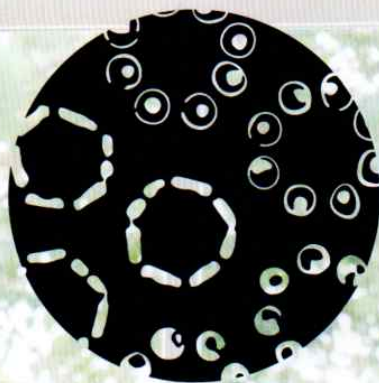


A new type of fermented drink

# EM·X GOLD





Studies have found a link between gut bacteria and the risk of cancer. Moreover, an imbalance in your level of dopamine or serotonin can have effects on your mental health and could lead to depression or other mental illnesses.

Therefore, probiotic foods and probiotic supplements have been gaining popularity among health conscious people. Probiotics are live microbes that will optimize your

gut flora and, as a result, regulate body functions. Recently, metabolites produced by probiotics that do not contain live microbes are gaining attention. Metabolites will act as a feed for the beneficial bacteria already in your gut, thus increasing their numbers. On top of this, what is unique about metabolites is that they will also directly promote and regulate immunity, reduce stress and inhibit aging.

# Your gut is the key to your health

Healthy gut flora is critical for overall health and beauty. It has been said that the gut is like your “second brain” and that it even influences your thoughts, feelings and stress levels. The balance and diversity of your gut flora is important. However, modern lifestyles filled with processed foods and stress can disrupt the balance of gut flora and therefore compromise your overall health. Moreover, the level of beneficial bacteria in your gut decreases as you age.



When gut bacteria are out of balance, this not only affects your digestion but also has a negative influence on your immune system. As a result, you may experience conditions such as skin disorders, stress, sleeping problems, headache, body odor, foul smelling stools, constipation and stiff shoulders. When your immunity is lowered, it may trigger allergic diseases like atopic dermatitis, asthma and pollen allergy.



## Features and functions of EM·X GOLD



### What is EM·X GOLD?



It's not a supplement



EM·X GOLD doesn't include the kind of nutritional components a supplement would, like proteins or vitamins.



It's not a probiotic



EM·X GOLD doesn't contain live microbes but it does have metabolites produced by beneficial microbes.



It's not a type of medicine



Medicines include prescribed substances targeting specific systems in your body, whereas EM·X GOLD includes a wide-variety of natural substances in small amounts.


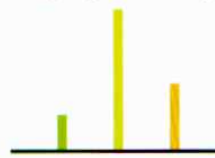


Answer



EM·X GOLD is a new type of fermented drink based on compounds produced by beneficial microbes.

## What is the difference?

	EM·X GOLD	Medicine
Function	Supports a healthy balance in a natural way	Produces a particular effect under certain conditions
Components	Contains a wide variety of nature-derived compounds in small amounts 	Components are more concentrated and aimed at addressing specific symptoms 
Side Effects	None	Yes
Suggested use / Dose	No limitation (Can drink as little or as much as you like)	If not taken correctly, it may not work or it can cause adverse side effects
Target	Anyone, at any level of health*; from babies to the elderly <small>*Beware if you're on a fluid restriction</small>	People with certain health conditions

### - Features of EM·X GOLD -



The active components of EM·X GOLD cannot be obtained from dietary sources. Drink EM·X GOLD everyday and you will start to feel healthy from the core of your body.

#### Rich in beneficial substances

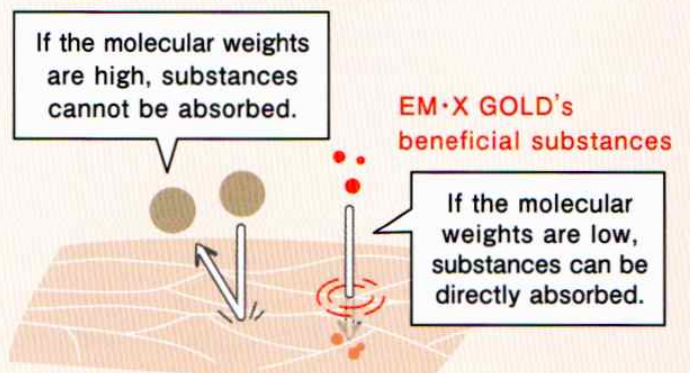
EM·X GOLD is made by maximizing the leavening ability of beneficial microbes and is filled with beneficial substances.

#### Low Molecular Weights

The molecular weights of the substances in EM·X GOLD are all very light. Therefore, they can be absorbed directly by digestive organs and effectively penetrate your body.

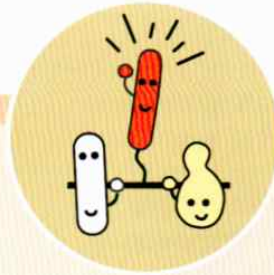
#### Great variety of active components

Fermentation is a natural process of the microbes. Metabolites produced from that process are diverse, with several hundred beneficial components.





# EM·X GOLD fermentation aging process

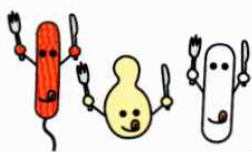


EM·X GOLD is made by combining beneficial microbes such as lactic acid bacteria and yeast.

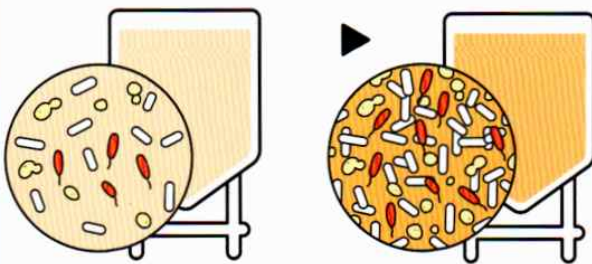
## Process 1

### 1 Increase the number of microbes

Add feed to the beneficial microbes (lactic acid bacteria, yeast, etc) to increase their numbers.



Feed that is rich in minerals and easy for the microbes to eat.



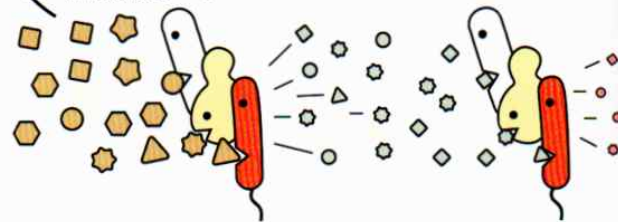
## Process 2

### 2 Make a chain of fermentation

Microbes ingest the organic matter of the feed and produce new components. Other microbes ingest these components and produce other, smaller components. By repeating this process, the components produced will become smaller and smaller.

Organic matter contained in feed and components produced by microbes

The cycle of fermentation

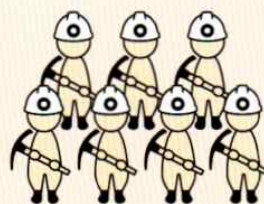


The manufacturing process of EM·X GOLD, illustrated

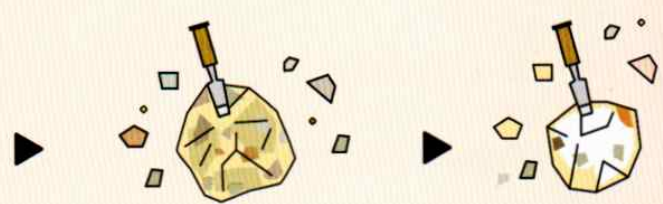
We use the metaphor of "sparkling jewelry"



1. **Increasing the number of miners to dig out gemstones.**  
(= First fermentation period)



2. **Cutting the gemstones over and over to remove impurities.**  
(= First half of the second fermentation period)





no additives

natural ingredients

EM·X GOLD is additive-free. It does not contain preservatives or flavorings. EM·X GOLD is a fermented drink that contains only beneficial substances made from natural raw materials.

### Process 3



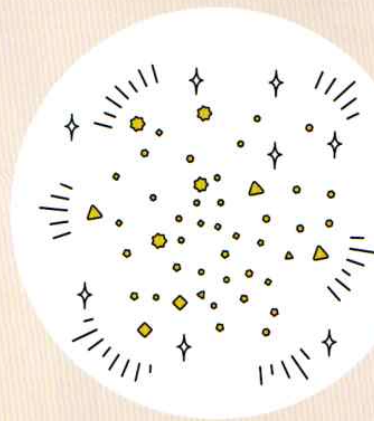
Filling process

Active components produced at the very end of the “cycle of fermentation” are the key elements of EM·X GOLD!



### 3 Stabilize the quality

Once the active fermentation settles, it slows down. Aging over time will hone the small components even more.



EM·X GOLD, which contains the small components produced by fermentation and ageing, will help re-balance our health.



The effects of EM·X GOLD have been proven in clinical studies



3. Removing fine impurities and shaping into high-quality jewelry.  
(= Second half of the second fermentation period)



4. Polishing the ultra pure jewelry.  
(= Aging period)



## EM·X GOLD User's Voices

How long does it takes to feel the effect?

Different people experience different benefits at different times. However, based on the collected reports of users, we have drawn some inferences.



Continue drinking and you may notice more benefits!



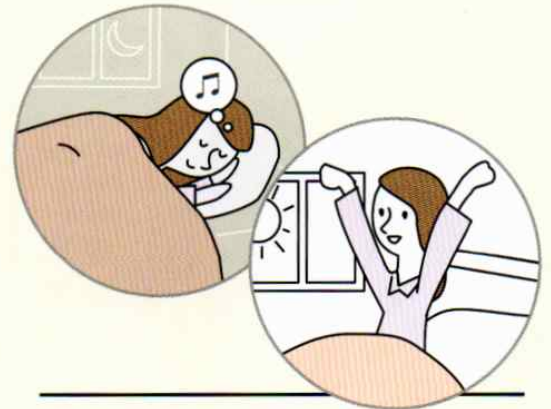
About 1 year later

- I hardly ever get ill and I don't remember the last time I was sick.
- I feel well most of the time.
- I can concentrate on what I like to do, such as my work, hobbies, etc.



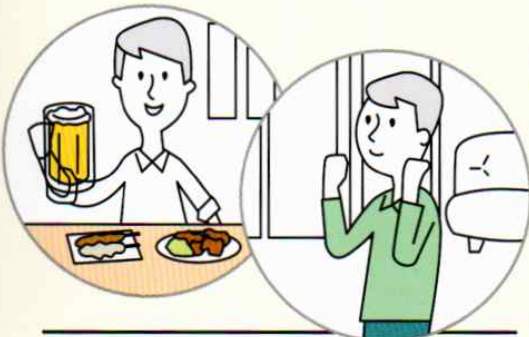
About 5 - 6 months later

- I enjoy exercising.
- Going up and down the stairs doesn't feel so hard anymore.
- My body feels refreshed from the inside.



About 3 - 4 months later

- My body feels light and I'm able to get up easily.
- Do not feel as bad as I used to feel.
- I can relax more in the evening.



About 1 - 2 months later

- I started to feel a little better.
- I feel more energetic.
- I enjoy attending parties more than before.



## What do you need to do to notice the effects?

**Continue everyday**

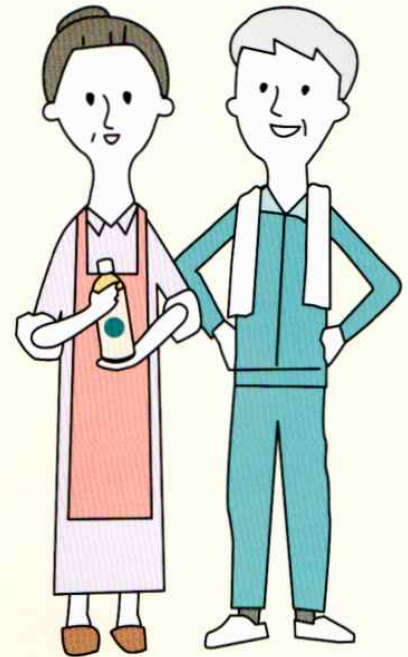


It takes time for our bodies to re-balance. It changes little by little everyday. If you can drink EM·X Gold each day for 3 months and beyond you can feel the benefits to your overall health.

**Observe carefully**



When your health balance improves, you may start to notice little benefits, such as a more refreshed feeling in the morning, greater energy during the day and a relaxed feeling before going to bed.

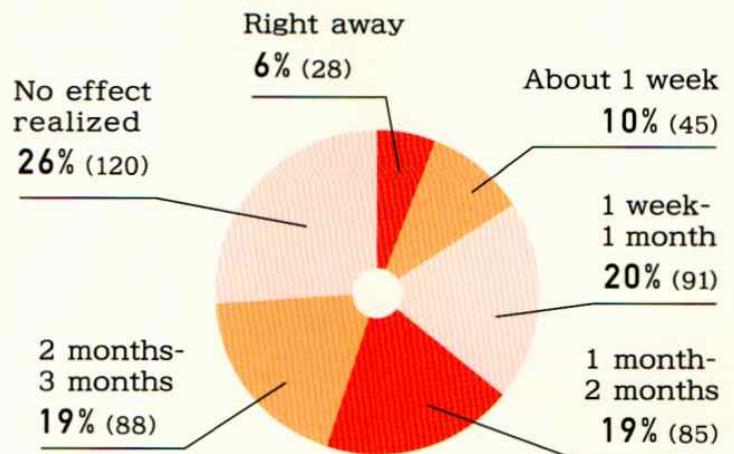


## - New Customer Reviews -

**Q1**

**When did you notice a positive change?**

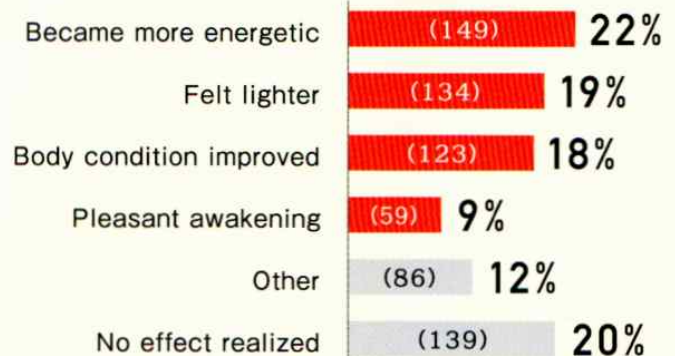
In 3 months, most customers felt positive effects on their health. What's more, 1 in 3 people felt the effect after only a month.



**Q2**

**What kind of effect did you notice?**

Customers are saying "I feel lighter", "I can wake up easily in the morning", "I feel more energetic", and overall, they feel healthier.



\*These findings are based on a questionnaire distributed to around 500 users in Japan. Researched by EM Seikatsu, Japan.



## How to drink EM·X GOLD

### 3 characteristics of EM·X GOLD



Mild taste

1

You can mix it with drinks or food without spoiling the flavors.



Resistant to heat

2

You can put it in hot water or even warm it up in a microwave.



Zero calories &  
Zero caffeine

3

It can be consumed by anyone, anytime, from children to seniors, during meals, before bed, etc.

### Continue drinking it everyday

Since EM·X GOLD is a fermented drink, there isn't a specific dose or time to drink it.

Making it a part of your daily routine will help you remember to drink it everyday.



## - Simple ways to drink it -

### Drink it straight

1

This is the simplest way to drink it.



### Put it in your drink

2



● Mix it in hot water



● Mix it in tea or coffee

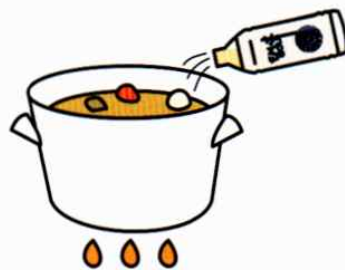
## - Share it with your family -

You can easily share it with your family by using it when cooking.

3



● Mix it in rice



● Mix it in soup



● Mix it in dressing

## FAQ



Can I drink it with medicine?



EM·X GOLD is not a type of medicine but a health drink. Therefore, it does not contain components that will be harmful when combined with medicine. However, if you are worried, please consult a doctor.



Is it safe for infants and mothers during pregnancy?



EM·X GOLD can be consumed safely by infants and women during pregnancy. Only the safest natural ingredients are selected. As such, breast-feeding mothers can drink EM·X GOLD without worry.



Does it contain any allergens?



It does not contain any of the 27 allergens\* specified by the Japanese Ministry of Health. Moreover, our factory does not manufacture products containing these 27 allergens\*.

\*27 allergens: Shrimp, crab, wheat, buckwheat, egg, milk, peanuts, abalone, squid, salmon roe, cashew nuts, kiwi fruit, beef, walnut, sesame, salmon, mackerel, soy, chicken, banana, pork, matsutake mushroom, peach, yams, apple and gelatin.



# From the EM·X GOLD factory

The EM·X GOLD factory is certified and operated under FSSC22000.

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## What is FSSC22000?

FSSC22000 (Food Safety System Certification) is one of the most authoritative food safety management systems in the world and is an internationally recognised scheme for food safety.

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## Manufacturing high quality products

### ✓ Improvement of operational procedures

We continuously improve operational procedures to ensure the high quality of our products. We try to anticipate all possible mistakes and prevent them from happening in the first place.

### ✓ Quality inspection

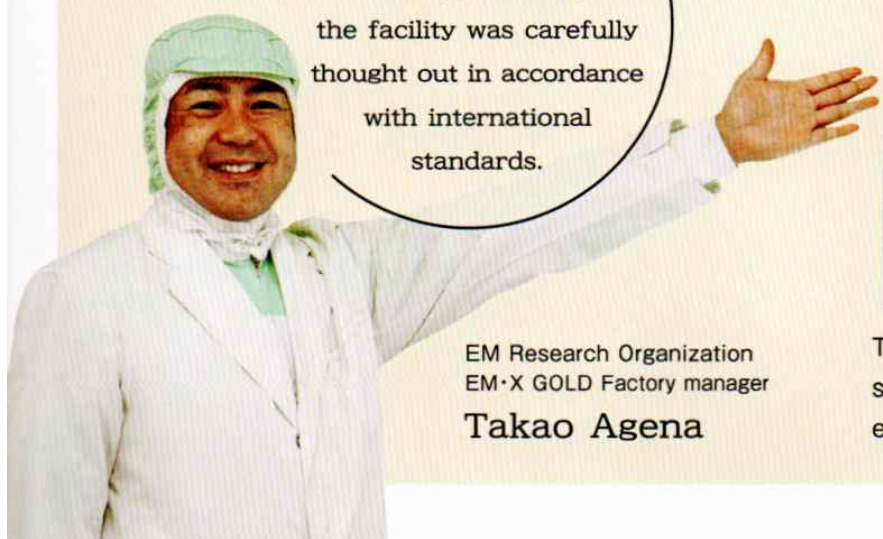
We conduct strict quality inspection. Each and every lot will leave the factory only if it passes all the final examinations, namely pH, sensory evaluation, physicochemical analysis and sanitation.

### ✓ Cleaning and maintenance

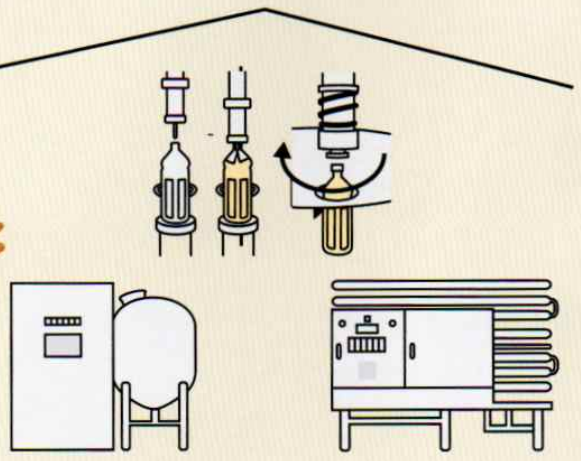
We maintain a high standard of cleanliness to ensure a clean and safe environment for manufacturing. Sometimes we spend more time cleaning the equipment than operating it.



Beginning with the layout of the factory, the design of the facility was carefully thought out in accordance with international standards.



EM Research Organization  
EM·X GOLD Factory manager  
**Takao Agena**



The positions of the machinery, piping and storage space were determined based on efficiency and hygiene.

We drink EM・X GOLD!

We make EM・X GOLD so we know how amazing EM・X GOLD is! Thanks to EM・X GOLD, we all work with energy and enthusiasm!



Meeting customers' expectations with a perfect product

EM Research Organization  
Manufacturing Department  
Quality assurance  
Manager

Masaki Uezato



For those of us who make EM・X GOLD, the only conversation we have with customers is through the bottles of EM・X GOLD they purchase. Therefore, my responsibility is to not let defective products leave the factory. I appreciate the weight of my decision as to whether or not to ship out the finished product. We are dedicated to manufacturing perfect products at all times.

We deliver safe EM・X GOLD to customers around the world

EM Research Organization  
Manufacturing Department  
Quality Assurance  
Supervisor

Miyuki Morimoto



It is my job to provide safe products to customers. Therefore, no matter how small the problem is, we conduct an inspection to identify and eliminate the cause. We also regularly conduct study meetings to improve our knowledge of various topics. We all strive to improve quality assurance and work together to provide high quality EM・X GOLD.



## Basis of the development of EM·X GOLD

EM Developer /  
Doctor of Agriculture

**Teruo Higa**



### My passion for agriculture

I was born in Okinawa, Japan in 1941 when the Pacific War had just started and began farming when I was young during the food shortage era. I aspired to be an agricultural engineer / instructor for the development of Okinawan agriculture in order to increase food production.

After earning a graduate degree from Kyushu University, I worked at the University of the Ryukyus. I was promoting modern agriculture, namely "use of pesticides and chemical fertilizer" aiming to increase agricultural production. However, I started to suffer from pesticide poisoning. Witnessing the environmental deterioration and harm to human health arising from chemical-based agriculture, I developed the belief that "Agriculture is the foundation of a country".

I decided to go back to the roots of farming, which meant "to grow vibrant agricultural products in harmony with nature" and to undertake "research on microorganisms" which form the bottom of the ecological pyramid.

### EM was born from a "combination of microorganisms"

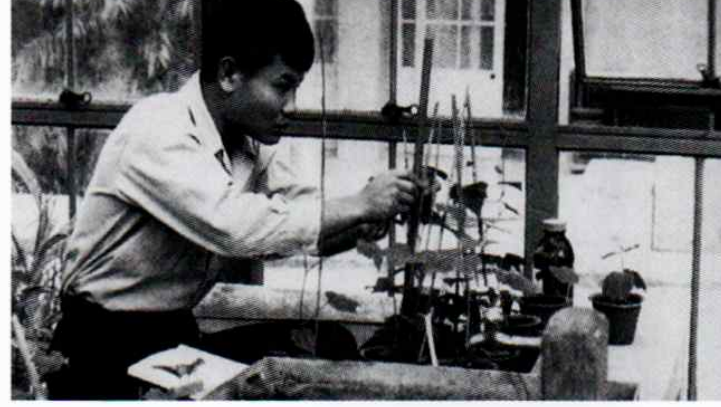
In 1968, I was researching mandarin oranges at Kyushu University and was trying various amendments that were thought to be good for the quality of oranges including hormones, microelements, organic fertilizers and microorganisms.

I heard that phototrophic bacteria was beneficial for agriculture and when I tried it, I noticed a striking difference. That's when I recognized the potential of microorganisms.

A few years later, microorganisms became the primary focus of my research. However, my results were dismal. On an individual basis, the microorganisms I was working with would have a positive impact on some crops and none on others.

After about 7 to 8 years, I had still not come up with any results. Since I knew all the strains I was working with were harmless, one day, I felt it was such a waste to flush these strains down the drain and decided to sprinkle them on a patch of grass

Since Dr. Higa was young, he believed that "Agriculture is the foundation of a country" and concentrated his effort on research. His passion led to the development of EM·X GOLD.



instead. A week later, an obvious difference was noticed on the spot. The growth of grass was significantly better than the grass around the spot. That observation led to the idea which formed the basis of EM Technology, which is that the best results are obtained by means of a "combination of microorganisms". Before long, I found the precise combination of microorganisms that led to "farm products growing well, people not getting sick, an increase in yield and superior taste." This combination was the precursor to EM, which was developed in 1982 and used in numerous fields including agriculture, animal husbandry, environmental purification and health care.

## The birth of EM·X GOLD

After EM became widely used in agriculture and animal husbandry, one day I received a phone call from a farmer saying, "There is something strange happening at the barn. Please come and see." I feared the worst possible case and rushed to the farm.

That farmer was using EM in cow's drinking water and spraying it around the barn. The cattle were healthy and there were no bad smells at the barn.

The strange things that happened were that the cages in the barn were shining like they were polished and the drum can that was used for the cows' drinking water showed no rust and had copper color. Which parts of EM caused these kinds of phenomena? In order to find that out, I started new experiments and research.

I knew that the results were not due to the microorganisms contained in the EM themselves. Therefore, I focused my research on the "natural products" produced by microorganisms. I began

conducting experiments designed to extract these natural products, but the extracted liquid went bad immediately and I failed countless times.

One day, I used powerful purification equipment to clean the extracted liquid. It caused a strong decomposition reaction and the black liquid became transparent. Substances contained in that liquid were all decomposed and nothing was left.

I poured the transparent liquid onto weakened melon plants. The melons that were not doing well became healthy and we were able to harvest them. It was one of the most surprising events in my farming experience.

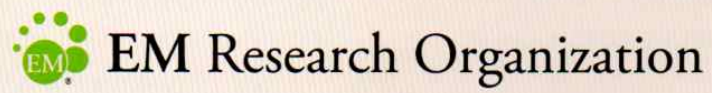
This experience led to the birth of EM·X GOLD. I wanted to make an EM product that was ideal for human consumption. Continuing research and development resulted in the development and manufacturing of EM·X GOLD.

## Message from Dr. Higa

EM·X GOLD nurtures people's well-being. However, we cannot achieve our goal "to create a happy society" by only drinking EM·X GOLD. In order to create a happy society, it is essential to solve the problems of "insufficiency" and "anxiety" and aim for coexistence and co-prosperity within society.

Coexistence and co-prosperity are not just about relationships between people but also the relationships between all living creatures on earth, including microorganisms. I believe EM can help achieve coexistence and co-prosperity with society as well as with the environment.

I hope that you will nurture your well-being with EM·X GOLD as well as using EM in your everyday life to create a healthy society.



[emx-gold.com](http://emx-gold.com)  
[facebook.com/EMXGOLDJapan](https://facebook.com/EMXGOLDJapan)

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