



Dealer Guide

Welcome to the Tyent Dealer Program



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WELCOME TO THE TYENT DEALER PROGRAM

**Guidelines for Best Practices
Selling Tools
Training & Certification
Personal Dedicated Account Representative
Interactive Webinars**

We realize that your success can depend on the resources and support available to help you reach your goals. Years of experience and feedback from both customers and our dealers helped us develop a formula for dealer success.

Welcome to the Tyent Dealer Program. By choosing to become a Tyent Dealer you have taken a huge step towards controlling your own future. There couldn't be a better, faster growing or more universal industry, and with Tyent USA's unparalleled service, training and support you couldn't possibly choose a better partner to help you reach your goals.

Tyent dealers are realizing the fantastic profits that are only available to those offering high-end products with solid brand name recognition. Tyent water ionizers have been awarded some of the highest ratings for quality, reliability, ease of use and design - making Tyent one of the most sought after brands on the market.

The Tyent brand name was built on a firm commitment to quality - second only to customer service. We realize that your success can depend on the resources and support available to help you reach your goals. Years of experience and feedback from both customers and our dealers helped us develop a formula for dealer success which includes:

- ▶ Guidelines for Best Practices
- ▶ Selling Tools
- ▶ Training & Certification
- ▶ Personal Dedicated Account Representative
- ▶ Interactive Webinars

These are all part of our formula for dealer success. This Dealer Guide will provide you with the basics to begin building your business, even before your first shipment arrives. It also provides information about additional resources and training available exclusively to Tyent USA Authorized Dealers to ensure your long term success.

I'd like to personally thank you for joining the Tyent USA Authorized Dealer Program, and on behalf of the entire staff here at USA, welcome. We look forward to a long and successful relationship with you.

Joe Boccuti

**President
Tyent USA**

TYENT DEALER BEST PRACTICES

MAP Pricing & Promotional Guidelines

MAP Pricing and Promotional Guidelines as outlined on TyentDealers.com should be strictly followed to protect the Tyent name brand and price integrity.

Wholesale Ordering

To ensure prompt processing, fulfillment and accurate tracking of wholesale orders, all orders should be placed using the TyentDealers.com online ordering system. Should the online ordering system be unavailable for any reason, wholesale orders can be placed by phone directly through your Dedicated Account Representative.

Customer Order Processing

Customers should receive a receipt or confirmation of their order which includes dealer contact information, transaction date, amount and items ordered. This should be provided at the time of order placement or within the same business day the sales transaction is completed.

Shipment tracking information should be provided to customers within one business day of receiving their order. If a product is unavailable for shipping at that time, the customer should be advised and offered any available alternatives as soon as possible.

Returns and Repairs

Dealer return policy and procedures should be posted clearly on your dealership's website and any location where you accept orders and payment from customers for Tyent Products.

Customers requesting repairs under warranty should be advised to include the proper documentation to ensure prompt service.

Product Knowledge

Sales representatives for your dealership should have a good basic understanding of the Tyent product line, how the units operate and the basic uses for Tyent Water Ionizers.

Tyent USA Dealer Relations

As a dealer you should maintain an open line of communication with Tyent USA through your Dedicated Account Representative or by offering feedback on newsletters or through interactive dealer webinar events.

Sub-Dealerships

Sub-Dealers are to be treated as extensions of your Tyent dealership and held to the same MAP Pricing and promotional guidelines. You are responsible for training, supporting and monitoring your sub-dealers as you would any member of your sales staff.

TYENTDEALERS.COM

Whether your dealership will sell Tyent products through physical retail locations or exclusively online, there are resources you'll need for marketing your business and fulfilling customer orders.

That's why we created TyentDealers.com – a website is where you'll find the tools and resources you'll need to promote your business and educate potential customers. It's also where you'll go to place orders, check shipping status, manage your personal account information and find promotional and educational materials available exclusively to Tyent USA Authorized Dealers.

Just type "tyentdealers.com" into your browser's URL bar to get to the login page and use the credentials your dedicated account representative provided to you when you were accepted into the Tyent dealer program.

To get the latest updates about special sale events and other helpful information, you'll want to make sure that your newsletter subscription is active. If your dashboard shows that you're not subscribed to any newsletters, just click "edit" next to "Newsletter Subscriptions."

The "resources" page lists the free, print-ready materials that are available for immediate download from tyentdealers.com. You'll find professional business cards, brochures and posters that can be customized with your contact information and printed locally.

You'll also find high resolution graphics that you can use to create your own marketing materials as well as several ready-to-use ads for print or online advertising.

DVD's, brochures and flyers found in the "Printed Materials" section of the website are all pre-produced pieces that answer some of the basic questions about Tyent products and the benefits of ionized water.

These marketing materials are ideal for retail locations or when customers call and ask to have information sent to them by mail. They are also great hand-outs at product demonstration events or to help you establish referral relationships with local businesses in your area.

If you're not sure which of these materials are best for your dealership, we recommend ordering a starter pack that includes

- ▶ **the Alkaline Water Brochure Sample pack**
- ▶ **the Disease Specific Brochure assortment and a Tyent Product DVD 10-pack**

[Home](#) / Tyent Dealers - Resources

NEWSLETTER

Sign Up for Our Newsletter:

Subscribe

Resources

- Business Cards
- Hi-Tes Graphics
- Print-Ready Posters
- Print-Ready Brochures
- Lease Program
- Contact Us

TyentDealers.com

Ordering this combination will give you a good sampling of the available marketing materials. When you're ready you can choose to re-order the items that are most effective for your dealership.

You can also choose to resell these materials to sub-dealers which you establish in your area or you may just want to provide them as a courtesy so that visitors to their location can learn more about Tyent products and the benefits of ionized water.

If you take the time to review the materials available through TyentDealers.com you'll likely find that just about everything you need to establish and promote your Tyent Dealership is right there.

Ordering Products

As you begin to make sales you'll need to replenish the inventory that you purchased as part of your Tyent dealer package. It's also a very good idea to keep an inventory of replacement filters and other accessory items on-hand.

Placing your order though tyentdealers.com is quick and easy. The products are organized by category – just add the products you want to the cart. The system will recognize the items in your cart and show you other products that are typically ordered with what you have selected.




Checkout is secure and you'll receive confirmation by e-mail as well as notice when your order ships.

RECENTLY VIEWED PRODUCTS
Alkaline Water Brochure Sample Pack - Generic 3x50
Tyent DVD's (10-pack)
Tyent General Brochures (50-pack)
Tyent Disease-Specific Brochures (Assorted 50-pack0
Dealer Marketing Kits

Shopping Cart

Check out with **PayPal**
The safer, easier way to pay

Proceed to Checkout

		Tyent Disease-Specific Brochures (Assorted 50-pack) Select Multiple Brochure Types by holding the "ctrl" key (distribution will be even) Arthritis, Cancer, Colon Cancer, Diabetes	\$10.00	<input type="text" value="1"/>	\$10.00
		7070 & 9090 **ONLY** - Ultra Water Ionizer Filter Replacement Set	\$95.00	<input type="text" value="10"/>	\$950.00
		GoodLife Venture 1000ml Select a color Purple	\$19.47	<input type="text" value="24"/>	\$467.28

Continue Shopping

Update Shopping Cart

If your order was placed before 2pm EST Monday through Friday, shipment tracking information should be available later the same day. If your order was placed after 2pm or over the weekend or holiday, shipment tracking is usually available sometime during the next business day.

FINANCE & LEASE OPTIONS

Most customers choose to purchase their Tyent water ionizer outright. For others, monthly payments are a better fit for their budget.

Tyent USA has partnered with MedLoan Finance to offer affordable financing for qualified buyers. This gives your qualified customers the option to have a Tyent water ionizer in their home by making a single down payment. MedLoan Finance processes the application and works directly with the customer to work out payment terms.

Once approved, your customer will be able to purchase their Tyent water ionizer from you, paying in full. MedLoan Finance handles collection of the down payment and monthly payments. All you have to do is provide your customer access to the finance application and wait for their order once they have worked out loan terms with MedLoan Finance.

You can also offer customers leasing options on Tyent water ionizers. On approval, the customer makes a down payment directly to you and then monthly payments to the leasing company. Once you receive the down payment and the customer has returned the delivery and acceptance agreement, you will be paid in full for the difference between the retail price and your wholesale cost.

Information on the Tyent Lease Program and instructions for signing up with MedLoan Finance are available through TyentDealers.com. We encourage you to review this information so that you are prepared to handle customers who are looking for finance or lease options.

For some potential customers, making a sale may come down to payment options. If you have questions about the Tyent Lease Program or getting set up with MedLoan Finance, don't hesitate to ask your Dedicated Account Representative for clarification.

MAP PRICING

When a customer wants the best, the choice is clear – that’s why Tyent USA has established firm guidelines for Minimum Advertised Pricing. All Tyent USA dealers are expected to adhere to MAP guidelines for pricing and “free gift with purchase” options.

Tyent USA’s MAP Pricing guidelines were established to:

- ▶ **Protect Tyent brand name integrity.**
- ▶ **Prevent dealers from under-cutting other Tyent USA dealers.**
- ▶ **Ensure each dealer equal opportunity for profitability and success.**

As a Tyent USA dealer you will receive advanced notice of special sale pricing so that you have time to make changes to your website or marketing materials. Dealers who violate MAP pricing guidelines risk losing their Authorized Dealer Status.

Dealers are authorized to offer customers “free gifts with purchase” provided the total retail value of the free gifts does not exceed \$200.

“Free Shipping” offers are considered part of the \$200 minimum retail value of any free gift packages with established values as follows:

- ▶ **Ground Shipping - \$0 retail value**
- ▶ **3-Day Select Shipping - \$10 retail value**
- ▶ **2nd Day Air Shipping - \$20 retail value**
- ▶ **Overnight Shipping - \$30 retail value**

At no point should any web site, print media, or advertisements include the following or similar verbiage:

- ▶ **“We will beat any price”**
- ▶ **“Never Undersold”**
- ▶ **“We will beat any price by ‘X’% or \$”**
- ▶ **“Call for lower price”**
- ▶ **“\$400 (or other amount or %) in un-advertised savings off your next purchase”**
- ▶ **“best offer” and/or any similar wording that would indicate pricing lower than the current Tyent Authorized Sale Price at the time**

Sales tactics including but not limited to “click cart for discount” or “Enter promo/coupon code for discount” are acceptable provided the discounts applied do not exceed current Tyent Authorized Discounts or the \$200 “free gift” value, including previously stated values for shipping methods.

IF AND ONLY IF NO FREE GIFTS ARE INCLUDED...Verbal discounts can be given by phone up to \$150.00 total in lieu of the \$200 “free gift” bonus option with no restrictions on free shipping methods offered.

Tyent USA routinely hires additional staff to perform phone screenings to ensure that dealers are not violating this verbal discount policy.

QUICK START GUIDE

Your first shipment of Tyent water ionizers should be arriving in a few days. In the meantime there are a few things you can start doing now so you'll be ready to start making sales once your shipment arrives.

While You're Waiting

Familiarize yourself with the FAQ pages included at the end of the Tyent Dealer Guide. These pages will help you prepare for the questions that prospects and potential customers are most likely to ask.

- ▶ **Review the “Benefits” pages included at the end of the Tyent Dealer Guide. These pages include the most common benefits of using both ionized alkaline and ionized acidic water and will help you establish value in the minds of your prospects.**
- ▶ **Set your personal goals – plan to expand. Successful dealers will have two prospect lists:**
 - One for individual sales through group or one-on-one demonstrations
 - One for sub-dealers – local businesses willing to display and sell Tyent products through their location in exchange for a share of the profit.
- ▶ **Don't forget your hair salon, your chiropractor, your massage therapist, yoga instructor or acupuncturist.**
 - At the end of your appointment or session, ask them if they'd have five to ten minutes sometime soon for you to explain the benefits of ionized water and how it could benefit their business.
 - Don't expect them to drop everything right then, ask for a separate appointment – but be prepared if they ask for more information on the spot!
- ▶ **Develop a “lead source” prospect list – these are individuals or business locations that can help you maintain a steady source of new prospects for you to turn into customers.**
 - Businesses that aren't ready to become a sub-dealer may be open to making your information available to their clientele.
 - Brochures next to a drop box at a location can be simple, effective lead generators. Having a pad of “contact information” slips printed is fast and inexpensive.

PREPARE TO DO BUSINESS

If you are not prepared to accept payments, you are not prepared to do business! If you have not set up an account with a local or online bank for accepting payments you should do this now.

- **Most customers will pay with a credit or debit card which will save you the wait and worry that comes with payments by check.**
- **PayPal, Google and Yahoo all have merchant payment programs that are relatively fast and easy to set up.**
- **Online payment processors like Authorize.net also have good merchant tools for accepting payments.**
- **If you are working with a local bank branch they will be able to advise you on options they provide for accepting credit card payments.**

Tyent has made special arrangements for Tyent USA dealers for financing through MedLoan Finance Company. In order to offer finance options to your customers you will need to contact MedLoan Finance to set up an account. They will provide you with your own link where customers can apply online or applications that customers can fill out and fax in if they prefer. Go ahead and get the ball rolling so you'll be ready for your first customer who requests financing.

- **Go through the resources at TyentDealers.com – look for the dealer tools available to help you start promoting yourself and your dealership, such as:**
 - Business cards
 - Brochures, DVD's
 - Promotional images and materials for your location or your website.
- **Start building your personal story by making note of:**
 - How you learned about ionized water
 - Why you felt having a water ionizer was worth the investment
 - Why you decided that Tyent was the best choice for water ionizers
 - And get ready to keep track of the benefits you notice once you started drinking ionized water.
- **Don't forget the family pet! Most pets develop a taste for ionized water and will choose it over regular tap water.**
- **If you have an older pet or if you have a pet with health issues, pay attention to the difference in their activity level and behavior – many owners report increased mobility and alertness in older, ailing pets.**
- **DEVELOP YOUR PROSPECT LIST – As you read through the FAQ's and "Benefits" documents, think of health conscious people you know or perhaps suffering with one of the conditions listed. Write down those names – get your prospect list started!**

WHEN YOUR SHIPMENT ARRIVES

Now you're ready for hands on experience and putting your knowledge and planning to work.

▶ **Once your shipment arrives, install and start using your personal Tyent water ionizer.**

- The sooner you start drinking the water, the sooner you'll start noticing the benefits you'll want to tell your prospects about.
- Start a journal of the benefits you notice after you start drinking the water.
- You'll likely notice a difference in your mental and physical energy levels within the first day or so, but don't stop your record keeping there.

Make notes about how many people around you come down with colds or the flu, how often you're exposed to them. Then make note of how many times you come down with the same thing in comparison.

▶ **Learn how to operate the advanced features as soon as possible.**

- The better you understand everything you can do with your Tyent water ionizer, the more effective you'll be selling the benefits of owning a Tyent.

▶ **If you haven't already gone through the MMP and UCE "Use and Operation" training series, you should do this now.**

- Tyent water ionizers are easier to use, allow users to customize more settings and are easier to adjust to individual preferences than any other water ionizer. This is a key selling feature.
- The "Use and Operation" videos will show you how to perform every available operation so you can demonstrate the unique flexibility available only to Tyent owners.

▶ **Start practicing your product demonstration! A good product demonstration can be your most effective selling tool.**

- Watch the Tyent product demonstration video.
- You can duplicate it exactly for starters – then put your own spin on it as you start having your own personal experiences using and experimenting with the water.
- Practice on friends and family – they'll be more forgiving as you develop your technique – and let's face it – these demonstrations have a definite "wow" factor. Whether or not your "practice subjects" buy, you can bet they'll tell at least one person about it. That one person could be your first – or next – sale.

WHEN YOUR SHIPMENT ARRIVES

- ▶ **Develop a mini-demo presentation that you can have ready anytime, anywhere. Carrying a demo unit around with you all the time isn't practical – and business owners don't necessarily have time to drop everything for you to set up your unit and do a demonstration.**
 - A mini-demo presentation can help you book a future appointment for a full demonstration. GoodLife bottles, especially the one-liter size, are ideal for mini-demos.
 - A full GoodLife bottle, some pH testing drops, a tea bag and a brochure or fact sheet are all you need to convince most people that they want to learn more.
 - Pulling a few items out of a bag can be far less intimidating on a first contact than opening up a demo unit, but just as effective.
 - Streamline your mini-demo so that it takes no longer than five minutes – if you make a good presentation, you'll be there for longer or you'll get an appointment to come back for a full demonstration.

MARKETING & LEAD DEVELOPMENT

- ▶ **Once you're comfortable with your personal demonstration and your "mini-presentations" start working your prospect list!**
 - Schedule and perform Tyent demonstrations
 - Contact local businesses and health care practitioners
 - Dedicate a couple of hours a week to "cold calling" – walking into local businesses, introducing yourself – asking for five minutes to explain the product and demonstrate the power of the water.
- ▶ **Start tracking your progress - record both successes and failures, both are equally valuable learning tools.**
- ▶ **When you have a success, make note of what parts of your presentation or demonstration appeared to move the prospect(s) the most.**
 - **Failures can generally be traced back to two things: objections and prospect quality.**

Make note of objections you are unable to overcome and review them with your dedicated account representative. Chances are, they've got an answer that will help convert that prospect or help you the next time you're faced with that same objection.

Was your prospect a qualified buyer? Did they have a general interest in improving their health and the financial resources to purchase the product or the ability to qualify for the lease or financing option?

In group product demonstrations, chances are you'll have one or two prospects that aren't financially qualified – but at least you've developed interest and they may become a customer in the future.

- ▶ **Keeping track of your successes and failures will help you sharpen your presentation and closing skills.**

Remember, selling is a numbers game. You aren't going to convert every prospect into a sale, but don't be discouraged. Keep refining your presentations and demonstrations. Keep building your knowledge, learning more about how to turn an objection into an opportunity to close a sale on the spot.

Take advantage of the Tyent USA dealer resources – from the online resources at TyentDealers.com to the knowledge and experience of your dedicated account representative.

ADDITIONAL RESOURCES

Because confidence is a key factor in your success, we've included reference material so you can start learning more right away.

The pages that follow include the most common benefits reported by ionized water users as well as a collection of "Frequently Asked Questions."

You can start reviewing these pages and building your own knowledge right away. TyentDealers.com has this same information available for download as attractive, stand-alone pieces that you can provide to prospects or use as hand-outs.

You'll also find helpful articles in the dealer newsletters and the Tyent USA blog. And don't forget the internet, local and national newspapers and magazines. These are all sources of stories that promote the importance of antioxidants, better hydration and the roles that calcium and other beneficial minerals play to keep your body healthy and active.

Your Dedicated Account Representative is also available to help you along the way.

BENEFITS OF IONIZED *ACIDIC* WATER

These are the most common benefits of using ionized acidic water reported by water ionizer owners. This list will help you explain to others the benefits of owning a Tyent water ionizer capable of producing quality ionized acidic water.

- ▶ Elimination of “athlete’s foot”
- ▶ Elimination of “jock itch”
- ▶ Relief from and elimination of heat rash
- ▶ Relief from and elimination of diaper rash
- ▶ Relief from discomfort of sunburn
- ▶ Relief from eczema flare-ups
- ▶ Reduced or eliminated problems with bleeding gums
- ▶ Mouth ulcers – relieves pain, speeds healing, reduces incidents
- ▶ Stops bleeding of small cuts and scrapes
- ▶ Reduced or eliminated acne
- ▶ Relieves pain of burns, reduces healing time of the burned area
- ▶ Relief from nasal congestion
- ▶ Relief from eye irritation
- ▶ Improved health and texture of gums
- ▶ Reduced healing time for eye infections
- ▶ Better absorption of skin moisturizers
- ▶ Softer, more manageable hair
- ▶ Relief from stinging, itching, swelling of insect bites and stings
- ▶ Bedsores – relief, reduced healing time, reduced occurrence
- ▶ Reduced swelling, bleeding and discomfort of hemorrhoids
- ▶ Fever blisters – relief from discomfort, reduced healing time
- ▶ Improved skin tone and texture
- ▶ Reduced healing time/reduced risk of infection when used to wash/treat wounds, cuts or burns
- ▶ Extended freshness of stored produce
- ▶ Improved flavor, color, texture when used to steam vegetables
- ▶ Improved texture and consistency when used to cook pasta and rice
- ▶ Improved texture and consistency when used to cook legumes
- ▶ Chemical-free cleaning of floors and surfaces
- ▶ Reduces/removes buildup in juicers and food processors
- ▶ Reduces/removes pathogens from surface of raw meats and produce
- ▶ Removes residue from counter tops and other smooth surfaces
- ▶ Excellent for cleaning brushes and combs
- ▶ Prevents bacteria buildup and odor on toothbrushes.
- ▶ Effective rinse for baby bottles/sippy cups – removes traces of detergent residue and germs/bacteria
- ▶ Sanitizes baby pacifiers, caps and nipples for baby bottles

The FDA has not evaluated or approved ionized water for the treatment of any disease or health conditions. The benefits listed are those that are consistently reported by water ionizer owners using ionized water on a regular basis.

BENEFITS OF USING IONIZED ALKALINE WATER

These are the most common benefits of using ionized alkaline water reported by water ionizer owners. This list will help you explain to others the benefits of owning a Tyent water ionizer capable of producing quality ionized alkaline water.

- ▶ Increased mental and physical energy
- ▶ Increased mental and physical stamina
- ▶ Weight loss
- ▶ Diabetic dependence on insulin reduced or eliminated
- ▶ Dependence on prescription medication to regulate blood pressure reduced or eliminated
- ▶ Dependence on prescription medication to regulate cholesterol levels reduced or eliminated
- ▶ Reduced recovery time after physical exertion (exercise, manual labor)
- ▶ Problems falling asleep and/or staying asleep reduced or eliminated
- ▶ Asthma flare-ups reduced in frequency and severity
- ▶ Improved quality of sleep – waking up feeling better rested, waking up easier
- ▶ Increased resistance to colds, flu and viruses
- ▶ Milder symptoms and shorter recovery time from colds, flu and viruses
- ▶ Improved digestion
- ▶ Reduced or eliminated symptoms associated with some forms of acid reflux
- ▶ Reduced or eliminated bone and joint pain
- ▶ Improved skin tone and texture
- ▶ Relief from constipation
- ▶ Reduced frequency, duration and/or severity of migraine headaches.
- ▶ Reduced frequency, duration and/or severity of non-migraine headaches
- ▶ Seasonal allergy flare-ups reduced in severity with some mild allergy sufferers reporting they no longer experience seasonal allergy symptoms.
- ▶ Elimination of food cravings
- ▶ Men – improved flow during urination
- ▶ Enhanced effectiveness of nutritional supplements
- ▶ Aspirin products used for pain relief work faster, more effectively
- ▶ Emotional high and low mood swings reduced or eliminated
- ▶ Reduced or relieved symptoms resulting from Multiple Sclerosis
- ▶ Reduced acidity in the body
- ▶ Reduction of toxins in the body
- ▶ Edema reduced or eliminated
- ▶ Improved ability to handle stress

The FDA has not evaluated or approved ionized water for the treatment of any disease or health conditions. The benefits listed are those that are consistently reported by water ionizer owners using ionized water on a regular basis.

FAQ'S - BASICS

› What is a water ionizer?

- A water ionizer is a device that separates tap water into alkaline and acidic streams of ionized water using the process of electrolysis.

› How does a water ionizer work?

- Water ionizers deliver an electrical charge to your water using a series of positively and negatively charged electrodes. The water containing the alkaline minerals and negatively charged ions are drawn to one outlet on the unit and the water containing acidic minerals and positively charged ions are drawn to another to create the alkaline and acidic ionized streams.

› How can ionized water help improve my health?

- Ionized alkaline water contains negatively charged ions and alkaline minerals that reduce cell damaging free radicals in your body to help restore and maintain a healthy pH balance.

› Are there any side effects from drinking ionized water?

- When first drinking ionized water you may notice some symptoms of detox as the water pulls toxins from your system. Headaches, mild cold-like symptoms and more frequent trips to the bathroom are not uncommon when you first start drinking the water – after that the only real side effects people notice are increased energy, improved immune system and overall health.

› What is ORP?

- ORP is “oxidation reduction potential” and refers to a substance’s ability to reduce oxidation. In ionized water ORP refers to the level of negative and positive ions available in the water. The higher the negative number, the stronger the antioxidant power.

› How long after I start drinking ionized water will I start noticing results?

- Most people will start noticing results within the first day or so after they start drinking the water. The first thing most people notice is an increase in energy levels – both mental and physical. Believe it or not, a headache or feeling like you’re coming down with a cold are both signs that the water is working. These are common symptoms of detox and are some of the ways your body deals with releasing excess toxins.

› Won't the alkalinity of the water just be neutralized when it hits the acids in my stomach?

- Yes it will – and drinking ionized alkaline water can also neutralize some of the acids in your stomach – however the greatest benefits of the water come from the antioxidant properties of the water which are absorbed by the cells quickly.

FAQ'S - BASICS

▶ **Is this water ionizer thing just a fad?**

- No. Ionized water has been used to treat numerous diseases in medical facilities all across Asia for decades. In the United States there are a growing number of health care professionals, particularly those with patients suffering from age-related diseases who have been using and recommending ionized water for many years. Ionized water has also grown in popularity with athletes because of the water's ability to hydrate the body better, replenish electrolytes and reduce acids produced by extreme muscle exertion.

▶ **Why does it matter how many pH levels I can get?**

- The ability to produce multiple pH levels with a water ionizer increases the number of uses and lets you get the most out of your investment. Pets and small children should typically only be given water at the lower pH levels. 9.5 pH is what is most often recommended for drinking by adults and stronger alkaline levels can be used to remove dirt and pesticides from produce. Having access to acidic pH levels will provide you with water that can be used as a skin toner, mouthwash, household cleaning and treating minor cuts, scrapes, burns and insect bites.

▶ **If I'm not supposed to drink that really strong alkaline water, why do I need to get a water ionizer that will make water that strong?**

- Higher pH levels are used for removing dirt, pesticides and preservatives on the surface of fresh produce. It can also enhance the flavor of foods like tomatoes and strawberries. High absorption properties of the water make it ideal for getting more out of your teas or coffee while enhancing the flavor. It can also be used to replace chemical cleaners used to remove stains from carpet and upholstery without leaving behind chemical residues that can be harmful or that actually attract more dirt to the area.

▶ **If I can't drink alkaline water close to meals or with medications, won't I still need to buy bottled water for that?**

- No – Tyent water ionizers have an H₂O setting that filters the water but does not ionize it or significantly change the alkalinity. This setting was included specifically for use at meal times, when taking prescription medications or for mixing baby formula.

▶ **If ionized alkaline water is so good for me, why do I want to have acidic water?**

- Acidic water can be used to treat common skin conditions like athlete's foot, eczema, acne and bed sores. It is also effective for treating mouth ulcers, bleeding gums and as a first aid treatment for minor cuts, scrapes, burns and insect bites and stings. At the strongest levels it can be used to disinfect surfaces – in fact, many companies are now turning to acidic ionized water for cleaning as an alternative to chemical disinfectants.

▶ **If I get a water ionizer will I need a plumber to install it?**

- If you can connect a DVD player to a TV then you can probably install a water ionizer yourself. Countertop installations only require replacing the aerator on your faucet with the diverter provided, connecting two hoses to the machine and plugging it in. Under counter installations are a little more involved but most people can do this without any prior plumbing experience.

FAQ'S - BASICS

- ▶ **I've got a pull-out sprayer type of faucet, can I still hook up a water ionizer?**
 - You can but you will need a special adapter to make the connection. Most home improvement stores will carry the part that you need – just take the faucet diverter that came with your water ionizer along with the brand and model of your faucet to your local home improvement store so that they can help you find the part you need. OR, you can connect your water ionizer directly to the cold water line under the sink. You'll need an extra part – Tyent has these available – and you'll need a small hole to bring the water supply hose up from under the sink.
- ▶ **Why is ionized water better than bottled water?**
 - Ionized water is full of antioxidants and microclustered for better absorption by your body, better hydration and elimination of acidic waste and toxins in your system.
- ▶ **Is it okay to give ionized water to my children?**
 - Yes but smaller children only need the lower levels of alkaline water. When they are sick or dehydrated from illness or excess physical activity, a few ounces of stronger alkaline water will help too.
- ▶ **Is it okay to give ionized water to my pets?**
 - Yes – but most pets only need the lower level of alkaline water – and you don't want to give it to them at or near mealtimes. If your pet is sick or old and suffering from a chronic illness, giving them some alkaline water at the stronger levels every day can be beneficial as well.
- ▶ **How long do the filters last?**
 - In most cases the filters in your Tyent water ionizer will last six to nine months – it varies based on how much you use the unit and the quality of your source water, but six to nine months is the average.
- ▶ **Is financing available?**
 - Yes – Tyent has a lease program and works with a company that helps find financing for qualified buyers. *(Finance options are available through MedLoan Finance – contact your dedicated account representative about availability and requirements.)*
- ▶ **Is there anyone who shouldn't drink ionized water?**
 - Yes – anyone who is being treated for chronic or severe kidney problems or on dialysis should not drink ionized water

FAQ'S – TYENT SPECIFIC

▶ **What kind of maintenance does a Tyent water ionizer require?**

- The only maintenance required on a Tyent water ionizer is changing the filters and running a cleaning cartridge once or twice a year. Keeping the exterior of your Tyent water ionizer clean only requires a soft damp cloth.

▶ **What's in Tyent's filters?**

- The first filter is primarily activated carbon for removing chlorine and other common contaminants. The second filter uses three types of ceramics for further contaminant removal and to precondition the water for ionization.

▶ **What contaminants do Tyent filters remove?**

- Contaminants like lead, chlorine, volatile organic compounds, bacteria and other common contaminants found in source water.

▶ **Why should I buy a Tyent water ionizer when there are so many others out there?**

- Tyent water ionizers are the easiest to use, easiest to adjust and offer the most flexibility to customize based on your daily usage. Tyent water ionizers are reliable, long-lasting and have a good reputation for customer service and overall customer satisfaction. And the company stands behind the products with a lifetime warranty covering both parts and labor for as long as you own them.

▶ **Why should I buy an electric water ionizer – I've heard that non-electric water ionizers are just as good, maybe better?**

- Non-electric water ionizers are basically oversized portable water ionizers. They use the same basic technology that portable water ionizers use to elevate the alkalinity of the water and give it a mild electrical charge – ion exchange, magnetic particles and minerals. Non-electric water ionizers do not create the same level of antioxidants in the water as an electric water ionizer. They do not give you the option to produce multiple levels of alkaline and acidic water for multiple uses and they do not have a "purified only" option for producing water that can be used at mealtimes or when taking prescription medications.

▶ **Is financing available?**

- Yes – Tyent has a lease program and works with a company that helps find financing for qualified buyers. *(Finance options are available through MedLoan Finance – contact your dedicated account representative about availability and requirements)*

FAQ'S - WHY IONIZED WATER?

- ▶ **Why is drinking ionized alkaline water better than drinking just regular tap or bottled water?**
 - Tap water and most bottled waters are slightly acidic and the unstructured water molecules make it difficult for the body to absorb effectively. Ionized alkaline water has negative ions that work as antioxidants in your body to reduce cell-damaging free radicals. The ionization process restructures the water molecule clusters so that they are smaller and hexagonally shaped which allows the cells of your body to absorb ionized water much more effectively than either tap or bottled water.
- ▶ **Why is drinking ionized alkaline water from a water ionizer better than drinking bottled alkaline water?**
 - Ionized alkaline water is rich in antioxidants in the form of negative ions. Some bottled alkaline water will have a negative electrical charge but the antioxidant properties aren't as strong as water from an ionizer. Also, depending on how the bottled water was transported and stored, changes in temperature can cause the water to lose its alkalinity and antioxidant benefits.
- ▶ **Why should I buy a water ionizer when I can just buy bottled alkaline water?**
 - In the long run, buying a water ionizer to produce your own ionized alkaline water will be more affordable – and you can use the water for everything, not just drinking. The cost of bottled alkaline water limits you to just using the water for drinking. Owning a water ionizer lets you use ionized alkaline water for cooking, cleaning and enhancing the flavor of foods. Also, fresh ionized alkaline water from your own water ionizer will have more antioxidant properties than bottled alkaline water – and you won't be contributing to the collection of plastic bottles in landfills.
- ▶ **Why should I buy a water ionizer when I can just buy those alkaline drops – don't they both do the same thing?**
 - If you read the label on those alkaline drops you'll see that there are limits to how much you can use throughout the day. You'll also have to rely on bottled water to ensure you're getting "clean" water to use with your drops. With a water ionizer you can produce as much water as you want – bottle it yourself and take it with you for the day – there is no limit to how much you can drink, allowing you to give your body a steady stream of alkaline boosting antioxidant water all day long.

FAQ'S - WHY IONIZED WATER?

▶ **Isn't water from a reverse osmosis filter better for you than any other kind of water?**

- Water from reverse osmosis systems is acidic and has no mineral content. The positive electrical charge of the water, acidity and unstructured water molecules are poorly absorbed by the body and do not offer the antioxidant properties or immune system support you get with ionized alkaline water. There are many who also believe that reverse osmosis water also draws minerals from the body.

▶ **Why is ionized water better than distilled water?**

- The simplest way to put it is that distilled water pulls essential minerals out of the body and ionized water helps put essential minerals found in tap water back into the body. Also, ionized water offers an abundant supply of antioxidants your body can use to remove toxins from the body to reduce acidity. Distilled water itself is not only acidic but is not well absorbed by the body.

▶ **Why should I pay so much for a water ionizer when I can just get a good water filtration system for a couple of hundred dollars?**

- A water filter removes common contaminants from the water making it safer to drink and use for cooking. A water ionizer removes contaminants from the water, microclusters the water molecules for better absorption by the body and creates negative ions – powerful antioxidants that reduce acidic waste and toxins in the body. A water ionizer also allows the user to create water at multiple pH levels for a variety of uses, not just for drinking.

▶ **Why should I buy an electric water ionizer – I've heard that non-electric water ionizers are just as good, maybe better?**

- Non-electric water ionizers are basically oversized portable water ionizers. They use the same basic filtration media that portable water ionizers use to elevate the alkalinity of the water and give it a mild electrical charge – ion exchange, magnetic particles and minerals. Non electric water ionizers do not create the same level of antioxidants in the water as an electric water ionizer. They do not give you the option to produce multiple levels of alkaline and acidic water for multiple uses and they do not have a “purified only” option for producing water that can be used at mealtimes or when taking prescription medications.

▶ **Isn't eating an alkaline diet good enough?**

- Eating an alkaline diet is a good start but drinking ionized alkaline water will work to support your alkaline diet and help the body eliminate excess toxins. By eating an alkaline diet, or just making healthier food choices, you're reducing the acids building up in your body. By drinking ionized alkaline water you are actively flushing excess acidic waste and toxins from your body. Think about weight loss – changing your diet will help you lose weight – changing your diet and exercising will help you lose weight more efficiently and support overall health. Ionized water and an alkaline diet work together just like diet and exercise.

FAQ'S - WHY IONIZED WATER?

- › **I have a healthy diet, don't drink, smoke or take any medications and I exercise on a regular basis – I'm healthy enough – so why should I get a water ionizer?**
 - You live a healthy lifestyle so that you can enjoy a healthier longer life. Owning a water ionizer lets you take your healthy lifestyle to the next level – more effective elimination of free radicals your body produces by simply digesting food or acids produced by your muscles when you exercise. Owning a water ionizer gives you healthier options for taking care of your skin and hair – healthy alternatives to many chemical cleaners you use in your home – ionized water can be used to clean produce and enhance the flavor of your favorite healthy foods and recipes.
- › **Aren't water ionizers just for people with health problems like diabetes or cancer or people trying to lose weight?**
 - It's true that water ionizers are considered medical devices in many countries and are widely used to treat a number of diseases – but they are also used to boost the immune system, reduce damage to cells that results in the signs of premature aging and prevent buildup of acidic waste and toxins that stress the circulatory system and organs – one of the primary causes of age related diseases. Even professional athletes and people who are overall in good health notice a difference in the mental and physical energy levels and overall sense of wellbeing.

FAQ'S – DRINKING & USING IONIZED WATER

▶ **How much ionized water should I drink?**

- At the very least you should be drinking eight 8-ounce glasses of water a day. Some recommend drinking half your body weight in ounces per day. On average about two liters per day is recommended. The body is made up of about 70% water so the more you drink the better.

▶ **Can I take my prescription medication with ionized water?**

- No – you should only use water at the H₂O setting of your water ionizer when taking prescription medications – and you should allow a 45 minute window both before and after taking prescription medications. Ionized water is very effectively absorbed by the body and can interfere with the speed at which prescription medications are released into your body.

▶ **Can I take my vitamins and other nutritional supplements with ionized water?**

- Yes – taking most supplements with ionized water will help your body absorb them better so you get more out of them. Some people claim that they have reduced the dosage of nutritional supplements because they seem to work better with ionized water. Stand-alone Niacin supplements of 75mg or more should only be taken with water at the H₂O setting.

▶ **If I make coffee or cook with ionized alkaline water does that mean that my coffee or whatever I cook with it is going to be alkaline?**

- That's a good question but the answer is no. The benefit of making coffee with ionized water is the water's ability to draw the flavor from the coffee grounds more effectively while neutralizing some of the acidity. Your coffee will likely have a bolder, smoother flavor – many people find they need to use less coffee when using ionized water – but in the end, your coffee will still be acidic. Richer and more flavorful but still acidic.

▶ **What happens if I accidentally drink water from one of the acidic levels?**

- You'll probably notice the difference in taste right away and won't drink too much. Even if you do drink a full bottle of acidic water, it is chemical free and will cause less damage than drinking an eight ounce glass of soda.

▶ **If I'm not supposed to drink that really strong alkaline water, why do I need to get a water ionizer that will make water that strong?**

- Higher pH levels are used for removing dirt, pesticides and preservative on the surface of fresh produce. It can also enhance the flavor of foods like tomatoes and strawberries. The high absorption properties of the water make it ideal for getting more out of your teas or coffee while enhancing the flavor. It can also be used to replace chemical cleaners used to remove stains from carpet and upholstery without leaving behind chemical residues that can be harmful or that actually attract more dirt to the area.

FAQ'S – DRINKING & USING IONIZED WATER

- ▶ **If I can't drink alkaline water close to meals or with medications, won't I still need to buy bottled water for that?**
 - No – Tyent water ionizers have an H₂O setting that filters the water but does not ionize it or significantly change the alkalinity. This setting was included specifically for use at meal-times, when taking prescription medications or for mixing baby formula.
- ▶ **If ionized alkaline water is so good for me, why do I want to have acidic water?**
 - Acidic water can be used to treat common skin conditions like athlete's foot, eczema, acne and bed sores. It is also effective for treating mouth ulcers, bleeding gums and as a first aid treatment for minor cuts, scrapes, burns and insect bites and stings. At the strongest levels it can be used to disinfect surfaces – in fact, many companies are now turning to acidic ionized water for cleaning as an alternative to chemical disinfectants.
- ▶ **Can I drink water that comes from the drain hose?**
 - Yes and no! When your Tyent water ionizer is set to produce acidic water, the water that comes from the drain hose is alkaline and, depending on the pH level of the water coming out there, it can be saved for drinking. When your Tyent water ionizer is set to produce alkaline water the water coming from the hose will be acidic and should not be used for drinking – but it is ideal for watering plants or cleaning up spills in the kitchen and around the house.
- ▶ **What am I supposed to do with the water that comes out of the drain hose? It seems like a waste.**
 - The water that comes from the drain hose can be collected and used for watering plants or just put into a spray bottle for quick cleanups around the house. It can also be used as a skin toner both the face and body. It is also effective as a hair rinse making hair softer, smoother, shinier and more manageable.
- ▶ **I have an elderly relative living with me and she's on a lot of medications – is it safe for her to drink ionized water?**
 - Yes – just be sure not to let her have ionized water 45 minutes before or after she takes prescription medication.
- ▶ **Is it okay to give ionized water to my children?**
 - Yes but smaller children only need the lower levels of alkaline water. When they are sick or dehydrated from illness or excess physical activity, a few ounces of stronger alkaline water will help too.

FAQ'S – DRINKING & USING IONIZED WATER

▶ **Is it okay to give ionized water to my pets?**

- Yes – but most pets only need the lower level of alkaline water – and you don't want to give it to them at or near mealtimes. If your pet is sick or old and suffering from a chronic illness, giving them some alkaline water at the stronger levels every day can be beneficial as well.

▶ **How long will ionized water last if I store it in a bottle or some other container?**

- It depends on how and where you store the bottle. If the bottle is well insulated then the properties of the water can last up to several weeks – however every time you open the bottle you are exposing the water to free radicals and toxins in the environment and it will begin to lose its alkalinity and ORP. If you are storing the water in a regular BPA-free plastic bottle and keep it out of direct contact with heat and light, it can take up to 7 days for the water to lose its alkalinity – just remember, every time you open the bottle you are letting in free radicals that speed up the loss of alkalinity and ORP. Taking a bottle or two of ionized alkaline water to work with you will be just fine. Remember, the water has the strongest benefits when it has just been produced by your Tyent water ionizer.

▶ **Can I drink ionized water all day?**

- Yes – except at or near mealtimes or when taking prescription medication – other than that, by drinking ionized alkaline water throughout the day you are providing your body with consistent hydration and a steady supply of antioxidants.

▶ **What pH level should I be drinking?**

- When you first start drinking ionized water it's a good idea to start at around an 8.5 pH. After you've been there for a few days and any detox symptoms you may have experienced have passed, move up to the 9.0 pH level. Again, give your body a few days to adjust to the new level and then move up to the 9.5 pH level when you're ready and you can drink at that level any time – except at or near mealtime or when taking prescription medications.

▶ **Is there anyone who shouldn't drink ionized water?**

- Yes – anyone who is being treated for chronic or severe kidney problems or on dialysis should not drink ionized water.

▶ **How often will I need to test my water ionizer to make sure it's still working properly?**

- It's a good idea to test the pH of your water ionizer at least once a year. If you're in a hard water area you may want to test it before each filter change. The most common reason you'd see any loss of performance would be due to scale buildup on the electrodes – which can be easily removed by running a cleaning cartridge.

FAQ'S – HEALTH/MEDICAL

▶ **Can ionized alkaline water cure my diabetes?**

- Ionized water doesn't "cure" diabetes but it helps rid the body of toxins which cause poor organ function that result in diseases like adult onset diabetes. As toxins are eliminated and pH balance is restored to healthier levels, many people find that they are no longer dependent on insulin and some have reported that their physicians no longer see symptoms of diabetes during routine checkups.

▶ **Can ionized alkaline water cure my high blood pressure and cholesterol?**

- Drinking ionized water helps clear the body of acids and toxins that are most often the cause of high blood pressure and unhealthy cholesterol levels. Many people who drink ionized alkaline water on a regular basis find that they have a reduced need to rely on prescription medications to control their high blood pressure and cholesterol levels or they are able to stop taking medications for this altogether.

▶ **Will I lose weight if I start drinking ionized water?**

- Because ionized water hydrates the body better than tap or bottled water, people who have excess fluid retention will often lose weight within the first few days of starting the water. Ionized water also helps hydrate stored fat cells so that more active people and those working at trying to lose weight are able to burn fat more effectively.

▶ **Can I take my prescription medication with ionized water?**

- No – you should only use water at the H₂O setting of your water ionizer when taking prescription medications – and you should allow a 45 minute window both before and after taking prescription medications. Ionized water is very effectively absorbed by the body and can interfere with the speed at which prescription medications are released into your body.

▶ **Can I take my vitamins and other nutritional supplements with ionized water?**

- Yes – taking most supplements with ionized water will help your body absorb them better so you get more out of them. Some people claim that they have reduced the dosage of nutritional supplements because they seem to work better with ionized water. Stand-alone Niacin supplements of 75mg or more should only be taken with water at the H₂O setting.

▶ **Does ionized water cure cancer?**

- Ionized water has been used in conjunction with both traditional and alternative cancer treatments because of its ability to help rid the body of toxins that encourage further development of the disease. It helps improve the health of the cells in the body and improve organ function which can help the body can fight the disease more effectively. Ionized water has been used in cancer treatment programs in Asia for decades and its recommendation by health care practitioners here in the United States continues to grow.

FAQ'S – HEALTH/MEDICAL

- ▶ **I have an elderly relative living with me and she's on a lot of medications – is it safe for her to drink ionized water?**
 - Yes – just be sure not to let her have ionized water 45 minutes before or after she takes prescription medication.
- ▶ **Is it okay to give ionized water to my children?**
 - Yes but smaller children only need the lower levels of alkaline water. When they are sick or dehydrated from illness or excess physical activity, a few ounces of stronger alkaline water will help too.
- ▶ **Do I need to get pH test strips to make sure the water is working in my body?**
 - No - Most people feel a difference within the first day or two after they start drinking the water. pH test strips aren't necessary unless you want to spend time closely monitoring what the reading may be at any given time. You're not drinking ionized water to achieve a color on a pH test strip – you're drinking it to feel better – and you don't need a test strip to tell you whether or not you feel healthier and more energetic. In the end, the choice to use pH test strips is up to you.
- ▶ **Is there anyone who shouldn't drink ionized water?**
 - Yes – anyone who is being treated for chronic or severe kidney problems or on dialysis should not drink ionized water.

FAQ'S – FACT OR FICTION

- ▶ **Can a water ionizer really ionize water and separate it into alkaline and acidic streams? I've heard that it's not possible to do that.**
 - Yes – As long as the water that you are using has sufficient mineral content you'll be impressed by how effectively Tyent water ionizers can do this. Claims that water ionizers can't "ionize" the water or separate it are based on using water with low or no mineral content – If you find that your source water doesn't have enough minerals to properly ionize the water, Tyent has a special filter that adds alkaline minerals to the water so that it can be ionized.
- ▶ **Is it true that the plates in most water ionizers can melt?**
 - The plates used in ANY water ionizer can melt – but NO water ionizer sold for in-home use is capable of generating enough heat to melt titanium.
- ▶ **Is it true that people have gotten titanium poisoning from drinking water from some water ionizers because of the plates they use?**
 - So far no one has been able to confirm this rumor as being true. What has been confirmed are cases of titanium poisoning associated with poor quality dental and orthopedic implants.
- ▶ **Is it true that ionized water is just hype and that there are no real benefits from drinking the water?**
 - No. At this time, much of the research done on the benefits of ionized alkaline water has been done in Asia – primarily because water ionizers are so widely used there by medical professionals. Their research has shown numerous health benefits that support the claims made by water ionizer users here in the United States.
- ▶ **Is this water ionizer thing just a fad?**
 - No. Ionized water has been used to treat numerous diseases in medical facilities all across Asia for decades. In the United States there are a growing number of health care professionals using and recommending ionized water, and have been, for many years. Ionized water has also grown in popularity with athletes because of the water's ability to better hydrate the body, replenish electrolytes and reduce acids produced by extreme muscle exertion.
- ▶ **Is it true that drinking ionized water isn't any different from drinking water from a bottle or the tap or some other kind of water filter?**
 - No. Research using control groups has consistently shown a difference between the groups getting ionized alkaline water and those getting tap or bottled water. The difference is so noticeable that regular ionized water drinkers who are away from drinking it notice a difference in their physical and mental energy levels after relying on bottled water for a couple of days.

WHY TYENT?

We realized from the very beginning that we had a decision to make as we set out to create the highest quality water ionization system ever created.

- ▶ **Do we take short cuts and make compromises with regards to quality in order to make our units as affordable as possible?**
- ▶ **Or do we use the biggest, strongest, highest quality components available with hopes that we will be the choice for those that demand the best for themselves and their family?**

The decision turned out to be an easy one – and the result? Tyent consistently sets new standards for quality, design and performance that the rest of the industry follows.

15 Reasons Why Tyent Leads the Industry

- **Largest Plate Surface Area in the Industry**

Our machines have 9 of the largest plates in the industry. Larger plates mean stronger alkaline and acidic water capabilities, stronger PH, stronger ORP, and maximally beneficial water. Our medical grade titanium plates are coated with the highest quality platinum available. Our plates are dipped multiple times with platinum and then baked to ensure quality and longevity. Tyent was the first water ionizer company in the United States to offer a 9-plate water ionizer.

- **Hybrid Plate Technology**

Our hybrid plates offer the durability of solid plates with the correct placement of electrolysis distribution vents for maximum electrical conductivity without sacrificing surface area. Tyent is the only water ionizer company in the United States using this highly conductive hybrid plate design.

- **Extreme Filtration Capacity**

The Tyent line of water ionizers has the largest physical filters in the industry. Do not overlook the physical size of the filters. Larger physical filter size means there is more room for the filtration media, and with more filtration media, you will get the best filtration available in the industry.

- **Forever Guarantee**

Our *Lifetime Warranty* does not contain the word “limited” because there aren’t any limits. Read our warranty carefully and then compare it to our competitor’s warranties. We have no stipulations, no fine print, and no doubt that your water ionizer will be protected for as long as you own it. In fact the only thing our warranty doesn’t cover is intentional or accidental physical damage as a result of dropping the unit. Your investment is fully covered regardless of your water type or how much water you produce for as long as you own a Tyent water ionizer.

WHY TYENT?

15 Reasons Why Tyent Leads the Industry

- **Up to 375 watts of Power**

Our 9-plate models have the most power in the industry. The amount of power used works closely with the large hybrid plates to maximize the beneficial properties of the water produced. More power means that extreme super waters can be created without chemicals in a wider range of source water areas.

- **Super Water Capability**

Tyent coined the term “Super Water” and we are still the ONLY machine with large enough plates and enough power to produce super water without chemicals. Super water means that we have a range of 2.3 to 12.0 on the PH scale. As with all chemical free machines, these levels are always based on your source water.

- **Korean Food and Drug Administration Approval**

Our machine is a certified medical device in Korea and is used by hundreds of doctors in Asia to treat and prevent a wide variety of illnesses.

- **ISO Certifications**

Our manufacturing facility factory is both ISO 9001 and ISO 14001 certified. The ISO is the International Standards Organization responsible for certifying facilities for quality and consistency in product manufacturing. ISO certification ensures the lowest possible defect rates and that the manufacturing facility operates in a manner that is safe for workers and environmentally responsible.

- **CSA & UL Approved**

CSA organization uses the same standards as Underwriters Laboratories which is also known as UL. These organizations certify devices for electrical safety. Tyent USA products are both CSA and UL approved for electrical safety.

- **SMPS PLUS Power**

A switched managed power supply (SMPS PLUS) is the same power technology that is used in flat panel televisions, laptop computers and other modern electronic devices. It is reliable, it doesn't get hot like an old school transformer power systems, and delivers the precise amount of electrical current based on user selection.

- **Fully Adjustable Presets**

Tyent USA was the first company to offer full adjustability within each individual alkaline and acidic preset. Our advanced computerized SMPS PLUS power system, allows users to adjust each primary alkaline and acidic preset to produce the optimal water level based on your source water. The water that flows from your faucet has specific characteristics that should not be ignored and the advanced computerized control system ensures optimal performance based on your unique source water.

WHY TYENT?

15 Reasons Why Tyent Leads the Industry

- **One Touch Technology**

Tyent USA makes the only water ionizers with true one touch technology. With only one touch of any icon on the control panel, you can have clean, healthy water anytime. Tyent water ionizers are easy enough for children, seniors, and everyone in between to operate – with a single touch.

- **Chemical and Lead Free**

Tyent water ionizers are certified chemical and lead free. Insist on chemical free. Regardless of what you are told by the sellers of chemical based machines, these chemicals travel through the same water cell that your drinking water comes from, so logic will tell you that traces of this chemical will be in your drinking water.

- **ABT**

Tyent anti-bacterial technology means that our water ionizers have the ability to kill micro-organisms and other living bacteria found in water that could be potentially harmful. This technology eliminates the need for a UV light and is more reliable and effective for killing bacteria.

- **PAST Cleaning System**

Tyent water ionizers use an automated “Polarity Anti Scale Technology” (PAST) – one of the most advanced cleaning system in the industry. This automated cleaning cycle is triggered by both timer and internal sensor to ensure minimal mineral scale buildup on the electrodes for long-term performance.

These “15 Reasons” mean that Tyent USA and our Authorized Dealers have no need to make excuses or twist the truth.

We simply have the biggest, strongest, and most advanced components, designed to produce the very best chemical free ionized water in the industry.

Our lifetime warranty means that you can be certain that we believe in and stand behind our products.

BUY ONCE, BUY RIGHT, BUY TYENT!

SELLING THE TECHNOLOGY

Often, being a successful Tyent dealer is less about selling water ionizers and more about selling the benefits of the **technology**. This is especially true when working with people who have not heard of “water ionizers” or ionized water.

This basic guide will help you educate your prospects and explain the benefits of owning a water ionizer.

The most successful dealers are those who have a firm belief in the benefits of ionized water and in Tyent water ionizers as being the absolute best products available in the industry.

Let's start with the key benefits of ionized water and then we'll show you how to lead your customer down the road to wanting a water ionizer for themselves - and why they want that water ionizer to be a Tyent.

Key Benefits

The key benefits of drinking ionized water can be explained in a simple “A B C” format that is easy for you and your prospect to remember.

If you've done a good job qualifying your prospects, you should be presenting to individuals who are interested in ways to improve their health – whether that's addressing a specific health problem or reducing the risk of age-related diseases.

Finding points of agreement during your presentation will help you close more sales and prospects should respond positively to the ABC's of drinking ionized alkaline water.

- A** Antioxidants
- B** Better hydration
- C** Calcium and other minerals

We'll start with antioxidants....

SELLING THE TECHNOLOGY

Antioxidants

Everybody has heard of them, everybody has seen or read at least one report about their benefits, and many people have been told by a doctor or other health care provider about their importance when it comes to maintaining health and preventing disease.

You should have no trouble getting your prospects to agree that antioxidants are important to their health. We recommend emphasizing the following points:

- Ionized water is rich in antioxidants. Everything we do on a daily basis creates oxidizing free radicals in the body that cause for cellular degeneration.
- Eating, breathing, physical exertion, stress – these all create free radicals in the body that oxidize cell tissue by scavenging electrons.
- These oxidizing free radicals are positively charged particles and they exist until they have been neutralized by stealing negatively charged electrons from another source – in our body that's our cellular tissue.

The term “ionized” water refers to the electrically charged ions that are in the water. Ionized alkaline water is full of negatively charged hydroxyl ions with an extra electron available to donate to these oxidizing free radicals, neutralizing them in the body.

This process reduces oxidation in the body. In fact, a substance's ability to reduce oxidation is referred to as “oxidation reduction potential” or ORP – and that's how the antioxidant strength of ionized water is measured – as ORP.

Most tap and bottled water will have a positive ORP – which means it has no antioxidant potential. Some tap and bottled waters, are actually acidic – reverse osmosis water is a great example of this – acidic and oxidizing.

Ionized alkaline water has a negative ORP – the higher the negative number, the stronger the antioxidant potential – or oxidation reduction potential.

Better Hydration

Just like antioxidants, almost everyone has heard or read about the importance of drinking enough water for proper hydration.

Anyone can find links between dehydration and headaches, dry skin, weight gain or inability to lose weight, mental and physical fatigue – the list goes on and on. When talking with prospects:

- Ask what they know about the importance of hydration and drinking more water.
- Get them to agree with you that better hydration is important to their overall health.

SELLING THE TECHNOLOGY

- Explain how the water that most people drink isn't absorbed by the body very well – and if a person is drinking tap water, they are also absorbing chlorine and other chemical contaminants that work against the body's overall health.
- Explain how the same process that produces the antioxidant properties of ionized water also restructures the water into smaller, hexagonal clusters or "micro-clusters," reducing the surface tension of the water.
- Help them understand that reduced surface tension means that the water can penetrate the cells of the body more quickly – which means *better hydration*

If your prospect is already drinking bottled water, they will probably agree that tap water isn't the healthiest choice.

Calcium and Other Minerals

When most people think about drinking water, they think of hydration or quenching thirst.

If they do think about what is actually in the water, they typically think about chlorine or other chemical contaminants. This is why so many people choose bottled water which has been purified.

"Few people think about the mineral content of the water they're drinking."

- Remind your prospect - Tap water will have a variety of natural minerals like calcium, magnesium and potassium that our bodies need – you should have little trouble getting a prospect to agree with you about the benefits of getting more calcium in their diet.
- Point out that if our bodies can't effectively absorb the water, they can't effectively absorb the beneficial minerals it contains either.
- Explain that when you drink ionized alkaline water, your body isn't just absorbing the water for better hydration, it's also absorbing the minerals in the water, like calcium, magnesium and potassium – the same key minerals that many people take in the form of supplements.

At this point, you should have already been able to get your prospect to say "yes" to you three times on the ABC's.

- **YES** – Antioxidants are important for maintaining a healthy body and reducing signs of aging and the risk of age-related disease.
- **YES** - Better hydration is important for eliminating toxins, healthier skin and helps both mental and physical energy levels.
- **YES** - Calcium and other minerals are important for support of bone health and proper function of the muscles and organs in the body.

SELLING THE TECHNOLOGY

“You have taken the first steps toward establishing the value of owning a water ionizer in the mind of your prospect.”

Taking it to the Next Level

Cleaning produce, cooking, reducing the need for chemical-based household cleaners, treating chronic skin conditions, “first aid” treatments – these are just a few of the additional ways your potential customer can use the water they’ll get from their Tyent water ionizer.

“Speak from personal experience.”

You can spout off all of the different ways ionized water can be used – OR – you can interject the way YOU use YOUR Tyent water ionizer in your own home.

“I make my coffee with strong alkaline water every morning – the flavor is smoother and I’ve found it actually takes less ground coffee to make the same size pot... the water really does a great job drawing out the flavor...”

“I probably use my Tyent the most when I’m making dinner – using acidic water to rinse meats, alkaline water to get dirt and pesticides off salad ingredients – I save the acidic water and use it as a rinse before cooking”

“I’ve been using acidic water to wash/rinse my face and I’ve really noticed a difference in the tone and texture – and my skin seems to absorb the moisturizer a lot better.”

“I’ve got an older dog who routinely coughs up stuff onto my carpet – I’m amazed at how well the TURBO alkaline water removes the spots – and they don’t come back like they did when I was using a carpet stain remover.”

These are all examples of ways you can interject your real life experiences to increase the value of the additional benefits of having a Tyent water ionizer capable of producing multiple levels of alkaline and acidic water. The more real-life personal experiences you have to share, the easier it will be to relate to your prospects in an honest and believable way.

“Sharing personal experiences can be far more effective than rambling off a list of “ways you can use a water ionizer.”

SELLING THE TECHNOLOGY

You should have received the “Uses for Ionized Water” pages as part of your dealer materials. Take a look at all of the different uses for the technology.

- Try them yourself and start building your personal experiences.
- Experiment with other uses for yourself. If you have a hobby, like to garden, or maybe have an exotic pet with special needs – these are all opportunities for you to build stories you can use to target “niche” social groups.
- Use your own personal stories to customize your presentations or conversations with prospects. By broadening your own personal experiences, you are increasing your pool of prospects.

Tyent water ionizers were built to perform. With some of the highest available wattage, largest electrodes in the industry and advanced SMPS PLUS power for effective, efficient ionization.

The advanced computerized control system makes Tyent water ionizers the easiest to use on a daily basis with unique “one-touch-operation,” more adjustability than any other water ionizer with advanced settings that are easier to navigate.

Tyent quality is unsurpassed in the industry and the company stands behind the quality of their product with a lifetime warranty covering both parts and labor for as long as you own the product.

As a Tyent Dealer, you have the best products available in the water ionizer industry. Hands down, customers will not find better quality or better performing water ionizers than Tyent.

Your confidence in the technology and products you have to offer through Tyent USA is your most powerful selling tool. The more effective you become at explaining the benefits of ionized water and why Tyent water ionizers are the best products for producing ionized water, the more successful you’ll become.

You should have received the “Selling Tyent” piece as part of your Dealer Guide or New Dealer Package. Both the “Selling Tyent” and “Why Tyent” documents are full of information that will help you firmly establish that Tyent offers the best machines that the water ionizer industry has to offer.

Both of these documents – as well as many other helpful selling tools - are available for download through TyentDealers.com.

SELLING THE TECHNOLOGY

Notes

Find the uses that seem to work best for you in presentations and demonstrations. Different types of prospects will respond differently to the various other uses for ionized water – cooking and cleaning produce are always winners.

Practice your demonstrations before making them in front of prospects. Confidence is key - being sure of yourself and knowing your demonstration will “perform as planned” goes a long way in building the confidence that makes a successful Tyent Dealer.

Paying attention to how different prospects respond to the different uses will help you learn to customize your presentations and demonstrations for higher closing rates.

Remember, many people interested in improving their own health are also sensitive to improving the health of the environment. Tyent water ionizers are “green technology.”

- Every 20 ounces of water you get from your water ionizer for drinking is one less plastic bottle that ends up in a landfill.
- Every time you use ionized water for cleaning you reduce the chemical contaminants in the environment.
- Over time, using fewer household cleaners leads to throwing away fewer empty containers, most of which still have chemical residues that seep into the ground or evaporate into the air.

Do not overlook the resources available through TyentDealers.com – the information you find there has been used successfully by Tyent USA staff and other Tyent USA Authorized Dealers.

WHAT IS ORP AND WHY IS IT SO IMPORTANT?

The ORP of alkaline water is what is responsible for the biggest benefits alkaline ionized water drinkers are reporting. But what is ORP?

ORP is “Oxidation Reduction Potential.” ORP refers to the ability to reduce oxidizing effects.

While drinking alkaline water offers benefits over drinking regular tap or bottled water, the true measure of water’s ability to offer health benefits is measured in its “Oxidation Reduction Potential” or ORP as it is referred to in the water ionizer industry.

Not all “alkaline water” is equal when it comes to ORP.

There are a number of bottled waters on the market that claim to be “alkaline” and carry the negative charge which creates the negative ORP number, but none will compare to the water produced by a Tyent water ionizer.

These bottled versions of “structured” or “alkaline” or “antioxidant” water have been treated with a blend of minerals. These minerals interact with the water molecules to elevate the pH and produce a mild negative ORP. While these bottled waters are a better choice than regular tap water or most bottled water, they still don’t offer the significant antioxidant potential found in the alkaline ionized water produce by a Tyent water ionizer.

Alkaline water that has been produced by a water ionizer will have a high “negative ORP.” The “negative” implies the “reduction” power (oxidation reduction) of the water. Most tap and bottled water will have a positive ORP – some bottled alkaline water will have a slight negative ORP – but if you are looking for water that is not only alkaline but loaded with antioxidant properties, ionized alkaline water produced by a Tyent water ionizer is the way to go.

How Beneficial ORP is Achieved

Tyent water ionizers use the process of electrolysis to produce ionized alkaline water with the highest negative ORP.

Every Tyent water ionizer has an electrolysis chamber containing the largest highly conductive plates in the industry to effectively deliver the strongest possible electrical current for producing the strongest possible antioxidant water. Every Tyent water ionizer also uses a dual internal filtration system to remove contaminants prior to ionization for healthier, better tasting water.

WHAT IS ORP AND WHY IS IT SO IMPORTANT?

Through the ionization process, water with high ORP is created. Nothing has been “added” to the water and the water ionizer’s filtration system has removed most common contaminants like chlorine and VOC’s.

The negative ions in the water, when consumed, actively seek out positively charged electrons in the body – oxidizing elements in our bodies – reducing oxidation that contributes to illness and age-related diseases – acting as an antioxidant.

How Beneficial ORP is Achieved

The alkaline ionized water produced by most water ionizers on the market will have an ORP of at least -300 at the 9.5 pH level recommended for drinking.

Tyent water ionizers are producing an ORP as strong as -800 (depending on source water conditions) at the 9.5pH level and -200 to -400 at the lower alkaline settings. That’s a big difference when compared to other ionizers on the market today.




Tyent water ionizers are capable of producing the strongest possible ORP levels because of two simple things: **Plates** and **Power!**

“The larger the surface area and more power used during ionization, the greater the effect on the water’s ORP and the more potential benefits for those drinking the water!”

This is just one reason why the Tyent brand stands out from the rest. There is no other water ionizer that has more combined surface area or power than the Tyent 9090 Turbo unit or the Tyent 9000T under the counter model...no other ionizer can compete or compare!

Tyent alkaline ionized water...when only the best will do!

COMPARISON OF TYENT USA MODELS

			
Plates	7 plates cut, dipped and baked. Slotted Technology	9 plates cut, dipped and baked. Solid Mesh Hybrid	9 plates cut, dipped and baked. Solid Mesh Hybrid
Surface Area	245 square inches	315 square inches	315 square inches
Power Settings	4 Alkaline, 3 Acidic, 1 Neutral (including TURBO). Individual presets fully adjustable	4 Alkaline, 3 Acidic, 1 Neutral (including TURBO) Individual presets fully adjustable	3 Alkaline, 2 Acidic, 1 TURBO (for both alkaline & acidic output) 1 Neutral. Individual presets fully adjustable
Turbo Mode	Yes	Yes	Yes
Plate Warranty	Lifetime - no fine print	Lifetime - no fine print	Lifetime - no fine print
Plate Material	Platinum coated titanium	Platinum coated titanium	Platinum coated titanium
Trial & Return Policy	60 days for your retail customers	60 days for your retails customers	60 days for your retails customers
Retail Pricing	Full Retail \$2,895 with sale pricing as low as \$1,995	Full Retail \$3,495 with sale pricing as low as \$2,395	Full Retail \$3,995 with sale pricing as low as \$2,795
Filtration	Dual .1 micron Filtration Standard with option for .01 ULTRA Filtration for replacement filters	Dual .01 Micron ULTRA Filtration with option for .1 micron standard filtration for replacement filters	Dual .01 micron ULTRA Filtration
Wattage	285 watts at maximum setting	375 watts at maximum setting	375 watts at maximum setting
Operational Controls	Digital LCD Touch Screen	Digital LCD Touch Screen	Advanced Interactive Touch Screen Technology
Electronic Flow Control	Self Regulated	Self Regulated	Self Regulated

SELLING TYENT

Your confidence in the technology and products you have to offer through Tyent USA is your most powerful selling tool. Remember....

As a Tyent Dealer, you have the best products available in the water ionizer industry. Hands down, customers will not find better quality or better performing water ionizers than Tyent.

There are three key features that will help you establish Tyent water ionizers as the best possible choice for your potential customers. These three features are easy to remember and should always be on the tip of your tongue when you talk about the Tyent USA line of water ionizers.

- ▶ Performance
- ▶ Quality
- ▶ Ease of Use

These were probably the key factors in your decision to become a Tyent USA Authorized Dealer. And they are the same factors that customers consistently report as being important in their decision to purchase a Tyent water ionizer over other brands.

PERFORMANCE

Tyent water ionizers were built to perform.

- ▶ The Tyent line of water ionizers features some of the highest available wattage and largest electrodes in the industry. The advanced SMPS PLUS power system ensures effective, efficient ionization.
- ▶ Higher wattage combined with large electrodes and advanced SMPS PLUS power regulation is how Tyent water ionizers produce stronger levels of ionized alkaline and acidic water in a wider variety of source water areas – without the use of chemical additives.
- ▶ Every Tyent water ionizer has a dual internal filtration system for removing contaminants from the water prior to ionization. In fact, no other water ionizer on the market today has a larger internal filtration system.
- ▶ When compared to other water ionizers on the market – Tyent water ionizers stand out from the competition when it comes to power, electrodes and internal filtration.

Customers consistently find that Tyent water ionizers offer better performance and more options than many higher-priced machines on the market.

SELLING TYENT

QUALITY

Tyent water ionizers use the highest quality components – inside and out.

- ▶ Tyent uses the highest quality components to ensure consumer safety and product longevity. From our high-grade platinum coated titanium electrodes to the advanced computerized control and power systems, Tyent water ionizers were designed and tested for longevity and stability.
- ▶ To further ensure our customers' safety, Tyent water ionizers have been certified for electrical safety by meeting the rigorous standards of both CSA and UL – the two most recognized organizations for determining the safety of electronic devices.
- ▶ Tyent water ionizers are known for their modern styling and innovative design.
 - Countertop models are slim, sleek and durable with stainless steel front panel and available color options on the top selling 9090 TURBO Extreme.
 - The UCE-9000T under counter model is made of the highest quality materials to meet the demands of the busiest kitchens. The filter and ionization chamber housing below the sink protects the primary working components and its innovative design reduces the risk of damage to the unit when performing regular maintenance in the small workspace available below most sinks.

Our confidence in the quality of the components used in every Tyent Water Ionizer allows us to offer a “no-fine-print” Lifetime Warranty covering both parts and labor – the best warranty in the industry.

Tyent USA stands behind every water ionizer sold through our Authorized Dealers in Good Standing, covering both parts and labor for as long as your customer owns the product.

SELLING TYENT

EASE OF USE

Tyent water ionizers are easier to use and easier to adjust than any other water ionizer on the market today.

- ▶ No on/off button, no collection of settings below a confusing display screen – the user simply touches the icon on the display screen for the type of water they want to produce.
- ▶ No “default” settings means reduced risk of drinking water at an undesired setting – other water ionizers default back to the last setting that was used or a pre-programmed level once you start the machine – The on/off mechanism for Tyent water ionizers is the user’s selection of the type of water they want to produce.
- ▶ The advanced computerized control system is designed to allow users to easily customize each preset based on their source water and how they will use their Tyent water ionizer most often. The system is intuitive and easy to use giving users both voice and visual guides through advanced settings.
- ▶ Countertop Tyent models can be plumbed directly to the cold water line below the sink to avoid adapters and hoses above the sink and allowing the water ionizer to operate independently just like every other counter top appliance in the kitchen.

Tyent’s advanced computerized control system combined with Touch-Screen Technology make our water ionizers the most user-friendly products in the industry.

OTHER IMPORTANT SELLING POINTS

Performance, Quality and Ease of Use are the key reasons why customers choose Tyent water ionizers over other brands but there are many other selling points you can use when talking with potential customers.

- ▶ **Largest Plate Surface Area in The Industry**
Our machines have 9 of the largest plates in the industry. Remind your customers that larger plates mean stronger alkaline and acidic water capabilities, stronger PH, stronger ORP, and maximally beneficial water.
 - You can reinforce Tyent product quality by informing your potential customers that our medical grade titanium plates are coated with the multiple applications of the highest quality platinum available.
 - Reinforce Tyent’s position as the industry leader by letting them know that Tyent was the first water ionizer company in the United States to offer a 9-plate water ionizer – Tyent sets the standards that other water ionizer companies follow.

SELLING TYENT

► Hybrid Plate Technology

Our hybrid plates offer the durability of solid plates with the correct placement of electrolysis distribution vents for maximum electrical conductivity without sacrificing surface area.

- Tyent is the only water ionizer company in the United States using this highly conductive hybrid plate design.
- Tyent's hybrid plate design is an opportunity to reinforce both quality and performance.

► Up to 375 watts of Power

Our 9-plate models have the most power in the industry.

- Remind your potential customers that the amount of power used works closely with the large hybrid plates to maximize the beneficial properties of the water produced.
- Tyent's hybrid plate design is an opportunity to reinforce both quality and performance.

► Extreme Filtration Capacity

The Tyent line of water ionizers has the largest physical filters in the industry.

- Do not let your potential customer overlook the physical size of the filters inside other water ionizers they may be considering.
- Larger physical filter size means there is more room for the filtration media, and that their water will spend more time in contact with filtration media for maximum contaminant removal.

► Forever Guarantee

Our ***Lifetime Warranty*** does not contain the word "limited" because there aren't any limits. Read our warranty carefully and then compare it to our competitor's warranties.

- Explain to potential customers that Tyent warranties have no stipulations, no fine print, and no doubt that their water ionizer will be protected for as long as they own it.
- Use our Lifetime Warranty to reinforce Tyent quality – Tyent can only offer this type of "worry free" warranty because of the quality of the working components used in Tyent Water Ionizers.

SELLING TYENT

► **Super Water Capability**

Tyent coined the term “Super Water” and we are still the ONLY machine with large enough plates and enough power to produce super water without chemicals in most source water areas.

- “Super water” is ionized water with a range of 2.5 to 12.0 on the PH scale which can be used for both cleaning and killing bacteria.
- Because Tyent water ionizers are capable of producing “super waters” without the use of chemicals there are no ongoing costs or additional steps required to produce the ionized water for multiple household uses.

► **Korean Food and Drug Administration Approval**

Tyent water ionizers have been certified as medical devices by the Korean Food and Drug Administration. Our water ionizers are used by doctors and medical facilities in Asia to treat and prevent a wide variety of illnesses.

► **ISO Certifications**

Our manufacturing facility is both ISO 9001 and ISO 14001 certified.

- The ISO is the International Standards Organization responsible for certifying facilities for quality and consistency in product manufacturing.
- Your potential customers should know that these certifications ensure the lowest possible defect rates and that the manufacturing facility operates in a manner that is safe for workers and environmentally responsible.

► **CSA & UL Approved**

CSA organization uses the same standards as Underwriters Laboratories which is also known as UL. These organizations certify devices for electrical safety. Tyent USA products are both CSA and UL approved for electrical safety.

► **SMPS PLUS Power**

A switched managed power supply (SMPS) is the same power technology that is used in flat panel televisions, laptop computers and other modern electronic devices.

- SMPS PLUS power systems do not generate the same excess heat as transformer power systems and are more energy efficient.
- SMPS PLUS consistently delivers the precise amount of electrical current required based on user selection.

SELLING TYENT

► Fully Adjustable Presets

Tyent USA was the first company to offer full adjustability within each individual alkaline and acidic preset.

- SMPS power systems do not generate the same excess heat as transformer power systems and are more energy efficient.
- SMPS consistently delivers the precise amount of electrical current required based on user selection.

► PAST Cleaning System

Tyent water ionizers use an automated “Polarity Anti Scale Technology” (PAST) – one of the most advanced cleaning systems in the industry.

- This automated cleaning cycle is triggered by both timer and internal sensor for daily protection against scale buildup on the electrodes.

Remember, we simply have the biggest, strongest, and most advanced components, designed to produce the very best chemical free ionized water in the industry.