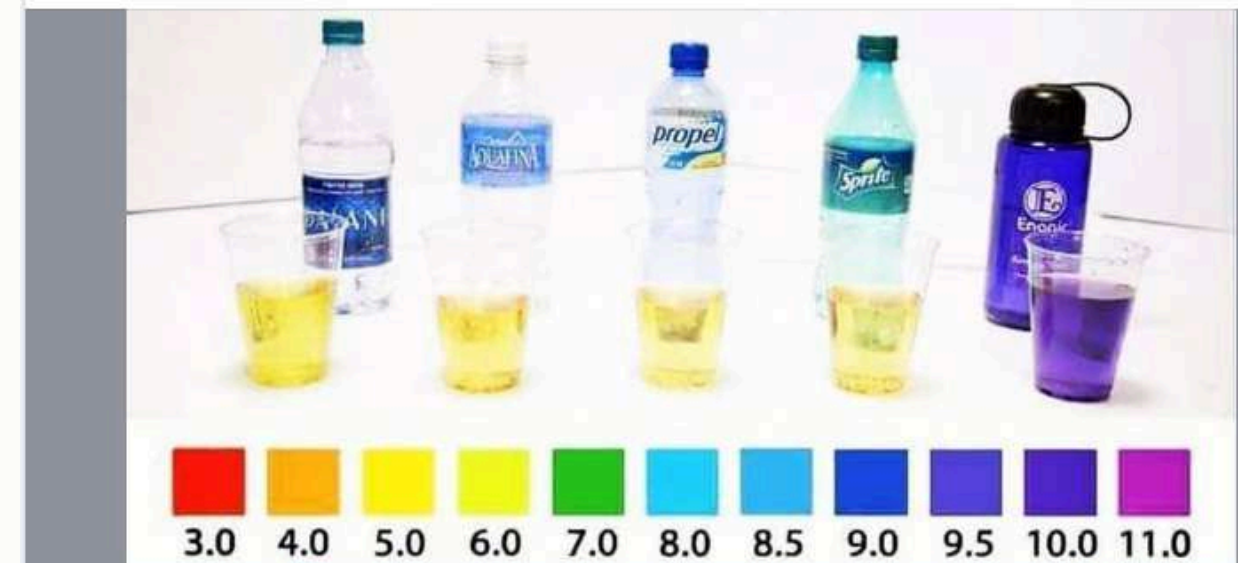
[ \*Badan anda adalah 75% air ! 💧\* ]

Alkali=sihat (purple)

Asid=sakit (kuning)

Anda perlukan air yang betul untuk cukupkan keperluan air ( \*Proper Hydration\*) dalam badan anda dan air tersebut sudah semestinya \*AIR KANGEN\*. Dengan kehadiran alkali yang cukup dalam badan anda, ia akan membantu badan anda untuk detox dan memastikan badan anda tidak berasid ! 💜 \*Tubuh badan yang berasid mengundang kehadiran pelbagai jenis penyakit !\* 💧 \*Anti-oksidasi\* ✅💧 \*Alkali\* ✅💧 \*Molekul... See more

See translation







## 4. Advertisement and Content

Independent Distributors must ensure the content:

- **does not contains comparative advertising** – referencing a competitor's brand or company in a way that negatively affects their reputation.

### Example:







## 4. Advertisement and Content

Independent Distributors must ensure the content:

- **does not play on fear** that may lead to public disorder and fear, and/or panic or is prejudicial to public order or national security.
- **does not** have the **intention of selling products, attracting new customers and online promotion activities** such as 'Free gift', 'Discount', 'Lucky Draw', 'Register for gift', 'DM for price', 'Ready stock to sell' and etc.
- **does not conduct any online membership recruitment activities** using any system since this is a door-to-door sales.
- **does not** include their **own product brochures, catalogues and leaflets** for their own business purposes.
- **does not involve a display of large volume of ready stocks (bulk)** on social media posts (maximum of 5 units are allowed).



## 4. Advertisement and Content

Independent Distributors must ensure the content:

- should not be advertised on **third-party online platforms** such as Shopee, Lazada, Facebook Marketplace, Carousell and etc.
- Enagic distributors are **not allowed to create independently-designed website** for Enagic business purposes.

### Example:



RM10,000

100% Genuine Enagic Kangen Leveluk SD501 Water Filter System Lonizer...

Petaling Jaya, Selangor



RM3,800

Used Kangen Water machine

Bandar Baru Bangi, Selangor



RM9,000 ~~RM9,800~~

Kangen machine water filter K8 original made in japan

Seri Kembangan, Selangor

Source from Facebook and Google.



## 4. Advertisement and Content

Independent Distributors must ensure the content:

- should not be advertised on **any commercial mass communication media** which includes paid advertisements, business entity platforms, news channels, articles, radio and television channels, internet or other channels.
- about **overseas products (non-registered)** must only contain product information. Distributors are **not allowed to resell overseas products** or **display any price in Ringgit Malaysia**.



## 4. Advertisement and Content

Enagic distributors **do not serve as representatives of the company** and are **not authorized to make official statements to the public.**

Distributors are **not allowed to represent the company** for any promotional endeavours such as interviews, news coverage, media attention, or public forum.

They are also **prohibited** from associating Enagic products with **political, racial, or religious matters.**

Distributors **lack the power or authority to impersonate representatives,** executives, or employees of Enagic.



## 4. Advertisement and Content

Enagic distributors must ensure the **personal information of other distributors and consumers** that are collected through Enagic business are **well protected with high confidentiality** and may not be used, stored, disclosed without the individual's prior consent.

Distributors are **prohibited from intentionally defaming the Company or fellow distributors, whether in public or private settings**, through slanderous remarks or actions.

Distributors must **not post anything** related to **group advantages, comparisons, or group-related information**.

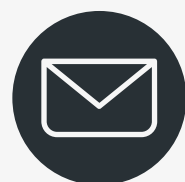




# Contact Us

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Should you need further assistance,  
please contact us at:



[compliance@enagic-my.com](mailto:compliance@enagic-my.com)



[www.enagic-my.com](http://www.enagic-my.com)



+03 2282 2332