

**From: Nancy Trent/Pam Wadler
Trent & Company, Inc.
594 Broadway, Suite 901
New York, NY 10012
(212) 966-0024
info@trentandcompany.com**



For: Wellness Enterprises, LLC

***Profile:*
HARUSUKE “HARU” NAITO
Founder
Wellness Filter[®] and Wellness Enterprises, LLC**

Over the years, "Haru" Naito has become the world's preeminent leader in water enhancement technologies, developing patented processes and proprietary media to “enhance” water’s already vital role in our health. After years of scientific research and experimentation to produce the “perfect water,” Naito, a renowned Japanese sports physiologist and the science coach for the Japanese Olympic team, introduced the Wellness Filter[®] in 1984 to the Japanese market. Naito recently brought the Wellness Filter[®] to the U.S. when he founded Wellness Enterprises, LLC.

Reports of “healing waters” peaked Naito’s interest in the health and vitality of certain peoples in geographically diverse parts of the world. He took particular interest with the Hunza Tribes in the mountains of Northern Pakistan. This culture is documented to be among the healthiest, longest-lived peoples on earth.

Researchers, including Naito, came to realize that that the fundamental basis to the health, vitality and longevity of the Hunza was the special water that they drink on a daily basis, and found that even subtle differences in water purity, surface tension and mineral content could affect body hydration, cellular function and athletic performance.

Naito was an early proponent of ‘muscle memory’ training, and the foundations for his work in water enhancement began with an interest in sports medicine, health and performance research. His original goal to find the perfect water for his professional athletic clients has since delivered the highest quality of water to many more with a full suite of Wellness Filter[®] products, including the Wellness Shower[™] Filter[®].

-more-

PROFILE: HARU NAITO 2-2-2

Naito received his undergraduate degree in physiology at SUNY at Oneonta, NY and pursued his Ph.D. at Indiana University under the most famous swimming coach and sports physiologist of all time, James 'Doc' Counsilman. He has an honorary doctoral degree from the Linus Pauling Institute.

###

EDITOR'S NOTE: To arrange an interview with Haru Naito, please call Nancy Trent or Pam Wadler at 212-966-0024.