

AN INSIDE LOOK AT MANUFACTURING IZUMIO

The quality and efficacy of Naturally Plus products is, and has been from the very beginning, the highest priority for the founding members of the company. Our IZUMIO product is no different, and the high quality that is achieved is largely due to the state of the art manufacturing technology we use.

Our manufacturing company, SHEFCO CO., LTD has over 300 years of history as a wellness company in Japan. Two facilities are dedicated exclusively for Naturally Plus products in Kanuma City in Tochigi Prefecture and Tamana City in Kumamoto Prefecture. Each facility is ISO22000 and FSSC22000 certified, making them of the highest quality acceptable to Naturally Plus standards. SHEFCO has produced IZUMIO since its launch in 2007, and the production process is divided into four main functions. We feel it is important to share with Affiliates the details of how this amazing product is made, because understanding the “what, why and how” of production will help members share it with more confidence.

1) Making Hydrogenized Water - This is a process of taking hydrogen gas and dissolving it into water drawn from the artesian wells of the beautiful countryside of Kanuma



City, Japan. The hydrogen gas itself is also produced by electrolysis of the same water. With IZUMIO, we are selling hydrogen as the main focus, and although the water is merely the most efficient carrier, Naturally Plus has spent a great deal of time picking the right water source.

- The carrier water is filtered many times by various methods to produce clean, soft and smooth water that protects minute levels of minerals to give it a subtle taste that makes it easy to enjoy.

- All gasses are removed from the water through a process called “deaeration,” by using specially designed membranes that only permit gasses to flow through them.

- The water is once again passed through a different set of membranes that does the opposite, by saturating the water with hydrogen gas.

- The combination of these two processes allows Naturally Plus to differentiate itself by providing hydrogenized water at the highest level of concentration of 2.6 ppm when an IZUMIO pouch is filled.

2) Filling IZUMIO Pouches - Although seemingly insignificant since any drink needs to fill up the container, IZUMIO’s filling process is actually an intricately calculated process that does not allow room for error.

- The pouches are filled until they overflow the hydrogenized water in order to leave no room for any other gasses to fill the pouches. Then two arms pinch the pouches from both sides, squeezing out the excess water in the pouch so the exact same amount of 6.7 fluid ounces remain. While the excess water is being squeezed out, another part of the machine swiftly twists the cap on. The pouch is capped while water is spilling out to ensure absolute filling of the pouch with hydrogen water.



This process may cause consumers to think that you shouldn’t hear a splashing sound when shaking a pouch of IZUMIO. It is actually the other way around. Because there are very small amounts of hydrogen gas that escapes the water, the pouch will make a splashing sound. But don’t worry, the amount is so minute that it is not significant as to affect the quality of the product. In fact, the splashing sound is one of the indications that the packaging is done at the highest quality. The hydrogen cannot penetrate the four layers of aluminum packaging specially designed for hydrogen containment, which attests to the quality of the packaging and the importance of the hydrogen containment to assure a high concentration of hydrogen.

3) Sterilization Process - After going through various quality control examinations, which include x-ray scanning and weight measurement, the pouched hydrogenized water is taken to a separate room to be sterilized.

- Riding on automated conveyer belts, the hydrogenized water spends sufficient time in high temperature sterilization chambers, while preventing the loss of hydrogen gas due to high heat.

- The sterilized pouches are air dried, and each pouch is checked one by one by the staff for any flaws or abnormalities.



4) Packing and Storage - The filled pouches then leave the sterilization room to once again be checked for flaws by a different staff member before being hand boxed - 30 pouches per box.

- The human checking process is the company’s way of taking all measures of quality assurance without leaving it to technology only. It is the culmination of the dedication and passion of the company in providing products of the highest level of quality.

- After years of research, Naturally Plus was able to extend the shelf life of this product by packing the pouches upside down in the boxes. When you receive a box of IZUMIO, make sure to keep the box right-side up. The box will have an arrow indicating how. This kind of “out of the box thinking” allows for higher levels of hydrogen to be maintained.

- The boxed IZUMIO packages are then stored at the facility for as short a time as possible. IZUMIO is produced with precision at every level of the production process.



IZUMIO is not just a hydrogenized water product with the highest quality of water, it is a premier product because of the unique state of the art technology used to create the water and the filling of a quality four-layered pouch. The dedication and passion of each staff member in taking responsibility to hand-check each pouch one by one, and the unique boxing technique and inventory management system makes IZUMIO the number one hydrogenized water product in the world.