



Created by  
**Compliance Department**

# Compliance Guideline

## Trademarks & Advertising Policy

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



Introduction

# Trade Marks Act 1976

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Enagic (Malaysia) Sdn Bhd is **a registered proprietor of trademarks bearing the mark “KANGEN WATER”, “ENAGIC”, “LEVELUK” and “ANESPA”** under the provisions of Trade Marks Act 1976 and Trade Marks Regulation 1977.



# 1. Infringement and/or Passing-off

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What is it considered as passing-off and/or infringement of Trademarks?

- 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.



# 1. Infringement and/or Passing-off

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## 5 TYPES OF WATER



Leveluk SD501  
(Medical Device)

<b>Kangen Water™</b> (Drinking Water)	pH 9.5
<b>Air Kangen</b>	pH 9.0
<b>Clean Water</b> Air Bersih	pH 7.0
<b>Beauty Water</b> Air Kecantikan	pH 5.5
<b>Strong Acid Water</b> Air Berasid Tinggi	pH 2.5
<b>Strong Alkaline Water</b> Kangen Water™ Beralkali Tinggi	pH 11.5

### Kangen Water™

Use for cooking/healthy drinking to maintain body health

### Clean Water

Use for infants and for those taking medication

### Beauty Water

Use as an astringent and preventing skin irritation

### Strong Acidic Water

Anti-microbial water use for cleansing, disinfecting, rinsing produces, soothes skin irritation and more

### Strong Kangen Water™

Use for food preparation and cleaning

### Air Kangen™

Sebagai Air minuman dan memasak bagi meningkatkan kesihatan badan.

### Air Bersih

Sesuai untuk bayi dan perubatan.

### Air Kecantikan

Digunakan sebagai astringen atau penyegar kulit.

### Air Berasid Tinggi

Digunakan sebagai anti bakteria atau anti microb untuk menyahjangan, pembersih, pembilas dan melégakan keradangan.

### Air Beralkali Tinggi

Menyingkir minyak, membuang racun serangga pada sayur-sayuran dan buah-buahan





# 1. Infringement and/or Passing-off

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The POWER of  
**KANGEN WATER™**

Enagic

CHANGE YOUR WATER...  
CHANGE YOUR LIFE!

TENAGA AIR KANGEN™  
UBAH AIR ANDA...  
UBAH KEHIDUPAN ANDA!

IS YOUR DRINKING WATER TOXIC?  
YES, if it comes from your tap, in a bottle, or from reverse osmosis,  
because that water is acidic. Your body needs alkaline water.

ADAKAH AIR MINUMAN ANDA TOKSIK?  
YA, jika ia datang dari paip, botol atau dari osmosis berbalik,  
kerana air itu asidik. Tubuh anda memerlukan air alkali.



## 2. Independent Logo

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Enagic distributors are only allowed to use the **Independent Distributor Logo**.

Where can you get the **Independent Distributor Logo**?

- sent an email to [compliance@enagic-my.com](mailto:compliance@enagic-my.com)





# 3. Written Approval

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

How to submit an application?

- You are required to fill up the **Approved Materials Certificate Form**.

What requires **written approval** from company?

- printed
- film
- sound recording
- on the internet
- etc



# 4. Responsibility

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Distributors are **fully responsible** for all of his/her verbal and written statements made regarding the products, services and/or marketing plan.

This include your sharing whether during **product & water presentations** also in all your **printed & electronic presentations.**



# 4. Responsibility

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Trademark registration provides:

- **Exclusive Rights** – Registered trade marks owners have exclusive right to use their marks in trading. They also have the rights to take legal action for infringement under the Trade Mark Law against others who use their marks without consent. They can either take civil action or lodge complaints to Enforcement Division for appropriate actions under the Trade Description Act 1972.



# 4. Responsibility

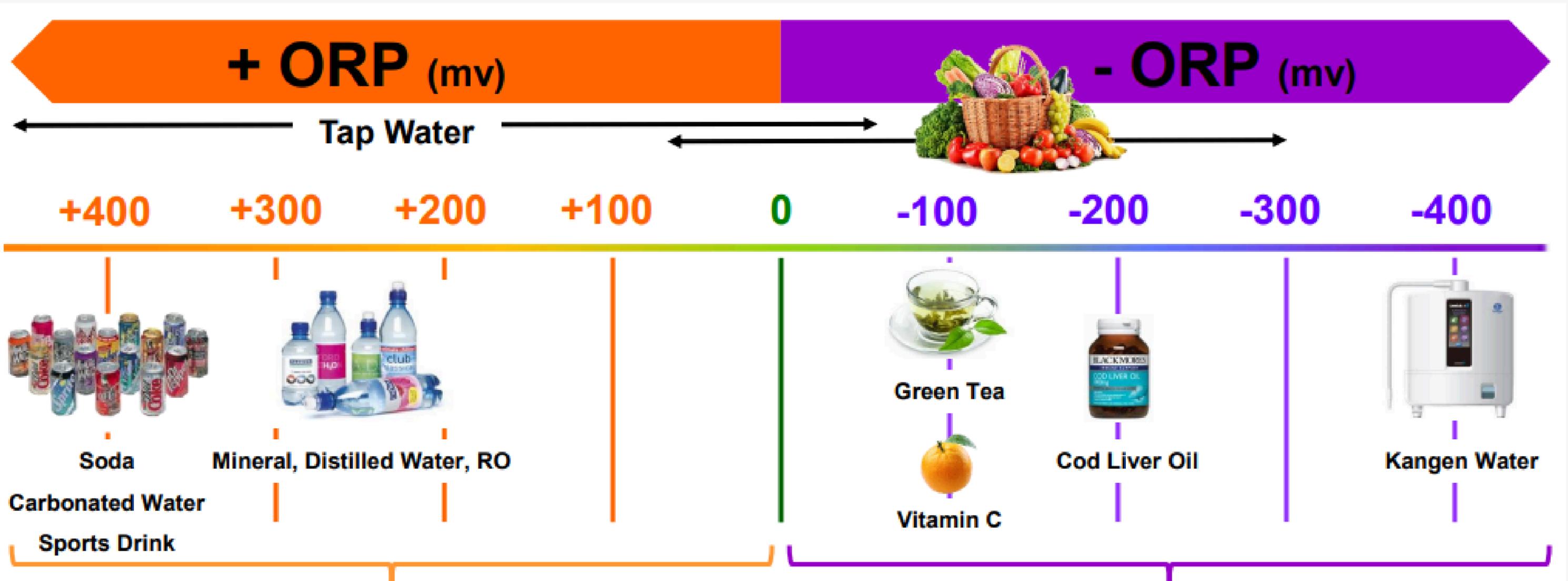
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Trademark registration provides:

- **Legal Evidence** – Registration certificate issued by Registrar Office is a prima facie evidence of trade mark ownership. A certificate of registration serves as an important document to establish the ownership of goods exported to other countries.



# 4. Responsibility





# 4. Responsibility

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Enagic shall not be liable for any judgements, civil penalties, refunds, attorney fees and court costs, lost business or claims due to the results of misrepresentations.



# 5. Advertising Policy

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Advertising on **radio, TV, newspapers, magazines** and **websites** (except Enagic Web System- EWS) is strictly **prohibited**.



# 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)



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