



April 22, 2011

Enagic USA Headquarters
4115 Spencer Street
Torrance, CA 90503, US

Dear Enagic USA:

Last evening, the general membership of the Philolexian Society, Columbia University's student organization dedicated to improving the rhetorical skills and literary awareness of its members, voted to name Kangen Water the official water of the society. We make this designation in recognition of the outstanding contributions to American literature made by the producers of Pure Kangen Water. With water that is 100% natural and calorie-free, Enagic USA is truly the leading producer and distributor of water in the modern age.

“Not all water is created equal.” Indeed, not all men are created equal either. Your brochure asks, “You wouldn’t put regular gas in a Ferrari. So, why are you drinking regular water?” While I’m flattered that you equate my body with a sexy Italian sports car, I’m less Ferrari, more Ford Pinto

Lesser imbibers doubt the health or taste benefit of adding antioxidants to water. But Enagic USA doesn’t claim to add antioxidants—rather, Kangen Water contains negatively charged ions that *act* as antioxidants. The Philolexian Society has a long-standing war on hipsters and as such takes care not to jump on the bandwagon of just any health fad. But with a pH above 9.5 and free of pharmaceutical drugs that leach into the water supply, Kangen Water has been embraced by our society like Christians embraced Jesus when he turned water into wine.

Antioxidants aside, there is another huge health perk that drew me immediately to this basic, soapy water. As Patty testifies on the Veterinarian brochure, Kangen Water empties anal glands. Just as Coco the cocker spaniel was cured of her swollen anal glands, so too I hope that members of our illustrious society suffering from this modern-day leprosy will be cured of their swollen anal glands. Because I for one am tired of draining them every six weeks. With health benefits like this, I can’t *not* afford to spend \$1,700 on the SD-500 Water Purifier.

I have been charged with the duty of informing you of this distinction, which I hope you will deem an honor. Though the Philolexian Society, established in 1802, is Columbia's oldest student organization, and one of the oldest literary societies in the nation, it has never before seen fit to name an official water supplier. However, the undeniable kindred spirit between your company and our society, manifest in Kangen Water, drove us to break all precedent in this case. We hope that it will also facilitate friendly contact between us in the future. We thank you for your patience and wish you a pleasant spring.

Surgam,

Mia Neustein
Nomenclaturist General