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FIDEL



The

# enterprise

Official Newsletter of Salinas Foods, Inc.

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## KESHRA'S WELL SUPPORTS HEALTHY LIFESTYLE

Keshra's Well has been Salinas Foods' client for almost three years through Claro Vida Plus Salt for their own water softening needs. Presently, it owns seven franchisees of Keshra's Well Water Refilling Station, located in General Trias, Keshras Well IV in Sogod, Leyte, Aqua Kesh I in Imus, Cavite, Keshras Well IV (Sunvalley, Paranaque), Keizos Well (Tanza Cavite) and Aqua Kesh II (General Trias, Cavite).

Their water refilling station undergoes 20 stages of purification and reverse osmosis systems. Keshra's Well Water Refilling Station serves about 300 to 500 of 5 gallons of purified water.

Its main business is the installation of water refilling station equipment and the trading of water refilling station accessories, such as filters, caps, cap seals, 5-gallon slim, PET bottles, carbon filters, hot air guns, dishwashing liquid, hot & cold water dispenser and Claro Vida Plus Salt. Keshra's Well can sell 1,200 packs of Claro Vida Plus Salt monthly and they distribute it to their existing water refilling station clients for their water softening use.

They also have in-house technician to ensure after sales service and proper maintenance of their franchisees and water refilling station clients. Keshra's Well also made available personalized stickers, t-shirts, towels and tarpaulins.



Ms. Yvonne Sierra Nakazawa (owner of Keshra's Well Water Refilling Station) and Mr. Johnny Khong Hun (Salinas Chairman/President).

Keshra's Well Trading main branch is in Imus, Cavite and has branched out in Dasmarias and Tanza Cavite. It is owned by Mrs. Yvonne Sierra Nakazawa. She is a mother of three children and is married to a Japanese. Keshra's Well has been derived from the name of her daughter, *Kesh*.

### Salinas' products available in Keshra's Well

nigari Mineral Supplement Drops



Tropics Mineral Salt Glow Scrub



\* Products shown are not in their actual sizes.



Keshra's Well Water Refilling Station located in Aguinaldo Highway, Imus, Cavite with a poster of Nigari Patak Center-Iwas Sakit Banner.



In June 20, 2007, Salinas Chairman/President Mr. Johnny Khong Hun and Business Development Supervisor Givinia Tuason visited Ms. Yvonne and her staffs Ms. Jasmin and Mr. Al. In a simple discussion over lunch, a new business opportunity was discussed. Salinas' new products for health, beauty and wellness were presented to them: Nigari 100% Natural Mineral Supplement Drops, FIDEL Hammer Meat Tenderizing Salt and for skin wellness, the Tropics Mineral Salt Glow Scrub, which is available in lavender, peppermint and tropical fruits scents.

Mr. Khong Hun invited Ms. Yvonne to be the center in Cavite area for Community Based Healthy Lifestyle Maintenance Program. On that same day, Ms. Yvonne agreed to the proposal and new business offer to her by Salinas.



Mr. Khong Hun explains the Community Based Healthy Lifestyle Maintenance Program to Ms. Yvonne and to the staffs of Keshra's Well Water Refilling Station.

## Other marketing activities:



Keshra's Well has been provided by Salinas Foods, Inc. with banners of Nigari, Tropics, FIDEL Hammer and the Nigari Waza-Tropics Relaxing Therapy for it to effectively promote healthy lifestyle products and services.

Photo taken during the first launching and product orientation with some invited water refilling station clients. The participants, as seen in photo, are doing the Nigari Waza.



Salinas' products such as Nigari 100% Natural Mineral Supplement Drops, FIDEL Hammer Meat Tenderizing Salt and Tropics Mineral Salt Glow Scrub are now available in Keshra's Well Imus Branch. Ms. Yvonne started with 2 boxes of Nigari bottles and 60 columns of FIDEL Hammer which she has offered to meat shops in Imus Public Market.

She is very much confident that these products are good and needed by the consumers. Ms. Yvonne jokingly said "if walang P5.00 coin na available eh di FIDEL Hammer ang ipang-sukli para masubukan na rin nila na effective magpalambot ng karne." She also used to go to the spa for body scrub thus the availability of Tropics Mineral Salt Glow Scrub made it easy for her to promote and sell.

Among the three products introduced to her, Nigari is her favorite. This is so, because she believes that minerals are needed by our body to sustain good health. Purified water plus Nigari will bring back the minerals lost in our diet and in the water we drink. She is also now using Nigari as food supplement.

FOR INQUIRIES ABOUT KESHRA'S WELL, CALL OR VISIT:

*Keshra's Well*  
Water Refilling Station

Sierra Nakazawa Bldg.,  
Tanzang Luma, Gen. E. Aguinaldo  
Highway, Imus, Cavite

Tel. Nos.: (046)472-3118 or  
(046)471-8011

**nigari**

100% Natural

Mineral Supplement Drops

is also now available in the following  
Purified Water Refilling Stations:

- |   |   |
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| <p><b>The mansion water store</b><br/>1113-1 D. San Luis Mansion<br/>Don Quijote St. Sampaloc QC<br/>781-86-33</p> <p>Leandro Domalanta<br/><b>Streamland water</b><br/>#3 Barkville cor. grass land St.,<br/>Dela Paz Pasig<br/>915-0777</p> <p>Mylene Lopez<br/><b>Aqualeen Water Tech</b><br/>109- G Panay Ave., Quezon City<br/>372-40-95</p> <p>Carlos De Axis<br/><b>Aqua Luna Water Refilling Station</b><br/>142 Banlat Rd., Tandang Sora<br/>Ave., Q.C.<br/>453-1955</p> <p>Arthur Luna<br/><b>Aqua Serv</b><br/>#334 Santol Balagtas Bulacan<br/>693-4838</p> <p>Mamuel Tiongson<br/><b>Aqua Serv</b><br/>2 Linqeoco Metro Heights<br/>Subdivision Tandang Sora<br/>Quezon City<br/>454-49-64</p> <p>Jo Lao<br/><b>Ever Clear Purified Water</b><br/>Sct. Tobias Timog Avenue QC<br/>414-26-25</p> <p>Albert Scariña<br/><b>Forest Spring</b><br/>Lot 7 blk 87 Regalado Ave.<br/>Fairview QC<br/>938-2595 / 4188622</p> <p>Romeo Palanca<br/><b>4' Element</b><br/>2468 Iridiom St., Sta. Ana Manila<br/>561-7620/7622/ 09189076405</p> <p>Jhong Elamparo<br/><b>A.S Deep Spring</b><br/>Blk 10 lot 9 Macaria Homes,<br/>Molino 2<br/>Bacoor Cavite City<br/>0946-872-05-36 or 0920-923-29-08</p> <p>Proserfina Suerte<br/><b>Quali Pure</b><br/>Teacher's village Malabon City<br/>288-5250</p> <p>Lani Pabustan<br/><b>Banawe Aqua</b><br/>504 Santol St., Sta. Mesa<br/>780-8531</p> <p>Luis Tiu<br/><b>Ultima 16 Stages</b><br/>138 B Set, Fuentebella St.,<br/>Sacred Heart, Q.C.<br/>(02) 926 1437</p> <p>Dyna Takeo<br/><b>Qualipure Binanganon</b><br/>239 National Road, Palmagoy,<br/>Binanganon, Rizal<br/>(02) 652-5603</p> <p>Marivic Macaambac<br/><b>Aqua Soft Dadiangas Heights</b><br/>Aparante St. Dad Heights,<br/>General Santos City<br/>(083) 301-3874</p> <p>Alfredo Recafort<br/><b>Marbel Aqua</b><br/>Barrio B, Marbel City<br/>(0836) 228 2854 / 0921-242-1772</p> <p>Elly Pasya</p> | <p><b>Agua Vida Marbel</b><br/>GenSan Drive Koronadal City<br/>(083) 228 6024 / 0921-467-4902</p> <p>Cyril Cobrador<br/><b>Well Keep Purified Drinking Water</b><br/>San Antonio San Pascual<br/>Batangas City<br/>(043)727-49-08/(043)984-01-44</p> <p>Mary Jane Manalo<br/><b>Rev-o Water Station</b><br/>Sta.Cruz Cor Mangobos Sts.<br/>Bauan Batangas City<br/>(043)980-74-77</p> <p>Christine Aguila<br/><b>Crystal And Crisp</b><br/>805 Maria Clara St., Brgy. Plain<br/>View Mandaluyong<br/>747-4807</p> <p>Cindy Balboa<br/><b>Bethel Palm Water Refilling Station</b><br/>B 14 - L9 Bethel Palm<br/>St. Whispring Palm Subd.,<br/>Caloocan<br/>984-7467</p> <p>Delson Agpoa<br/><b>Aqua Safe</b><br/>19 Congressional Ave., Quezon<br/>City<br/>455-71-27</p> <p>Arlene Sison<br/><b>Aqua Cool</b><br/># 1190 s.h loyola st.sampaloc<br/>metro manila<br/>0920-447-40-57 or 704-13-07</p> <p>Albert Tia<br/><b>Y2K Water</b><br/>47 A Kalayaan Ave., Diliman<br/>Quezon City<br/>927-96-64</p> <p>Romy Matos<br/><b>Sis Moya</b><br/>34 Katarungan St., Bagong Barrio<br/>Caloocan City<br/>350-8476</p> <p>Grace Pascaio<br/><b>Aqua Vigoroso</b><br/>Igorot Vill., Valley Golf Cainta<br/>658-00-78</p> <p>Emily Maarasin and Carlo<br/>Maarasin<br/><b>Crystal Clear</b><br/>San Narciso Zambales<br/>0917-32-24-89/941-90-04</p> <p>Jun Ramos<br/><b>Aqua Safe Pritil</b><br/>17-18 Juan Luna St., Tondo manila<br/>253-1628</p> <p>Val Balzamora<br/><b>Aqua Vida GenSan</b><br/>78 Roxas East Ave, General Santos<br/>City<br/>(083) 553 9559</p> <p>Bryan De Leon<br/><b>Aqua Soft Boac</b><br/>Doegracis St., Malusak,<br/>Boac, Marinduque<br/>(042) 332 1788</p> <p>Marissa Nepomaceno<br/><b>Aqua 2000 Victory Liner</b><br/>Samson Rd., Victory Liner Compd.<br/>Monumento, Caloocan<br/>(02) 365 5904</p> <p>Jojo Del Pilar<br/><b>WA Thirst Water Station</b><br/>1283 Don Quijote St., Sampaloc,<br/>Metro Manila<br/>743-85-17</p> <p>Buenafe Lacquian</p> |
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