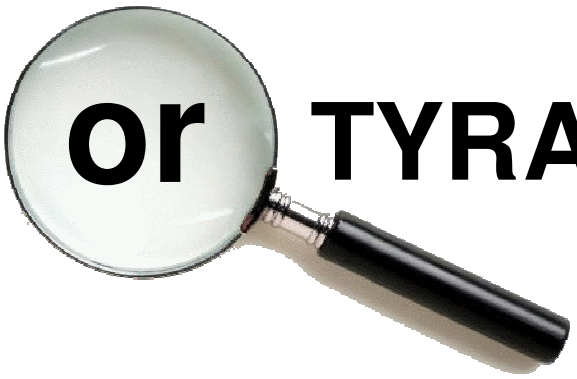
AN IONIZER INDUSTRY INDEPENDENT INVESTIGATION

BUYER BEWARE!!

TYENT or TYRANT?



DISCOVER THE FACTS ABOUT TYENT USA!

This Ionizer Industry Consumer Special Report has been written to help educate consumers so they are able to make an informed decision when purchasing a water ionizer.

This report is on ionizers offered by Tyent, USA. The information contained in this report is fact, not opinion. The majority of information about water ionizer companies can only be found on the Internet. Because this information is very easy to change, screen-shots of web pages have been captured to verify the accuracy of the information contained on this report.

During an economic downturn some companies will do anything, say anything and stoop to any level in order to make a dollar. Unfortunately this happens in almost every industry and we have discovered that the water ionizer industry is no exception. Tyent USA, a company that sells ionizers, may just be guilty of being one of the sinister in the entire water ionizer industry! They have embarked on one of the most deceptive and misleading promotional campaigns that the ionizer industry may have ever seen.

This special report was created to provide consumers with pertinent information about Tyent USA, its products, its players and its business practices to help them decide if these are the type of people they should take advice from or if this is the type of company that they want to do business with. When it comes to something as important as your health, consumers need to make sure they can trust that the information they are being provided is accurate and honest. After reading this report, you be the judge of Tyent USA.

Who is Tyent USA?

Ultimately every company is made up of people, but before we dive into the players behind Tyent USA we wanted to understand the structure of the company itself. First, Tyent USA, according to Better Business Bureau information, was established as a New Jersey LLC on February 22, 2004 by Joseph J. Boccuti.

Tyent USA is in the business of selling water ionizers. Contrary to some information that was found on the Internet Tyent USA is not a manufacturer of ionizers, or anything else for that matter. In fact, our investigation found that all they are is a reseller for TAEYOUNG Environment & Technology, CO. Ltd., a small ionizer company from Korea. That being said, there are also no "Tyent Ionizers". The machines that are marketed and sold by Tyent USA are branded with the name Rettin, which is the TAEYOUNG brand name. Investigators were unable to find any ionizers that actually carry the brand name "Tyent USA".

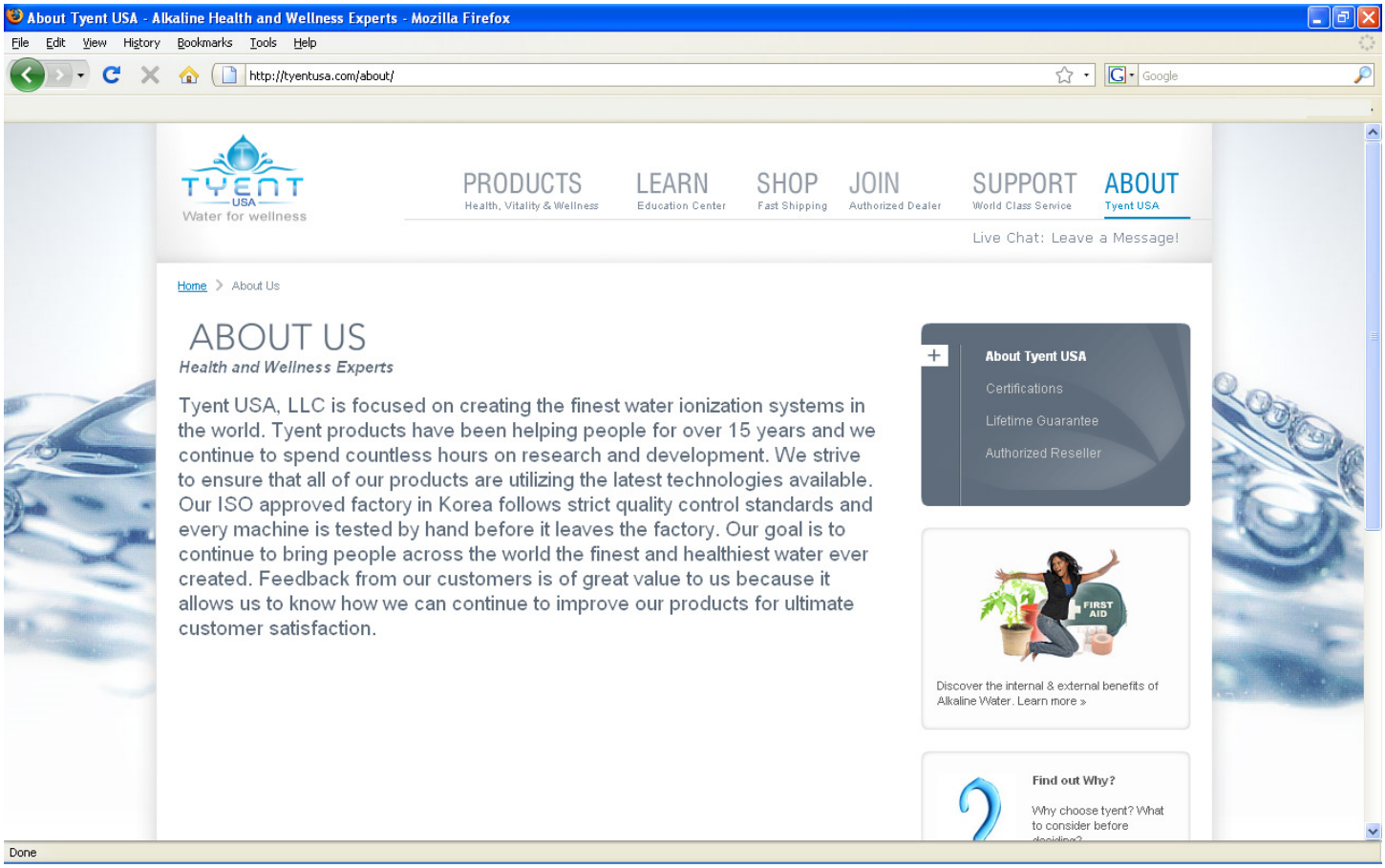
While this may seem like an insignificant detail it is actually quite important. You see, one thing that most savvy consumers look for is stability in a company and their products. The reality is that Tyent USA doesn't actually have ANY products. As a company they have not made the massive investment necessary to create a product line. They have not devoted the years of research and development to ensure that what they offer is the best available. They have not invested the man hours and resources to train and employ a service staff. The fact is that Tyent USA only sells other companies products and, as such, do not posses the product expertise and industry understanding that manufacturing experience tends to develop.

Simply being the seller of another product can potentially create another issue, which is the level of commitment to the product. If all you do is sell another company's products and don't even have a physical retail location, then the vested interest in the success of that product is very small. Most of the sizable ionizer manufacturers have invested millions of dollars in order to offer their product to the marketplace. It is this investment that shows consumers that the company is serious about the products they produce…they have a huge vested interest in the success of their products.

A company like Tyent USA has, in comparison, very little invested in the products they sell. They have a few websites, a few staff members, an office suite and the inventory they stock; these represent the majority of the financial commitment they have made to their business. This lack of a serious vested interest in the success of the product makes it much easier for a company to simply walk away, should the market take a downturn or should a better opportunity or even a better product come their way. In the case of Tyent USA, if this were to happen, consumers would lose all domestic support and the only way to get any support or service would be to deal directly with the company in Korea that actually manufactured the machine; and that is only if the company was willing to provide any support at all.

There was very little information available regarding Tyent USA during the first few years in business, so our investigation turned to their supplier, TAEYOUNG, to try to learn more about the beginnings of Tyent USA. It was at this point that some major discrepancies started to arise. We visited the TAEYOUNG company website

and discovered that they have been in business since 1995, which is approximately 15 years. Investigators discovered that although Tyent USA had only been in business since 2004 that on the "About Us" section of their website they stated that "Tyent products have been helping people for over 15 years" (see below), which implies that Tyent USA has actually been in business and providing products for 15 years.



Tyent USA has not been in business for 15 years, so this statement is somewhat misleading. Investigators figured that this claim was made based on the length of time that TAEYOUNG had been manufacturing ionizers. Unfortunately this is where the next major discrepancy surfaced. In reviewing the history of TAEYOUNG it was discovered that, while it is true that they have been in business since 1995, they have only been producing ionizers since sometime in 2005 (see next page).

So, the 15 years that Tyent USA promotes regarding the ionizers they sell is actually only around 5 or 6 years. There is obviously a major difference in the amount of time that both TAEYOUNG and Tyent USA have been dealing with ionizers compared to the amount of time that is being promoted to consumers. This tactic seems to have been employed in order to make consumers believe that both Tyent USA and TAEYOUNG have more experience in the ionizer industry than they actually have. Most consumers would consider misleading representations like this to be a major red flag about the company making the claims.

As a result of gathering this information another questionable aspect surfaced. As it was mentioned above and appears on the next page, TAEYOUNG, the company that actually manufacturers the ionizers that Tyent USA sells, did not even start making ionizers until sometime in 2005. Yet Tyent USA states that they started business in 2004.

The question that our investigators then considered was how do you start a business to sell a product before the product has even been made? The information provided by Tyent USA regarding their history just doesn't seem to stack up.

Happy Mankind & Conserved Nature

It is possible with TAEYOUNG E&T 's technology.

Company

Introduction
CEO
History
CI
Philosophy & Vision
Business
Career Opportunities
Location

CONTACT US

Thank you very much for visiting TAEYOUNG E&T
82-55-363-6670
dreamwater03@msn.com

History "Beautiful and flawless world" We will lead it with our technology.

Taeyeong ENT started its business with the will to do its best to provide good and clean water.

The company has now grown to be an environment friendly enterprise moving towards the world market. Taeyeong ENT is building up its history to be a reliable company.

History of TAEYOUNG E&T Taeyoung Environment & Technology

Taking off toward the world 2006 ~

2010
- Lanched a Laboratory pure & Ultra pure water system
- Launched a Electrolyzed Strong Acid Generator
- Launched a Hypochlorous Acid Generator

2009
- Was selected as desogn-consulting business
- Was selected as an export company

2008
- Recieved an exporter award
- Selected as a exporter promising small and medium-sized enterprise
- Acquired CE Mark for the product line of hydrogen-rich pump
- Obtained a patent for the " Filter-combined Structure" easy to change

2007
- Patent acquired for water ionizer and the control system
- Acquired 'Export-oriented enterprise certification'
- Dispatched US market-researching team
- Announcement of New CI
- INNO-BIZ Certificate
- Venture enterprise certificate

2006
- Patent acquired for fermented soap
- Patent acquired for the microbial solid-state fermentation and vacuum dry fermentation tank
- Acquired 'Water" mark for all product line of alkali water reductor
- Acquired CE mark and CB authentication for all product line of alkali water reductor
- Technology registration for water ionizer using 'SMSS'
- Registration of a model utility for a water ionizer with no need of a calcium filter
- Registration of a model utility for a cleaning device of water ionizers
- Launched 'TM fermented soap' to the market

Selection and focus 2005 ~ 2003

2005
- Elected as an eligible KGMP(Korea Good Manufacturing Preatice)company
- Acquired the permission for the production of a medical material generator and such items from Korea Food and Drug Administration
- Launched a medicinal substance-producing equipment (water ionizer) to the market
- Signed an exclusive sales agreement for hangover beverages with "Feelch"
- Applied for the patent of the solid nurture of microorganism and the nurture tank for a vacuum dry
- Applied for the patent of the control method using SMPS

2004
- Signed an exclusive agreement with ' Water ' water purifier (a company in charge of the Hyundai Park)
- Acquired a permission for import and sales from the Korea Food and Drug Administration
- Launched 3 kinds of TM-C ceramic wristlets to the market
- Launched 2 kinds of TM-C ceramic necklaces to the market
- Launched 2 kinds of TM-C ceramic foot pads to the market
- Launched 8 kinds including fermented active 24 gold beverage to the market

Now that we have examined a bit about the history of Tyent USA, let's take a look at the main person behind the company, Joseph Boccuti. As it was mentioned earlier, ultimately it is the people that make a company, for the good or the bad. Most consumers like to deal with a company made up of qualified individuals that have years of experience in the industry. Investigators did discover that Joseph Boccuti does have years of experience, only it is not in the ionizer industry. It is as a Vegas style stage hypnotist. Below is Joseph Boccuti's bio that appears on his website (see below).

Joseph Boccuti
MASTER HYPNOTIST

Joe began his stage hypnosis career in Las Vegas, Nevada while studying privately under some of the top head liners on the strip. After performing his hypno-sterical routine all over the country, he settled in Atlantic City, NJ at The Trump Marina Hotel and Casino. Joe will be headlining at the Trump Marina from July through September 2009 on Thursday, Friday, and Saturday nights. This adult oriented show crosses the line and keeps the audience roaring with laughter.

Joe has been studying the intricacies of the subconscious mind for nearly a decade. Having worked personally with close to 20,000 clients, his experience is what sets him apart. Joseph developed the "solitary acknowledgement method (SAM)" for group hypnosis, which provided evidence that group hypnosis could be consistently effective in a large assembly.

In 2003 Joseph founded his own private clinical practice, which is focused primarily on private, one on one therapy. As a specialist in multiple facets of mental wellness, including hypnosis, neuro linguistic programming (NLP), and rapid behavior modification, Joseph can treat almost all issues relating to mental wellness. Joseph has vast knowledge and experience on how to affect change in people with regards to weight issues, stress/anxiety management, smoking cessation, pain control, and most other mental and habitual matters.

Joseph has studied under Dr. Michael Stower as well as Gil Boyne who is considered to be the godfather of modern hypnotherapy. Most of Joe's stage technique was adapted from that of Justin Tranz. Joe has been certified by The National Guild of Hypnotherapy and he has been accepted by American Board of Hypnotherapy. Joseph is also the president of the Mental Wellness and Behavior Modification Alliance, which focuses on the continued progression, and amalgamation of multiple alternative wellness therapies.

You Are Getting Thirsty…

While Joseph Boccuti's experience in the world of stage hypnotists seems quite impressive, he does not appear to have any experience at all in the world of water ionizers prior to his starting Tyent USA. Nor does he seem to have any experience in any specific science that may be related to or regarding water ionizers. This should be another major red flag of concern for consumers.

The person running a company should posses at least some level of expertise in their field or industry. This is something that is expected by most consumers; so the complete lack of any level of expertise by the person running Tyent USA should have consumers seriously reconsidering the degree of credibility they give Mr. Boccuti regarding his opinion of water ionizers or the water ionizer industry.

According to his bio, Mr. Boccuti founded his own private clinical practice in 2003 and investigators were unable to determine exactly when he stopped his private practice. However, they were able to find a July 2009 article by David J. Spatz entitled "*He's Got You Under His Spell"* that stated Mr. Boccuti was no longer doing clinical hypnosis. So it appears that Mr. Boccuti was running a practice that, according to his own information, provided services to over 20,000 clients during the same general timeframe that he was running Tyent USA. This must have kept Mr. Boccuti extremely busy. With services provided to over 20,000 clients during an approximate 6 year period of time he would have to have seen 9 different patients every day, 365 days of the year, while also starting and running Tyent USA during 5 of those years. Either Mr. Boccuti has an absolutely incredible work ethic or, once again, some of the information he is providing consumers is a bit inaccurate.

While there is nothing wrong with making a living as a comedic Vegas style stage hypnotist, most consumers would probably agree that they would not specifically seek out a person in this particular field to give them advice on the possible health benefits of drinking alkaline water or to explain the advanced technology that make up the best water ionizers on the market. Those that have sought out advice or listened to Mr. Boccuti's opinion in regards to water ionizers probably do not know his true area of expertise.

Below is the home page of his website that highlights his primary experience (see below).

Tyent USA "Products" – Contradiction of Quality & Performance

Now that we have taken a look at Tyent USA as a company and the experience of Tyent USA CEO Joseph Boccuti, it is time to take a look at the products that Tyent USA sells. This is another area where investigators found some major discrepancies and where the research became extremely in depth and time consuming.

According to the Tyent USA website the current Tyent USA water ionizer product line, as of 06/2011, includes the following products:

MMP-7070; MMP-7070T; MMP-9090T & UCE 9000T

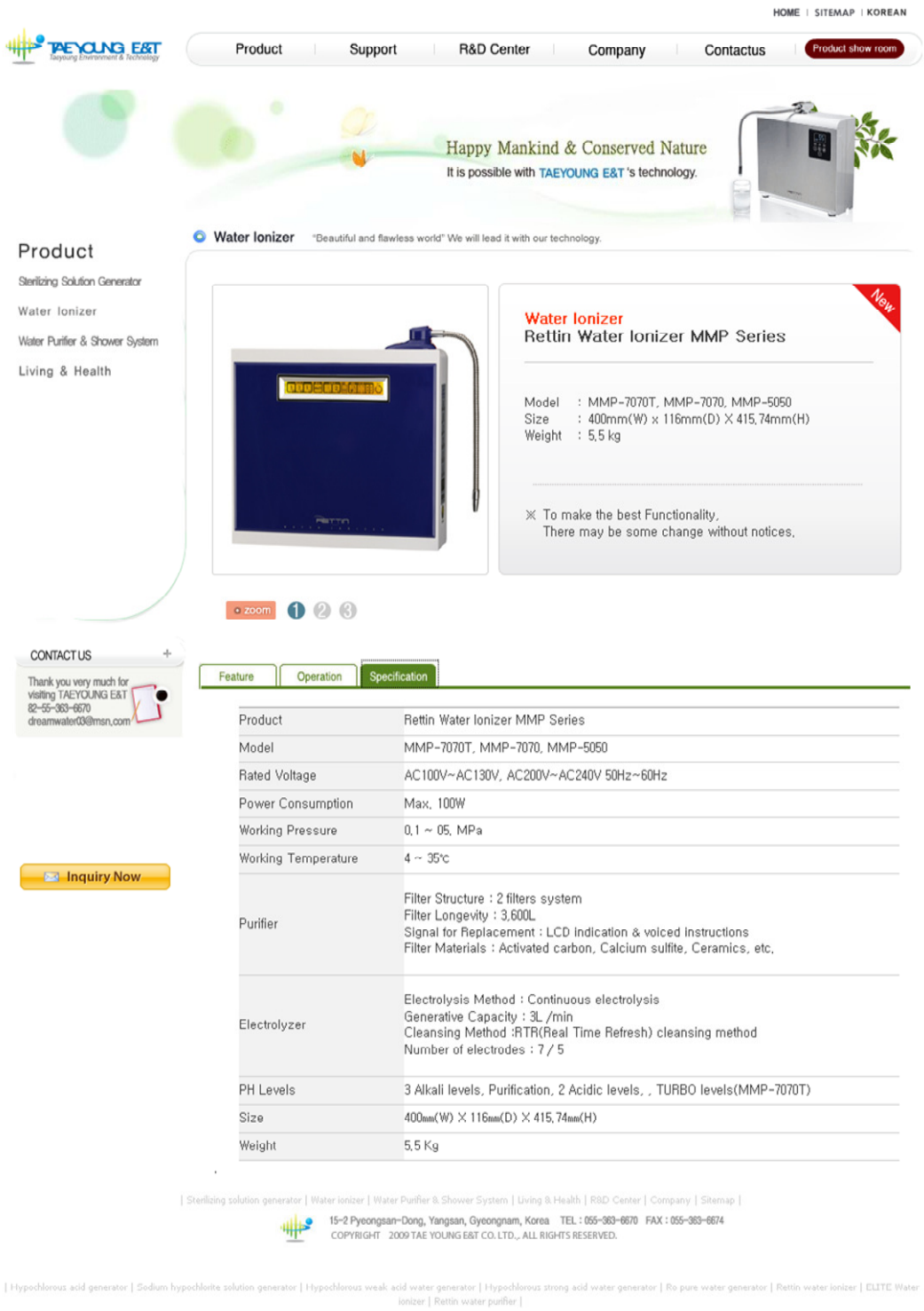
We will start with the MMP-7070 and the MMP-7070T, which is the "Turbo" version of the 7070. There is a good amount of information listed on the Tyent USA website about both 7070 models, as is there on the TAEYOUNG website. It is the power capabilities of these models that came into question as specifications were compared between each website. The first set of specifications is from the Tyent USA product user manual and are also what appear in the product specifications on their website:

	WATER IONIZER
Model Name	MMP - 7070
Purifying Mode	TM Filtration Mode
Rated Voltage	100-240V a.c. 50/60Hz
Power Consumption	Max 280W
Extraction Construction	Flexible tube
Display Unit Configuration	3-steps alkaline water, water purification, 2-phase acidic water, under cleaning voice, filter replacement display, pH concentration level display
Additional Function	Electronic extraction construction
Operating pressure range	0.1 ~ 0.5 MPa
FILTER MATERIAL	
Filter Configuration	Primary: ACF activated carbon fiber Secondary: ACF activated carbon, Ceramic
Replacement Type	Revolving Cartridge
Filter Life Display	LCD filter replacement display and voice announcement
ELECTROLYTE CELL	
Quantity of Poles	7
Pole Size	55mm x 130mm / 0.5T
Product Size	398mm (W) x 114.5mm (D) x 415mm (H)
Product Weight	5.6 kg
	WATER IONIZER

	WATER IONIZER
Model Name	MMP – 7070 TURBO
Purifying Mode	TM Filtration Mode
Rated Voltage	100-240V a.c. 50/60Hz
Power Consumption	Max 280W
Extraction Construction	Flexible tube
Display Unit Configuration	3-steps alkaline water, water purification, 2-phase acidic water, under cleaning voice, filter replacement display, pH concentration level display
Additional Function	Electronic extraction construction
Operating pressure range	0.1 ~ 0.5 MPa
FILTER MATERIAL	
Filter Configuration	Primary: ACF activated carbon fiber Secondary: ACF activated carbon, Ceramic
Replacement Type	Revolving Cartridge
Filter Life Display	LCD filter replacement display and voice announcement
ELECTROLYTE CELL	
Quantity of Poles	7
Pole Size	55mm x 130mm / 0.5T
Product Size	398mm (W) x 114.5mm (D) x 415mm (H)
Product Weight	5.6 kg

Both models indicate that the maximum power consumption is 280W.

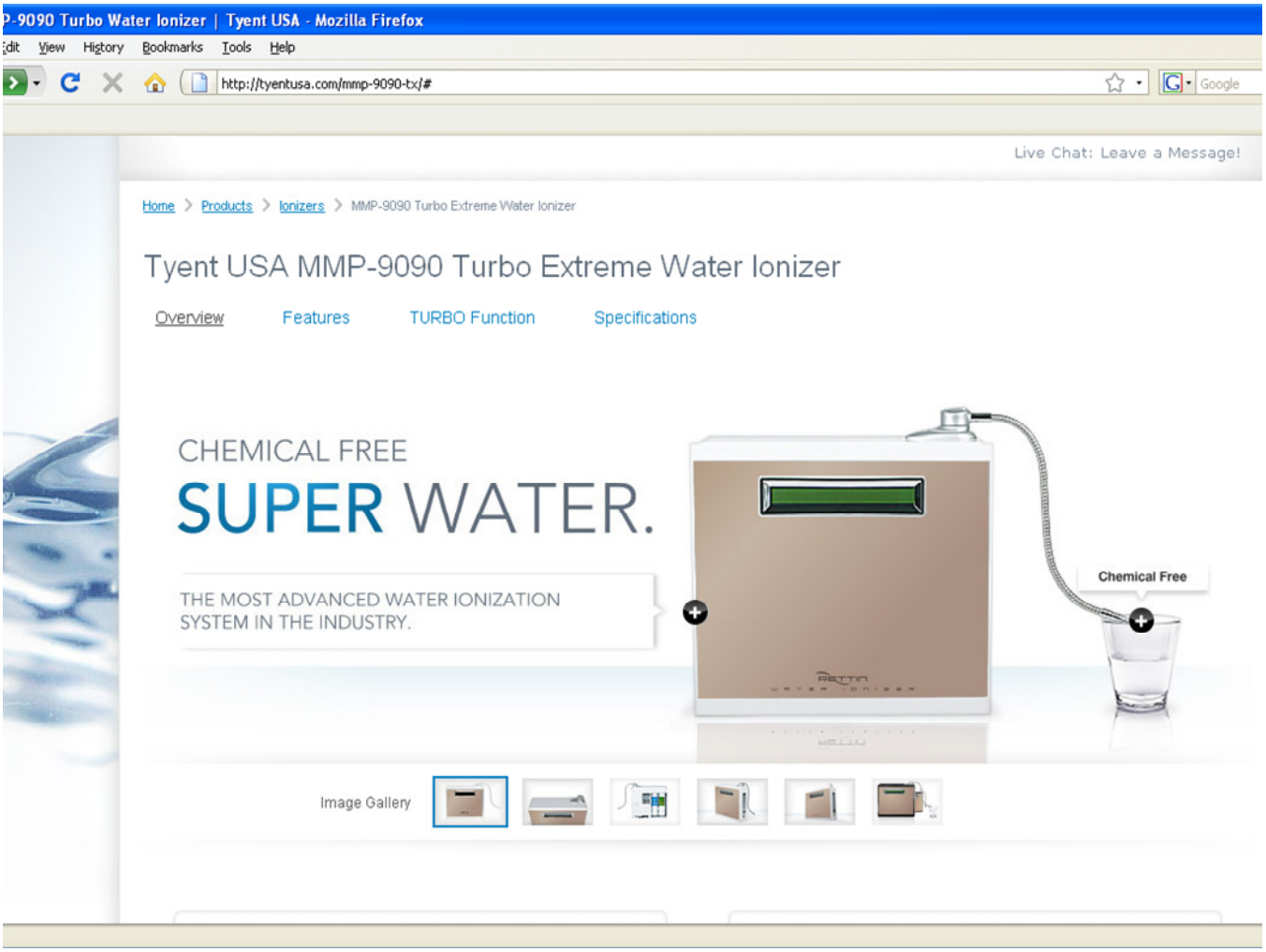
Specifications of the same models were available on the TAEYOUNG, which are the actual manufacturers of the ionizers, website. Please pay close attention to the power consumption section in this second set of specifications.



As you can see above, the manufacturer of the product lists the maximum power consumption of both the MMP-7070 and the MMP-7070T at 100W. This is substantially lower than the 280W that is listed by Tyent USA for the exact same product. This is just one more example of Tyent USA providing false or misleading information to consumers. Because the amount of power surging through the ionization chamber is such an important factor in producing alkaline water this discrepancy is a major one. The difference between the quality of the alkaline water produced by an ionizer using 100W and 280W is massive. If there is a 180W power difference, as the manufacturer states there is, consumers must ask themselves, what other pertinent information has Tyent USA fabricated?

It is this exact question that brought investigators to information about the next product. Be advised that the following information may seem a bit confusing, as it was actually confusing for our investigators. The confusion stems from the most recent Tyent USA product offering, the MMP-9090T. Even after the exhaustive research that was conducted by our investigators they were unable to find any information, except for that found on the Tyent USA website, about this product. In fact, there were even a few discrepancies found on the Tyent USA website that made investigators wonder if this product actually exists.

Finding information about the MMP-9090T on the Tyent USA website was easy, as this new model is being promoted as the best in the industry by Tyent USA (see below).



After reviewing the MMP-9090T product information provided on the Tyent USA website investigators went back to the TAEYOUNG website to attempt to cross reference this information. After a complete search of the website, including using the Site Map, which lists all of the web pages in the website, a model MMP-9090T could not be located. This seemed extremely odd to investigators. If this was the newest model available and was the most advanced technology being offered by TAEYOUNG it would stand to reason that they would at least mention this product on their website. But it was quite to the contrary. There was absolutely NOTHING!

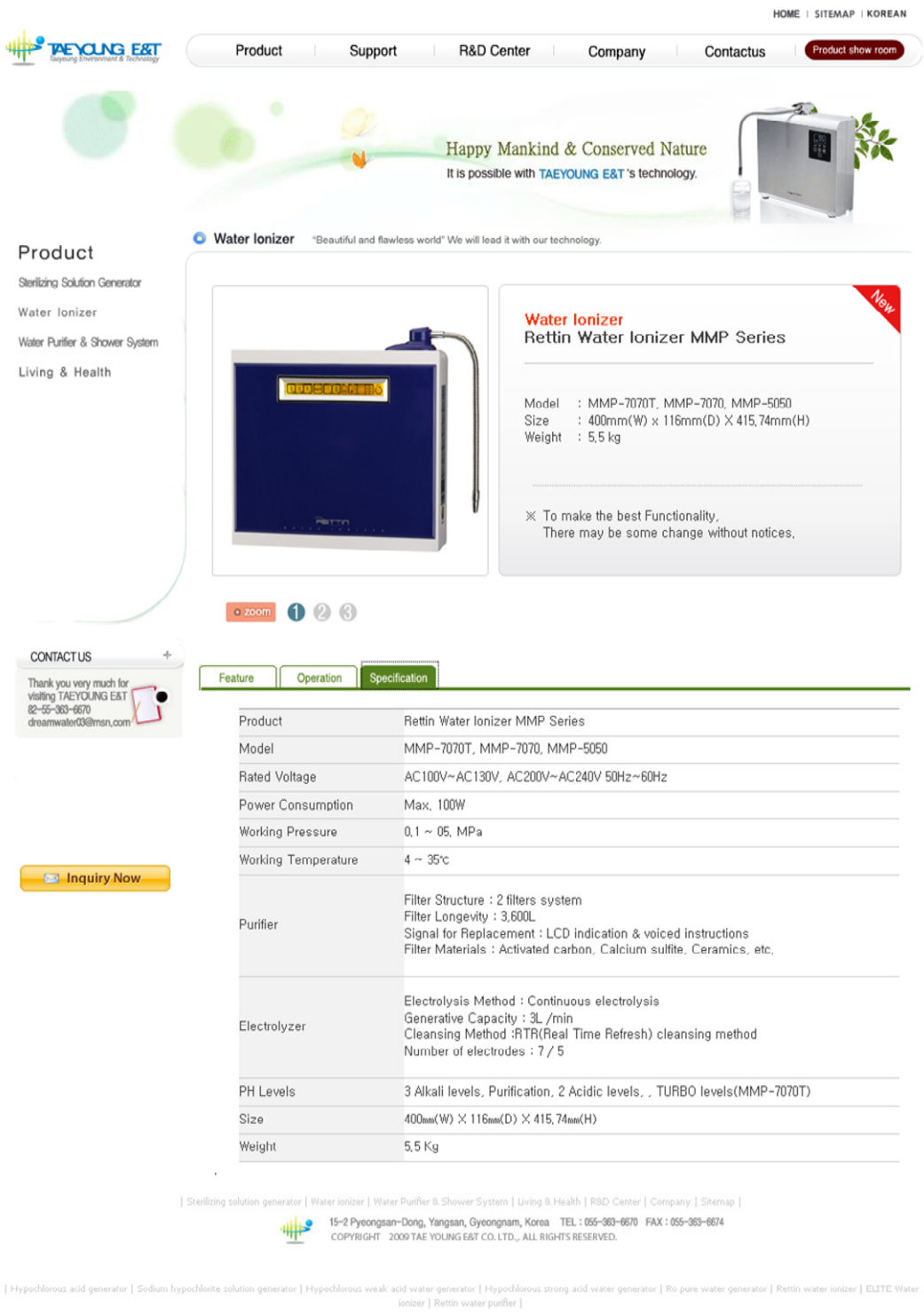
Additional Internet searches were conducted and, again, the only information that could be found regarding the MMP-9090T were found only on the Tyent USA website or Tyent USA affiliate / distributor websites. No other product information could be located.

A product information request was sent to TAEYOUNG using a form in the Contact US section of their website, asking for any information regarding the MMP-9090T. It has been 2 weeks and there has been no response.

Here is what was found on the TAEYOUNG website (see below).

As you can see there are only a few listings under “Water Ionizer”. One of these listings is the MMP-Series. This link was clicked and our investigators were directed to a page that contained what TAEYOUNG represents as their complete line of MMP-Series products (see next page).

Below is the page that came up when we clicked the MMP-Series link (see below).



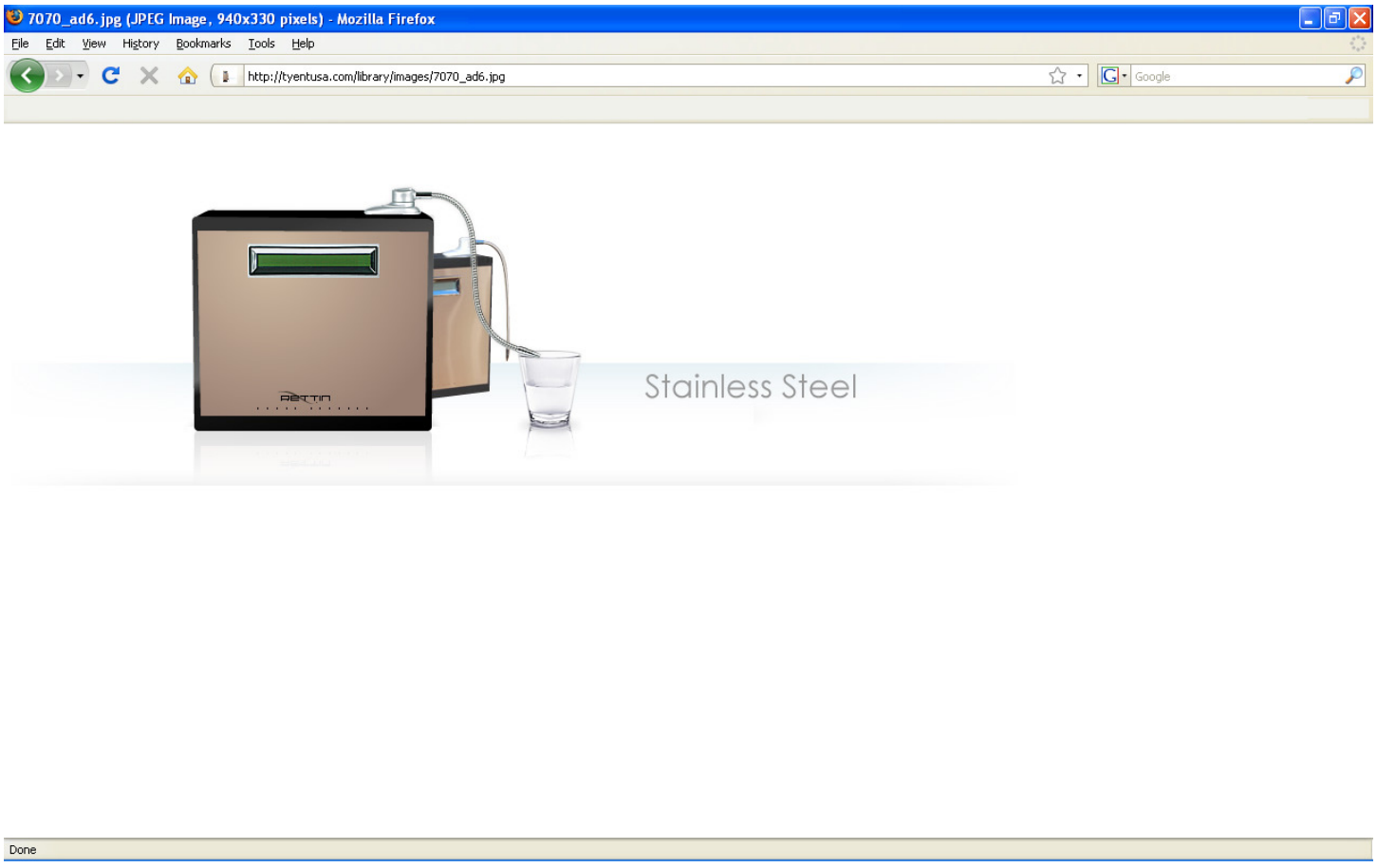
The only MMP models that are mentioned are the MMP-5050, the MMP-7070 & the MMP-7070T. There is nothing about an MMP-9090T, or any other MMP model number, other than those already mentioned.

Based on the information that investigators had already uncovered, they considered the possibility that the MMP-9090T was perhaps a completely fabricated ionizer and that such a machine and model never actually existed. But our investigators were not looking for speculation; they were looking for facts, so they continued to search in hopes of finding something else. It was during this extended search that some oddities were discovered within the Tyent USA website that may actually support the notion that the MMP-9090T is nothing more than a MMP-7070T in a different colored shell, which is the outer casing of the ionizer.

What they discovered was something that most people would never look for, nor would they recognize it even if they found it. It was actually information that becomes embedded into a website as information and pictures are inserted into the site. Without getting overly technical, here is what was discovered. On the main web page of the Tyent USA website that had the MMP-9090T information there are 6 product pictures below the main picture on the page. These are known as "thumbnails" and are smaller versions of a larger picture that you can access by clicking on them.

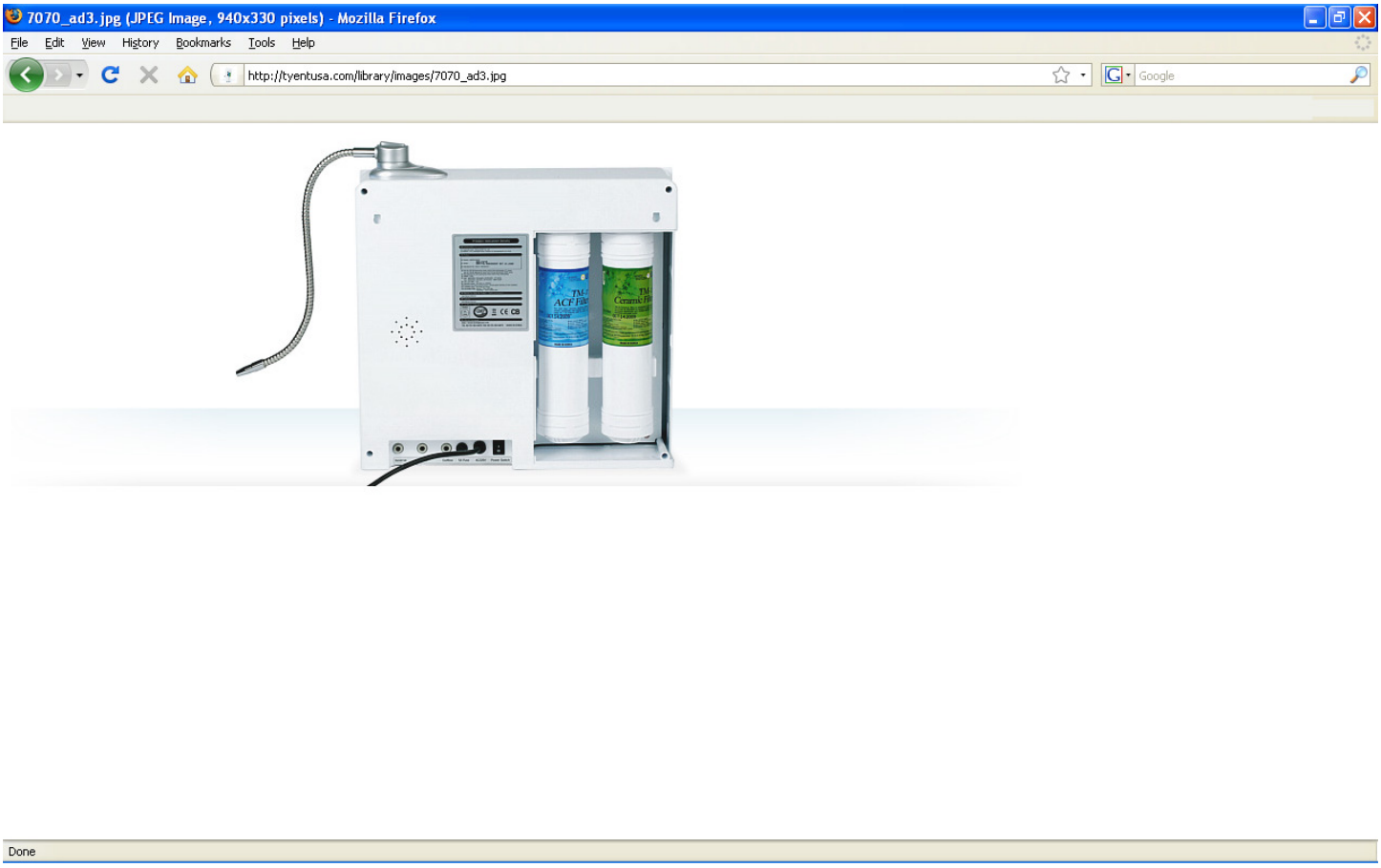
Once you click on one of the thumbnails, a larger picture is visible on the screen. If you scroll your cursor over the image and then left click, which means to depress the left button of your computer mouse, a drop down menu appears with a variety of choices, including "View Image". Clicking view image will allow you to see the image and nothing else. It also shows the "URL" or "website address" where the actual image is saved. Typically the name associated with the saved image is included in this website address.

Each of the 6 images of the MMP-9090T that appear on the Tyent USA website were clicked and each were "viewed" as described above. Out of the 6 images, 2 of them were identified as "7070". This is where some serious deductive reasoning had to be implemented. If you had a product with a specific model number and you were saving images of that product, is there any logical reason that would have you save any of the images using a different model number? How about saving multiple images of your newest, hottest product using a different model number?



If you look closely at the address bar of the web page screen shot you can see where it says "7070". You can also see it in the page header information, which is at the very top of the screen shot in the blue area. It says "7070_ad6.jpg".

The next page has the other image that was one of the 6 pictures representing the MMP-9090T yet, for some reason, were labeled "7070".



Based on the evidence that investigators were able to find, they were only able to come to one conclusion. That the MMP-9090T is a made up model, created in an attempt to make consumers believe that this product has more plates, a total of 9, in the ionization chamber and that it has more power, 385W, according to the website specifications.

This conclusion was based on the previous misrepresentations of the power output of the other models, the lack of product information on the website of the company that supposedly manufacturers the product and the odd discrepancies on the Tyent USA website regarding the images of the MMP-9090T. This conclusion is based on circumstantial information. Tyent USA can easily prove that the MMP-9090T exist by doing one of two things.

One, have TAEYOUNG add the product information of the MMP-9090T to their website, along with the pertinent product specifications, just like they list with all of their other products. Two, film an uncut video with a Tyent USA representative and an unbiased second party observer, opening a factory sealed MMP-9090T, removing and disassembling the ionization chamber and showing 9 individual plates.

If Tyent USA were to do or say anything in response to this, other than one of the two options listed above, then we would stand firm on our contention that the MMP-9090T is nothing more than a fabricated product, introduced to deceive consumers.

The last product that needs to be addressed is the UCE-9000T. Unfortunately, this model is much like the MMP-9090T, in as much as we were unable to find anything from TAEYOUNG regarding this product. We also noticed that, as of the date of this report, this particular model is not actually available. The Tyent USA website says that they will only get a total of 500 units and that it can be pre-purchased, but that units are not expected to begin shipping until at least August 2011.

We will have to wait to see if TAEYOUNG ends up posting any information about this model.

IonizersReviewed.com Website…Is Now IonizerResearch.com

The next section of this report may create some confusion for consumers, but it is actually a very important part of the entire Tyent USA "experience". This section focuses on what has been promoted as an unbiased ionizer review website, www.ionizersreviewed.com. It is important to mention that the ionizersreviewed.com web address is now forwarding to a new URL, or website address, which is ionizerresearch.com. The fact that this report is including this information may be the first confusing aspect for consumers…why would an impartial review website be lumped into a special consumer report on Tyent USA? By the end of this section the reason will be crystal clear; for now let's just say that the connection between Tyent USA and ionizersreviewed.com will show the level of consumer deception that Tyent USA will stoop to in order make a buck.

A lot of effort has been exerted by those involved with this website to cover their tracks and our investigators had to pull out their "Sherlock Holmes" magnifying glasses to connect the dots and put the pieces of this puzzle together. This investigation unfolded like a classic Sherlock Holmes novel, with investigators uncovering deceit, greed, shady dealings and a dastardly villain.

This "independent review" website was registered on 09-21-2007, the EXACT same day that the Tyent USA website was registered and using the EXACT same server banks as the Tyent USA website, but we will get to that in a few minutes. The website appeared to be run by a man named Rob Gray, a self proclaimed "expert" on water ionizers. Investigators were unable to locate any information regarding Rob Gray's experience with water technology products or why he would be qualified to give consumer advice about water ionizers. It just

seemed like he popped onto the scene out of nowhere and was able to gain exposure with the help of some very well placed search engine ads and purchases of strategic ionizer industry search engine keywords.

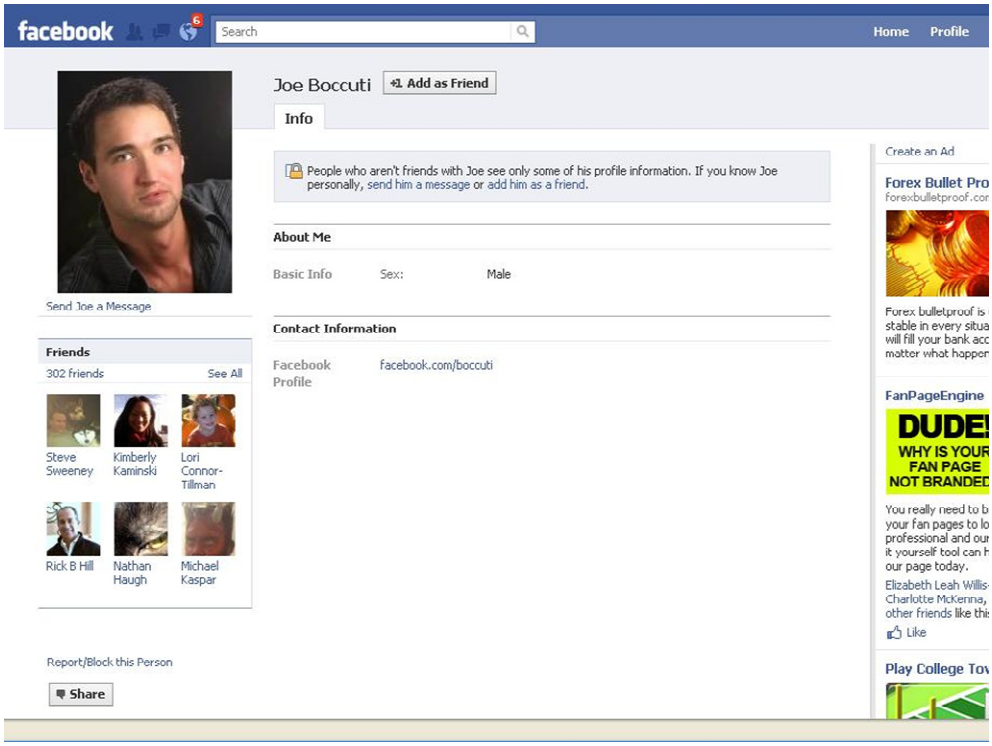
From the very beginning ionizersreviewed.com did not seem like an unbiased consumer protection website as it was being promoted. The reviews of different ionizers were filled with more opinion than fact. To even an untrained eye it was obvious that this website was not unbiased like Consumer Reports, that it showered great praise on it's favorites and unleashed vicious attacks on the competition of the ionizers that were their "top rated" picks.

In every review it was always a Tyent USA product that was ranked #1. The very one-sided approach that Rob Gray talked about when discussing the different ionizers gave way to speculation that he was somehow involved with or connected to Tyent USA or Joseph Boccuti. Both Mr. Gray and Mr. Boccuti adamantly denied working together or even knowing one another.

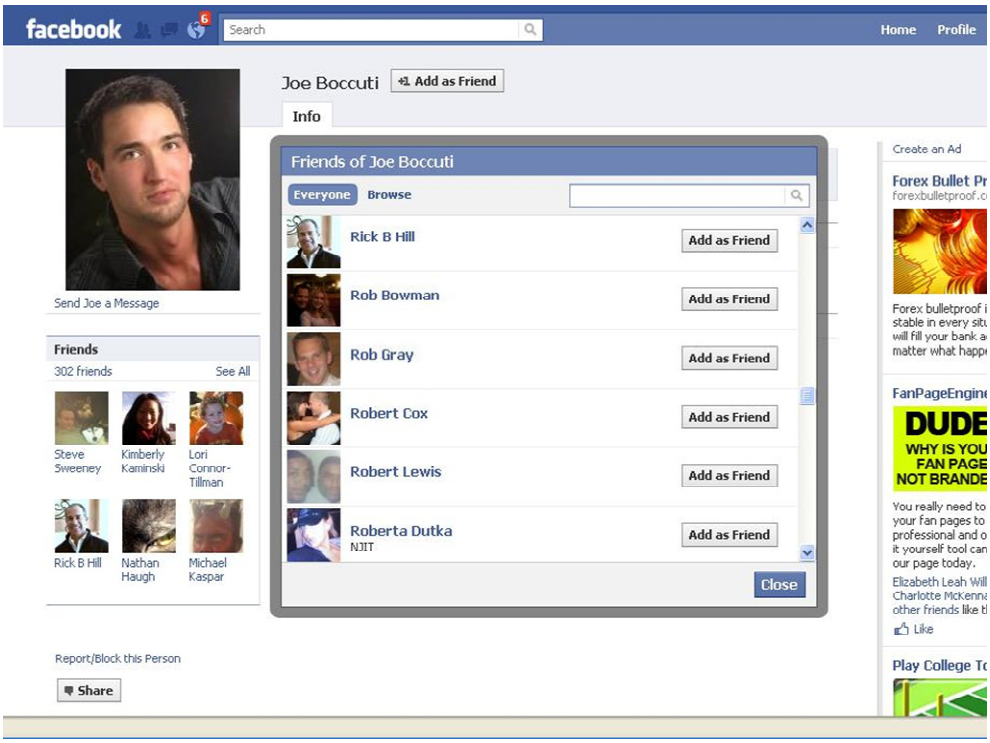
Investigators learned that the two actually do know each other and, based on some very recent developments that will be addressed a bit later in this report, the relationship between them is very strong. Investigators tapped into the latest Social Network craze to see if they could find any sort of connection between Mr. Boccuti and Mr. Gray. Investigators went online to Facebook and did a search for Joseph Boccuti and found a profile for "Joe Boccuti". Based on the information that was provided in the profile investigators determined that this was Tyent USA owner Joseph Boccuti.

For those that may not be familiar with Facebook, please allow us to explain a few things. When you have a profile on Facebook people can look you up and send you a "Friend Request". This is a simple message that says someone wants to have their profile connected to yours, so that information can be shared between the two parties. The request includes information about the person making the request, including their name and picture, if they have one on their profile. Acceptance of a Facebook friend request IS NOT an automatic process. A user has to actually "Accept" the request by reviewing and then clicking an acceptance button. Most people on Facebook do not accept people they do not know, as many profiles contain information of a more personal nature.

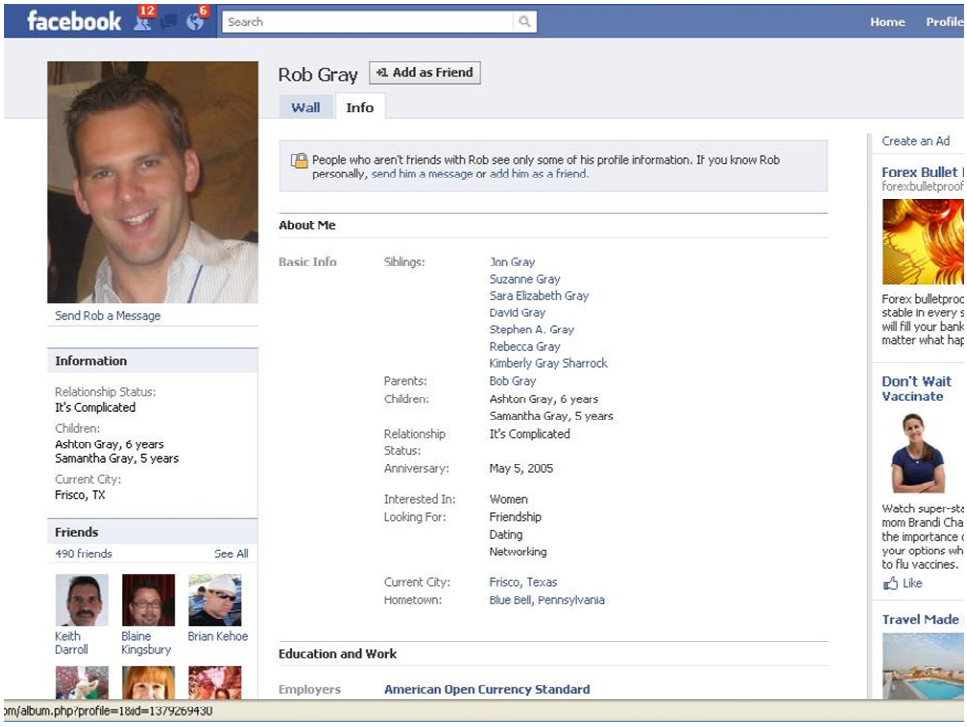
That being said, here is what was found on Joe Boccutti's Facebook profile (see below).



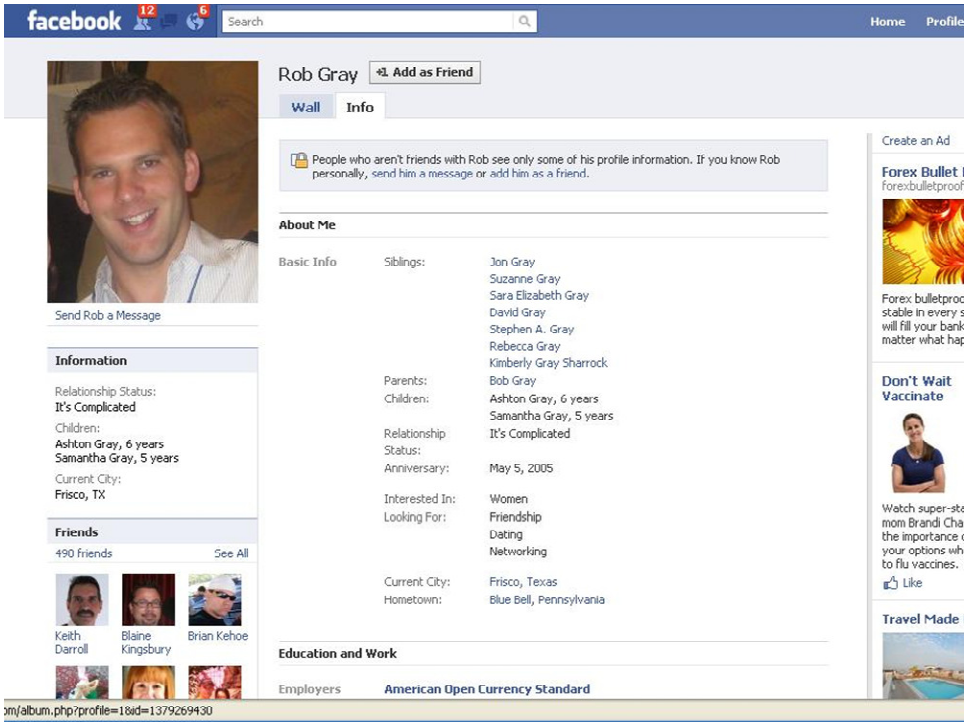
The image on the preceding page is Joe Boccutti's main Facebook page. Under his photo on the left you can see a few of his "Friends", people he has selected to be able to connect to his Facebook profile. As of the date of this screen capture, 10-22-2010, Mr. Boccuti has 302 friends.

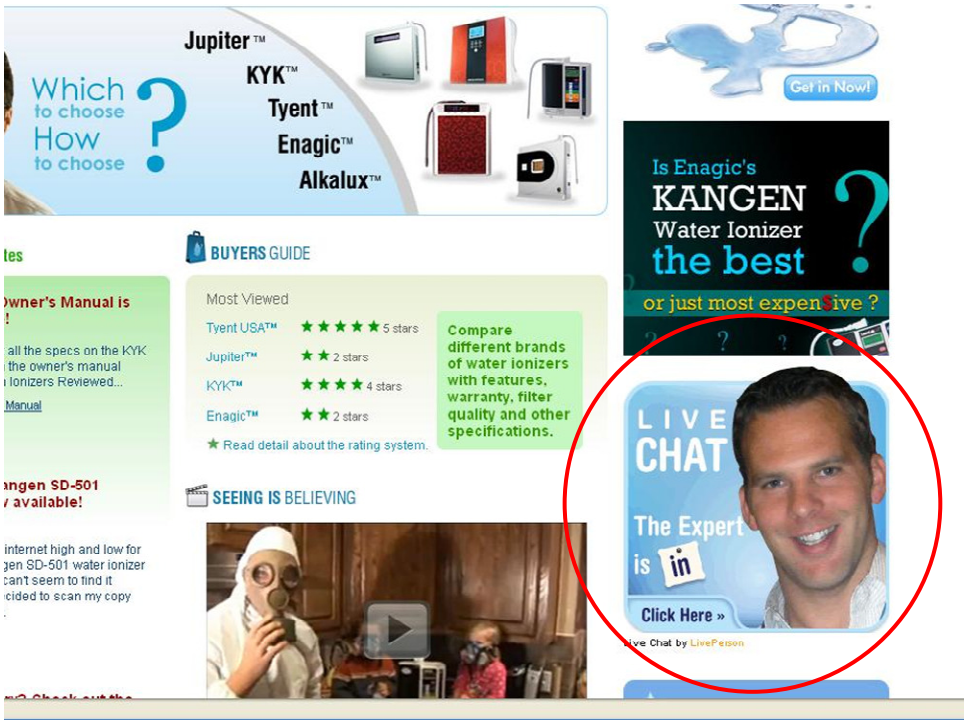


The link to Joe's friend list was clicked and a "Rob Gray" was located. Then investigators clicked on the picture of the person listed as Rob Gray and visited their Facebook profile.



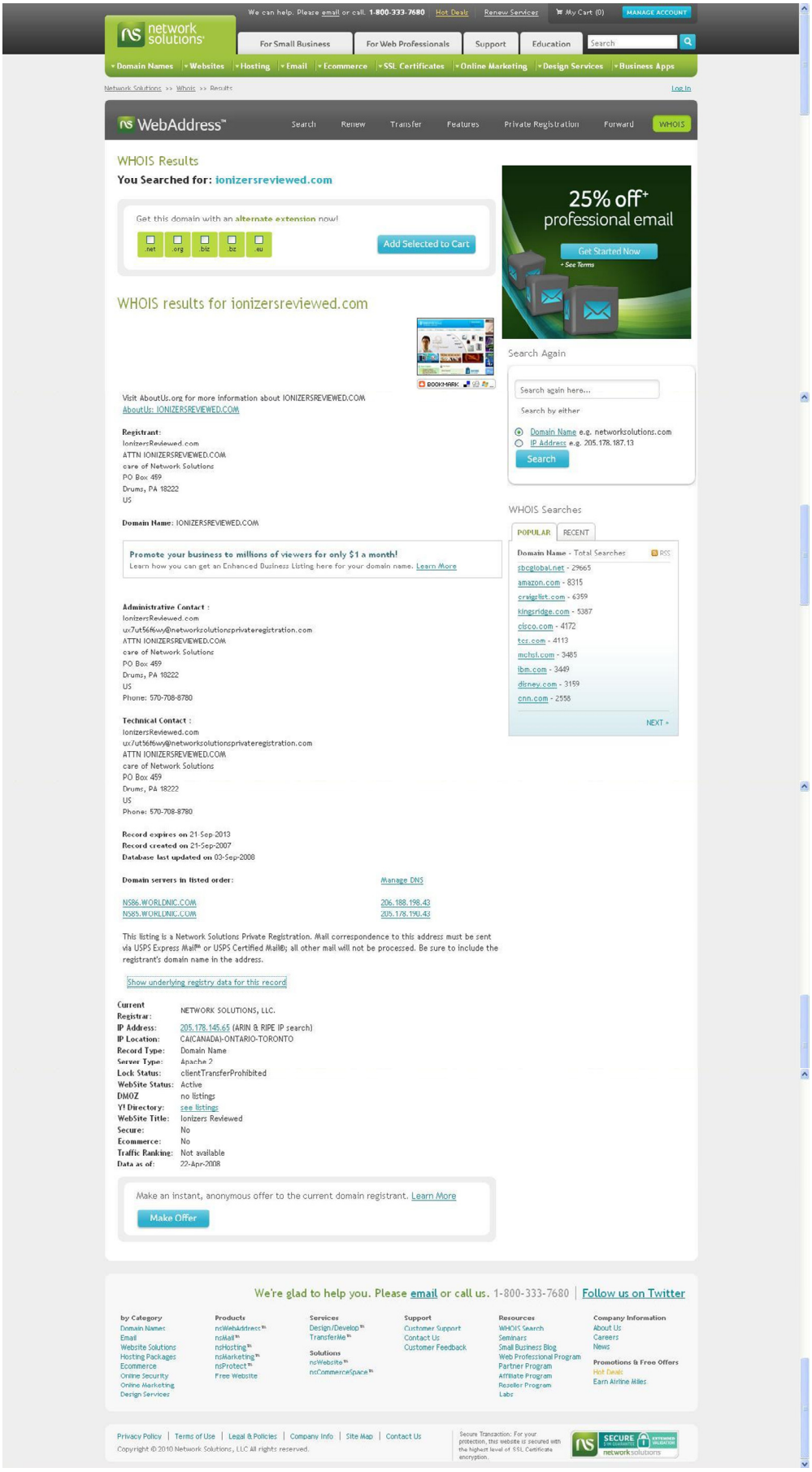
At this point investigators were not sure that this was the same Rob Gray from ioniersreviewed.com, however they became 100% positive when they revisited the ionizersreviewed.com website. Rob gray had used the exact same picture on both the ionizersreviewed.com website and his Facebook profile.



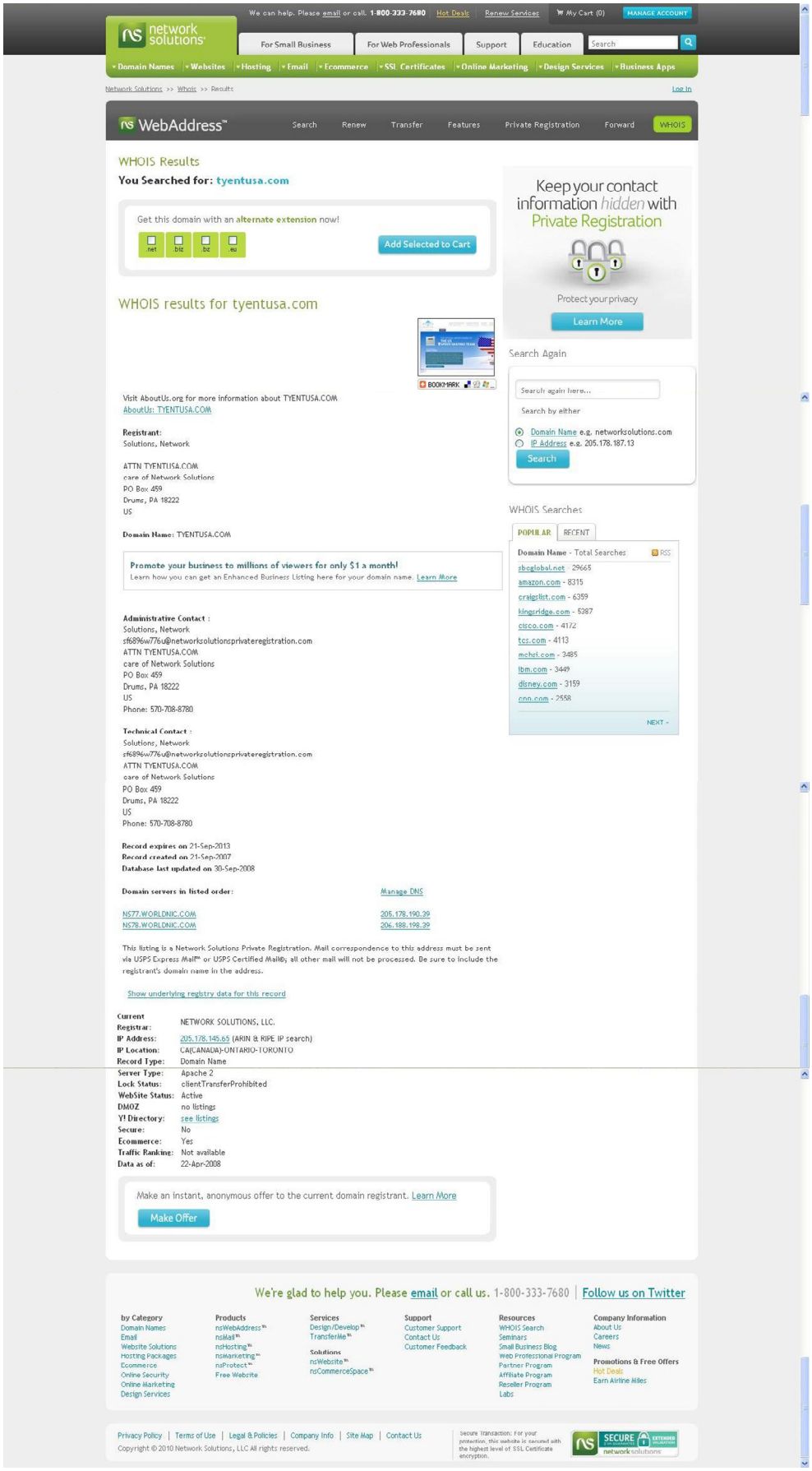


At this point investigators were positive that this was the same Rob Gray and that My. Gray and Mr. Boccuti did, contrary to their denial, know each other. We would like to point out that the screen shots that appear above are from part of this investigation that occurred in October 2010. However, the same information and connection between Mr. Boccutti and Mr. Gray was actually discovered in an earlier investigation on July 23, 2010. This is only mentioned to illustrate the fact that the connection between these two is not a new development; it was established almost a year prior to this report being written.

Once this connection was established it became obvious that Mr. Gray and Mr. Boccuti were working together and that the denial of this fact was just one more example of the deception perpetrated by Tyent USA. Just so consumers have as much information as possible, here are a few more of the things that were uncovered.



Above is the original registration information for ionizersreviewed.com



Above is the original registration information for tyentusa.com

Looking at the two screen shots of the website registration information one cannot help but notice that they look almost identical. This usually happens when the same registration service is used. We should mention that when different registration services are used the information that appears, even using the same "Who Is" search engine, will appear very different. The main points between these two website registrations that captured the interest of our investigators were the dates of registration, the domain servers and the IP Addresses.

Those that are familiar with the Internet or website design will quickly recognize these similarities and would be able to tell that these two domains were registered within a few minutes of each other and, most likely, by the same person. While the specific name of the person registering the websites is unknown because it was registered as "private", the other information referenced above is enough to tell the tale of the registration.

The date is the first dead giveaway. Both of these websites were registered on September 21, 2007. Under normal circumstances two websites being registered on the same day would have little consequence, however, two sites that supposedly have nothing to do with each other, then information surfaces that contradict that assertion, well that is a whole different story. The next thing is the domain servers, which are listed as WORLDNIC.COM for both of these. Again, under normal circumstances this may be seen as simply a coincidence, but here it becomes one more piece in this puzzle of deceit. The last indicators that these websites were registered within just a few minutes of each other are the IP Addresses that were issued. An IP Address is a sequence of numbers that tell a computer where a website is located on the Internet. Let's take a look at the sets of IP Addresses for these two websites.

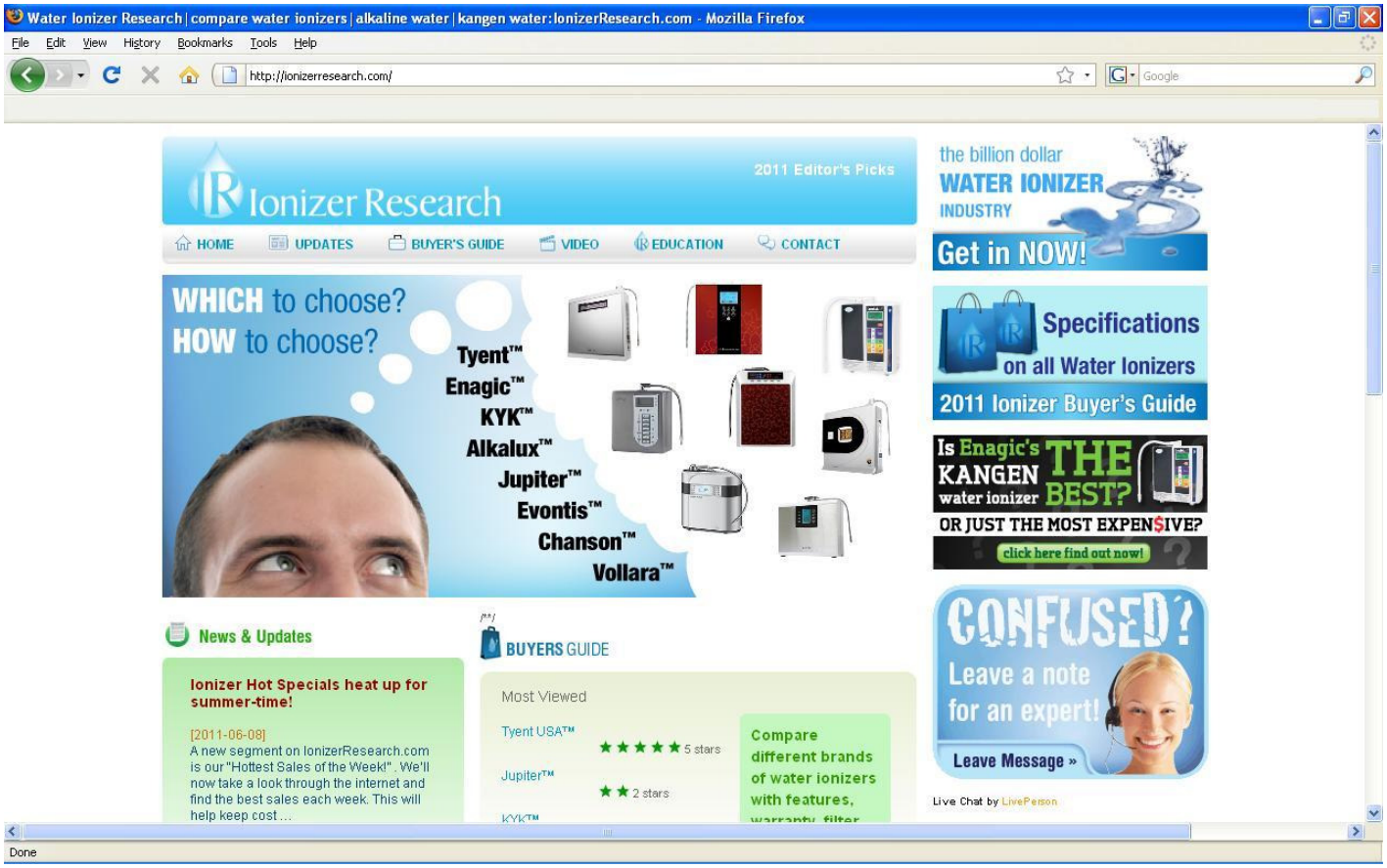
tyentusa.com	205.178.190.39	206.188.198.39
ionizersreviewed.com	205.178.190.43	206.188.198.43

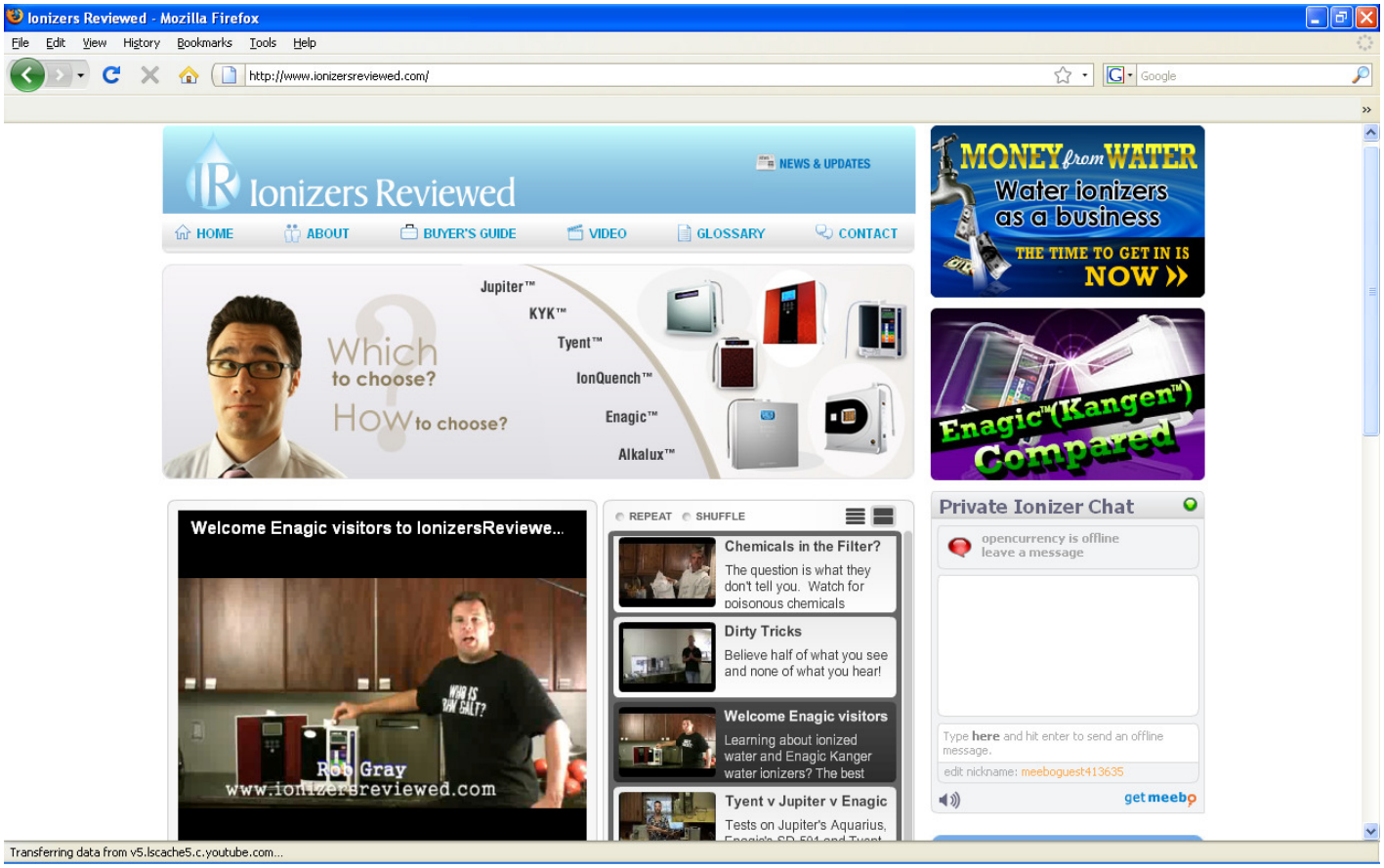
Being a bit web savvy really helps in understanding the significance of these numbers. For those that are not so web savvy, IP Addresses are distributed to major Internet Service Provider's (ISP's) in blocks of thousands of addresses. Most services then distribute these addresses sequentially as people order and register their domain names / websites. If you notice the addresses above are almost exactly the same. The numbers differ only by 3 addresses. This means that between the time that these two websites were registered only 3 other websites were registered through this service. Again, these numbers indicate that the registration of these two websites had to be within just a few minutes of each other.

There are only two possibilities regarding the registration of these websites. Either one person registered both of these sites, one right after the other, or two different people, that supposedly have nothing to do with each other, happen to be sitting in front of their computers at almost the exact same time, on the exact same day, both using the exact same service provider, both registering an ionizer related website within just a few minutes of each other. It has often been said that the most simple explanation is usually the correct one. In this scenario the second set of circumstances are almost impossible to expect to happen, so the first, and most simple option, is most likely the correct one. And if that is the case, then, once again, Tyent USA has tried to dupe consumers once more. This time by creating a completely fake review website that gives biased reviews and always list their own products as the best.

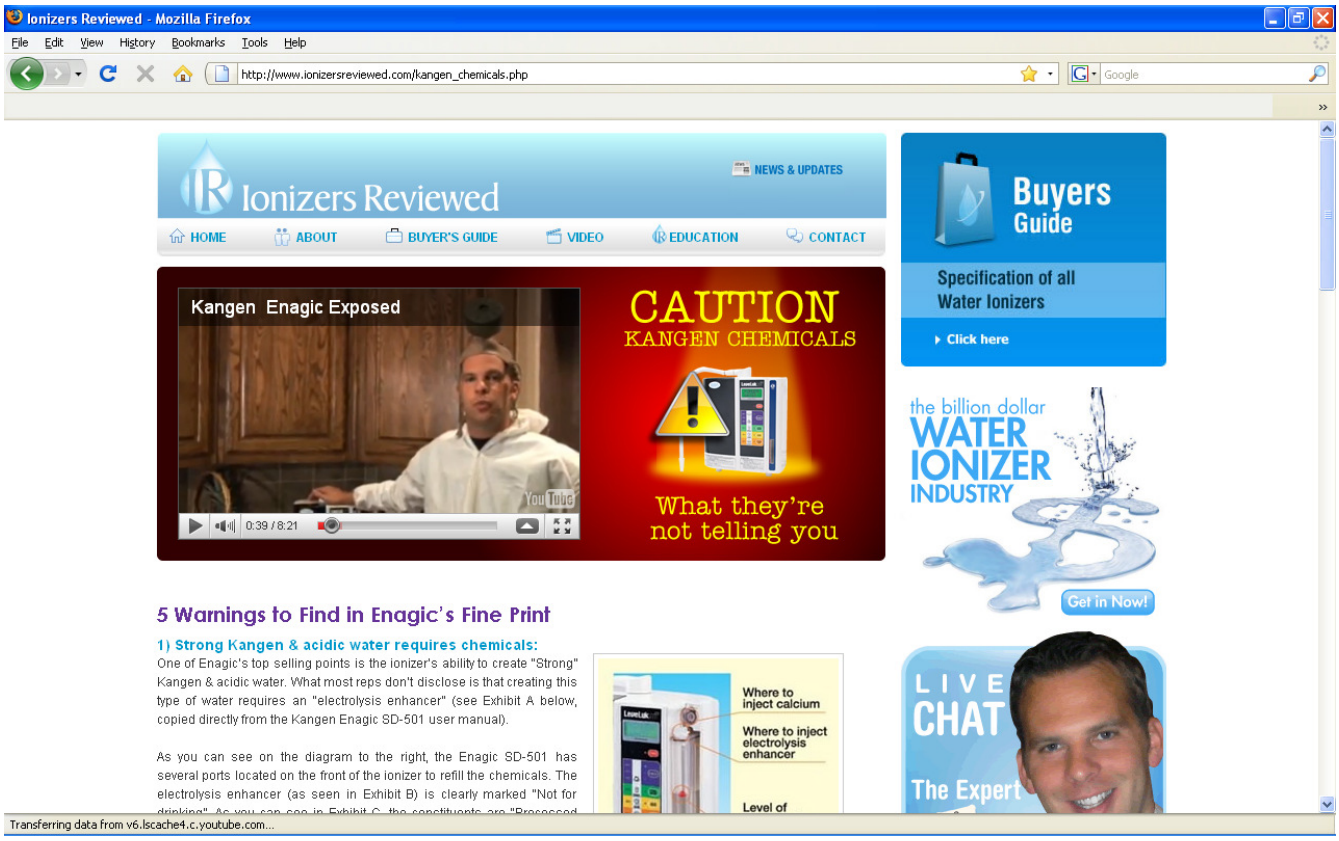
The new version of the ionizersreviewed.com website, ionizerresearch.com is now registered in the name of Rob Gray, but, as you have already seen, it did not start out that way. Most plans of deception unravel due to an oversight of minor details. This is a classic example. I don't think that Mr. Boccuti or Mr. Gray, which ever of these two actually registered these websites, ever imagined that investigators would dig deep enough to discover the similarities between the two registrations.

The next page shows the new ionizerresearch.com website, which is where you are directed if you put ionizersreviewed.com in a web browser address bar, as well as the original ionizersreviewed.com website. A few subtle design differences, but as far as content is concerned, for the most part, they are the same.

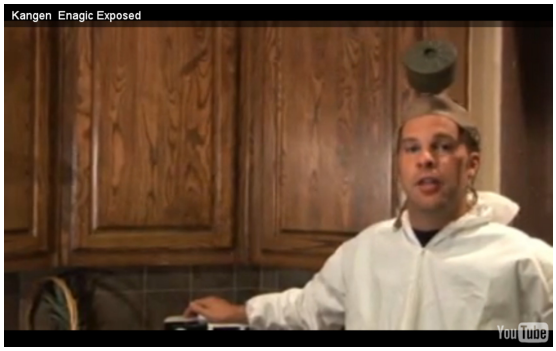

Water Ionizer Research | compare water ionizers | alkaline water | kangen water: IonizerResearch.com - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://ionizerresearch.com/
Ionizer Research
2011 Editor's Picks
HOME UPDATES BUYER'S GUIDE VIDEO EDUCATION CONTACT
the billion dollar WATER IONIZER INDUSTRY
Get in NOW!
WHICH to choose?
HOW to choose?
Tyent™
Enagic™
KYK™
Alkalux™
Jupiter™
Evontis™
Chanson™
Vollara™
Specifications on all Water Ionizers
2011 Ionizer Buyer's Guide
Is Enagic's KANGEN water ionizer THE BEST?
OR JUST THE MOST EXPEN$IVE?
click here find out now!
CONFUSED?
Leave a note for an expert!
Leave Message »
News & Updates
Ionizer Hot Specials heat up for summer-time!
[2011-06-08]
A new segment on IonizerResearch.com is our "Hottest Sales of the Week!". We'll now take a look through the internet and find the best sales each week. This will help keep cost ...
BUYERS GUIDE
Most Viewed
Tyent USA™ 5 stars
Jupiter™ 2 stars
KYK™
Compare different brands of water ionizers with features, warranty, filter
Live Chat by LivePerson
Done


Ionizers Reviewed - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.ionizersreviewed.com/
Ionizers Reviewed
NEWS & UPDATES
HOME ABOUT BUYER'S GUIDE VIDEO GLOSSARY CONTACT
Which to choose?
How to choose?
Jupiter™
KYK™
Tyent™
IonQuench™
Enagic™
Alkalux™
MONEY from WATER
Water ionizers as a business
THE TIME TO GET IN IS NOW »
Enagic™(Kangen™) Compared
Welcome Enagic visitors to IonizersReviewe...
Rob Gray
www.ionizersreviewed.com
REPEAT SHUFFLE
Chemicals in the Filter?
The question is what they don't tell you. Watch for poisonous chemicals
Dirty Tricks
Believe half of what you see and none of what you hear!
Welcome Enagic visitors
Learning about ionized water and Enagic Kanger water ionizers? The best
Tyent v Jupiter v Enagic
Tests on Jupiter's Aquarius,
Private Ionizer Chat
opencurrency is offline
leave a message
Type here and hit enter to send an offline message.
edit nickname: meeboguest413635
get meebo
Transferring data from v5.lscache5.c.youtube.com...

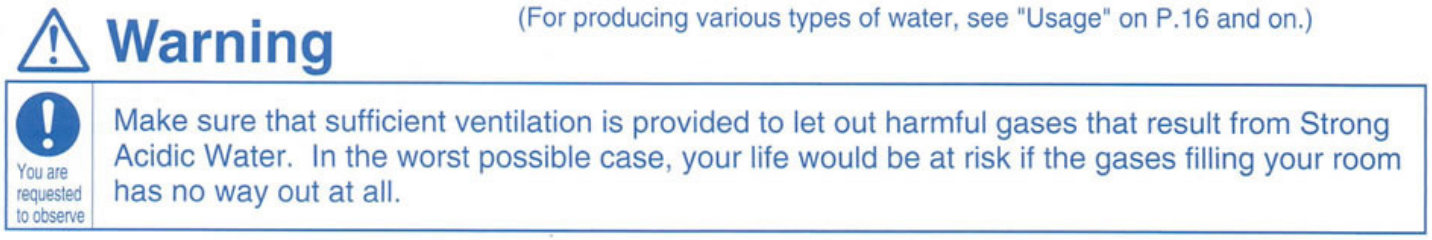
The next things that we will address concerning this “review” website are the scare tactics that are employed by Rob Gray to try to influence the buying decision of consumers. Mr. Gray may actually deserve an Oscar nomination for his theatrics in some of the videos that have been posted on this website. The most notable is the video where Mr. Gray attacks the “chemical”, a saline solution, called Electrolysis Enhancer which is used in the Enagic SD501 water ionizer during the production of Strong Acidic Water and Strong Alkaline Water. During this process these two different waters are produced simultaneously, one with a very high pH value and a very low pH value. While these waters are being made a very small amount of the saline solution is injected into the electrolysis chamber, which is the most effective and efficient way to produce these waters and their powerful benefits. Strong Acidic Water can have a very strong smell and if you inhale the fumes through your nose you can tell just how powerful this water can be. It should be noted that this water is not intended for consumption and that the saline solution is not added to any other water that is produced by this machine.



Mr. Gray starts the video wearing what appears to be a Haz-Mat (hazardous material) suit and gas mask as he describes the “dangerous” chemicals that are being used. He even takes it one step further to expand the scare tactics by including two children holding bottles of the saline solution in the video. Upon closer inspection it was discovered that the “Haz-Mat” suit is actually nothing more than cheap disposable painters coveralls that can be purchased at almost any Home Depot, Lowe’s or Ace Hardware. The middle image is a disposable painter’s suit available for sale on the Internet for less than $5.00.



Mr. Gray then references a disclaimer that is found in the Enagic User Manual concerning the production of Strong Acidic Water. Below is the section from the user manual that he "explains".



Most consumers that have ever seen a disclaimer or product warning before would probably recognize the above warning for exactly what it was intended to be: a simple warning of possible risk in the most extreme situation. Instead of focusing on the last part of the warning, which is the greatest risk would come "if the gases filling your room has no way out at all", Mr. Gray directs attention to the "sufficient ventilation" portion, greatly exaggerating that he is not sure if the ventilation in his kitchen, with both windows and doors, would be sufficient, which is how he justifies the need for the gasmask. The real key to the warning is "has no way out at all". This refers to an air tight room, with NO ventilation. Ironically, with this same type of room, not producing the Strong Acidic Water could put your life at risk, because in an air tight room there would be a limited supply of oxygen. If a human stayed in such a room long enough they would deplete their oxygen supply and fill the room with the carbon dioxide that they exhale. This would definitely put the life of the person at risk. This is simply another example of Mr. Gray manipulating information to suit his needs.

Mr. Gray then goes on to describe the ingredients of the Electrolysis Enhancer. It is at this point that Mr. Gray uses a very clever tactic that was actually the foundation of an experimental hoax. The original hoax involved a sinister sounding chemical call dihydrogen monoxide. The dihydrogen monoxide hoax is a hoax that involved the use of a very unfamiliar name for water. (Dihydrogen – 2 Hydrogens / Monoxide – 1 Oxygen…H20).

A popular version of the hoax was created by Eric Lechner, Lars Norpchen and Matthew Kaufman, housemates while attending University of California, Santa Cruz in 1990, revised by Craig Jackson (also a UC Santa Cruz student) in 1994, and brought to widespread public attention in 1997 when Nathan Zohner, a 14-year-old student, gathered petitions to ban dihydrogen monoxide "DHMO" as the basis of his science project, titled "How Gullible Are We?"

This hoax was originally designed to illustrate how the lack of scientific literacy, unfamiliar terminology and an exaggerated analysis can lead to misplaced fears, and this is EXACTLY what Mr. Gray does.

He starts by listing the dangerous chemicals that are listed in the ingredients: Sodium Chloride & Sodium Hypochlorite. He goes on to show some official looking "MSDS" (Material Safety Data Sheets), which all chemicals have. These are sheets that are used in most manufacturing industries as reference for proper handling and use of dangerous chemicals. However, material safety data sheets are not only made for dangerous chemicals, but for practically EVERY chemical known to man. The two MSDS on the left below are the ones used by Mr. Gray and made available on their website. The MSDS on the right is the one, provided by the same company, for plain, average, everyday water.

ScienceLab.com
Chemicals & Laboratory Equipment

Material Safety Data Sheet
Sodium Chloride Solution, 0.9%, sterile MSDS

Health 1 | Fire 0 | Reactivity 0 | Personal Protection A

Section 1: Chemical Product and Company Identification

Product Name: Sodium Chloride Solution, 0.9%, sterile
Catalog Codes: SLS1957
CAS#: Mixture.
RTECS: Not applicable.
TSCA: TSCA 8(b) inventory: Sodium chloride; Water
CI#: Not applicable.
Synonym: Sodium Chloride, 0.9% solution (w/v); 0.9% Normal Saline solution; Isotonic saline solution; Sodium Chloride, sterile, 0.9% solution, saline for irrigation.
Chemical Name: Not applicable.
Chemical Formula: Not applicable.

Contact Information:
Sciencelab.com, Inc.
14025 Smith Rd.
Houston, Texas 77396
US Sales: 1-800-901-7247
International Sales: 1-281-441-4400
Order Online: ScienceLab.com
CHEMTREC (24HR Emergency Telephone), call: 1-800-424-9300
International CHEMTREC, call: 1-703-527-3887
For non-emergency assistance, call: 1-281-441-4400

Section 2: Composition and Information on Ingredients

Composition:

Name	CAS #	% by Weight
Sodium chloride	7647-14-5	0.9
Water	7732-18-5	99.1

Toxicological Data on Ingredients: Sodium chloride: ORAL (LD50): Acute: 3000 mg/kg [Rat.]. 4000 mg/kg [Mouse]. DERMAL (LD50): Acute: >10000 mg/kg [Rabbit]. DUST (LC50): Acute: >42000 mg/m 1 hours [Rat].

Section 3: Hazards Identification

Potential Acute Health Effects:
Slightly hazardous in case of skin contact (irritant, permeator), of eye contact (irritant), of ingestion, . Non-corrosive for skin. Non-corrosive to the eyes. Non-corrosive for lungs.

Potential Chronic Health Effects:
CARCINOGENIC EFFECTS: Not available.
MUTAGENIC EFFECTS: Mutagenic for mammalian somatic cells. [Sodium chloride]. Mutagenic for bacteria and/or yeast. [Sodium chloride].
TERATOGENIC EFFECTS: Not available.
DEVELOPMENTAL TOXICITY: Classified Reproductive system/toxin/female [POSSIBLE] [Sodium chloride].

ScienceLab.com
Chemicals & Laboratory Equipment

Material Safety Data Sheet
Sodium Hypochlorite, 5% MSDS

Health 3 | Fire 0 | Reactivity 0 | Personal Protection

Section 1: Chemical Product and Company Identification

Product Name: Sodium Hypochlorite, 5%
Catalog Codes: SLS1654
CAS#: Mixture.
RTECS: Not applicable.
TSCA: TSCA 8(b) inventory: Sodium hypochlorite; Sodium hydroxide; Water
CI#: Not applicable.
Synonym: Chlorine Bleach, Bleach, Soda Bleach, Chlorox; Sodium Hypochlorite, Solution, 5% Available Chlorine
Chemical Name: Hypochlorous acid, sodium salt, solution
Chemical Formula: Not applicable.

Contact Information:
Sciencelab.com, Inc.
14025 Smith Rd.
Houston, Texas 77396
US Sales: 1-800-901-7247
International Sales: 1-281-441-4400
Order Online: ScienceLab.com
CHEMTREC (24HR Emergency Telephone), call: 1-800-424-9300
International CHEMTREC, call: 1-703-527-3887
For non-emergency assistance, call: 1-281-441-4400

Section 2: Composition and Information on Ingredients

Composition:

Name	CAS #	% by Weight
Sodium hypochlorite	7681-52-9	4-7
Sodium hydroxide	1310-73-2	<1
Water	7732-18-5	>92

Toxicological Data on Ingredients: Sodium hypochlorite: ORAL (LD50): Acute: 5800 mg/kg [Mouse]. 8910 mg/kg [Rat].

Section 3: Hazards Identification

Potential Acute Health Effects:
Very hazardous in case of skin contact (irritant), of eye contact (irritant), of ingestion, . Hazardous in case of skin contact (corrosive), of eye contact (corrosive). Slightly hazardous in case of inhalation (lung sensitizer). Non-corrosive for lungs. Liquid or spray mist may produce tissue damage particularly on mucous membranes of eyes, mouth and respiratory tract. Skin contact may produce burns. Inhalation of the spray mist may produce severe irritation of respiratory tract, characterized by coughing, choking, or shortness of breath. Prolonged exposure may result in skin burns and ulcerations. Over-exposure by inhalation may cause respiratory irritation. Inflammation of the eye is characterized by redness, watering, and itching. Skin inflammation is characterized by itching, scaling, reddening, or, occasionally, blistering.

ScienceLab.com
Chemicals & Laboratory Equipment

Material Safety Data Sheet
Water MSDS

Health 0 | Fire 0 | Reactivity 0 | Personal Protection A

Section 1: Chemical Product and Company Identification

Product Name: Water
Catalog Codes: SLW1063
CAS#: 7732-18-5
RTECS: ZC0110000
TSCA: TSCA 8(b) inventory: Water
CI#: Not available.
Synonym: Dihydrogen oxide
Chemical Name: Water
Chemical Formula: H2O

Contact Information:
Sciencelab.com, Inc.
14025 Smith Rd.
Houston, Texas 77396
US Sales: 1-800-901-7247
International Sales: 1-281-441-4400
Order Online: ScienceLab.com
CHEMTREC (24HR Emergency Telephone), call: 1-800-424-9300
International CHEMTREC, call: 1-703-527-3887
For non-emergency assistance, call: 1-281-441-4400

Section 2: Composition and Information on Ingredients

Composition:

Name	CAS #	% by Weight
Water	7732-18-5	100

Toxicological Data on Ingredients: Not applicable.

Section 3: Hazards Identification

Potential Acute Health Effects:
Non-corrosive for skin. Non-irritant for skin. Non-sensitizer for skin. Non-permeator by skin. Non-irritating to the eyes. Non-hazardous in case of ingestion. Non-hazardous in case of inhalation. Non-irritant for lungs. Non-sensitizer for lungs. Non-corrosive to the eyes. Non-corrosive for lungs.

Potential Chronic Health Effects:
Non-corrosive for skin. Non-irritant for skin. Non-sensitizer for skin. Non-permeator by skin. Non-irritating to the eyes. Non-hazardous in case of ingestion. Non-hazardous in case of inhalation. Non-irritant for lungs. Non-sensitizer for lungs. CARCINOGENIC EFFECTS: Not available. MUTAGENIC EFFECTS: Not available. TERATOGENIC EFFECTS: Not available. DEVELOPMENTAL TOXICITY: Not available.

Section 4: First Aid Measures

Eye Contact: Not applicable.

At first glace it might not be obvious that Mr. Gray is trying to use these MSDS to exaggerate the danger of these particular chemicals, in fact it may actually seem like he is really trying to provide a service to consumers by informing them of these dangerous hazards. But as soon as consumers realize what these chemicals are, it is a whole different story. Let's take the first "dangerous chemical", Sodium Chloride. Many people do not recognize this substance by its official / proper name, but many of us use it or are around it on an almost daily basis. In fact, you may not realize that you have Sodium Chloride right in your own home. If you do have it in your home it is most likely stored in your kitchen pantry, right next to the pepper. That's right, Sodium Chloride is NOTHING more than ordinary table salt! But to have Mr. Gray tell it, this is an extremely dangerous chemical that should be avoided at all costs. He is simply using a more technical term to scare consumers away from one product in an attempt to sell his.

Looking at the MSDS above you may notice that there some colored diamond shapes with numbers in them. These are used to quickly identify certain aspects of a chemical. Water is listed with a risk level of "0" in the areas of Health, Fire & Reactivity. The MSDS for the Sodium Chloride Solution, a 0.9% saline solution, lists a "0" for Fire & Reactivity and a "1" for Health. According to the National Fire Protection Association, **NFPA**, a private non-profit organization and the leading authoritative source of technical background, data, and consumer advice on fire protection, problems and prevention the definition of the number 1 listed in the area of Health on an MSDS is that "Exposure could cause irritation but only minor residual injury even if no treatment is given".

The next chemical Mr. Gray covers is Sodium Hypochlorite. Once again he stresses the dangers of this chemical and that consumers should stay as far away from it as possible. If consumers were to take Mr. Gray's advice on these two chemicals then not only would you have unsalted foods, but you would have to stay away from your tap water and stop showering altogether. You see, Sodium Hypochlorite is the technical name of the

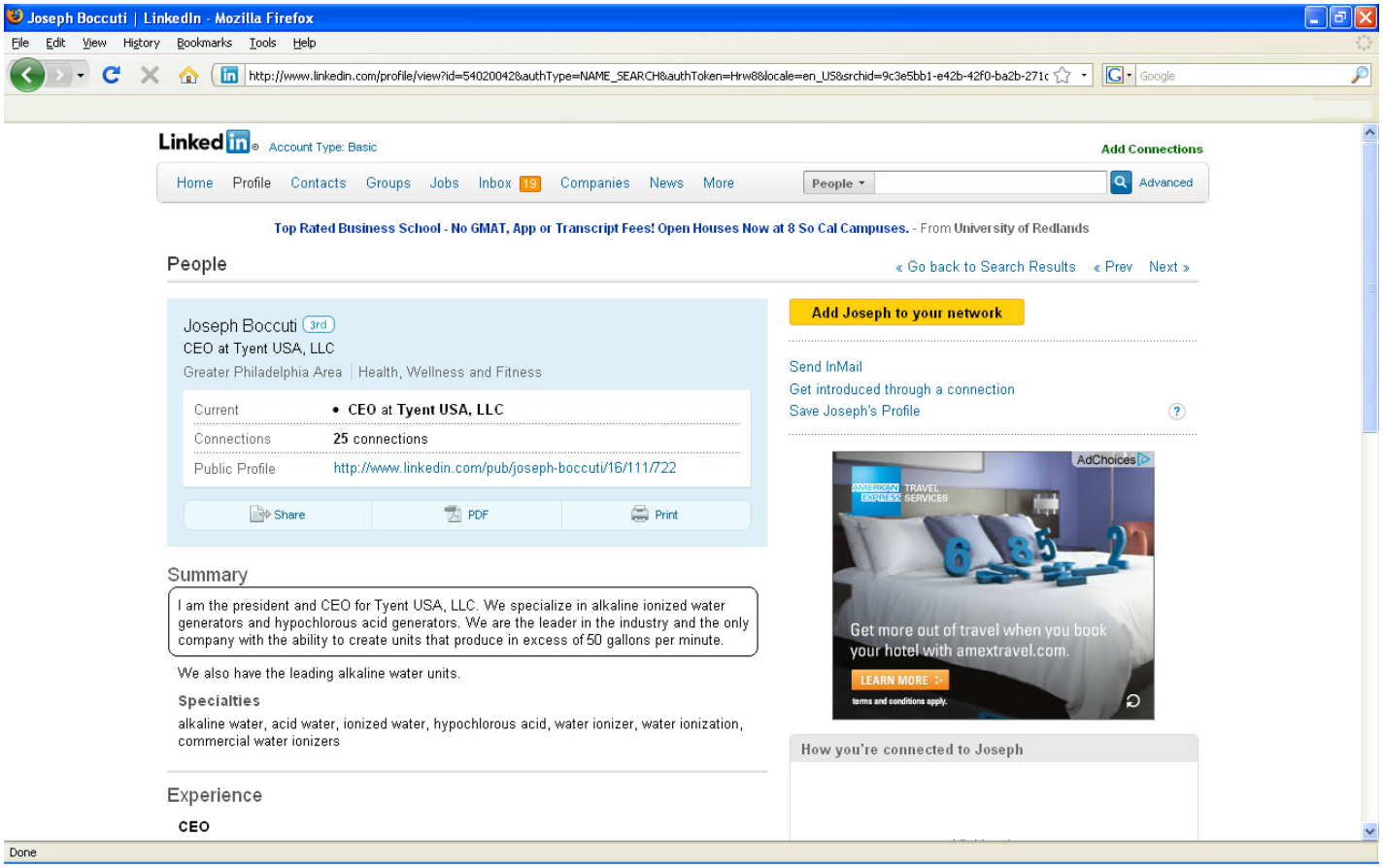
"Chlorine" that is used to help sanitize tap water, which is regulated by the EPA. But, once again, to hear Mr. Gray tell it, this chemical will put you and your entire family at risk. Please also note that the MSDS above for Sodium Hypochlorite is a 5% solution, with 95% water, and that it shares the same Health risk as the solution of table salt and water.

Our investigators did a bit of detailed research on Sodium Hypochlorite and here is what they found. First, they found a very interesting article on the AmericanChemistry.com website entitled: *Sodium Hypochlorite: A Public Health Champion.* The article explained that chlorine bleach, sodium hypochlorite (NaOCl), is a very useful and inexpensive disinfectant. It has been used for: Drinking Water - Disinfectants like sodium hypochlorite were routinely added to our drinking water beginning about 100 years ago, to protect people from waterborne diseases. Food Production and Preparation - It is added to water in amounts that are known to destroy germs that are associated with raw foods; used in solutions to disinfect food preparation surfaces, food sorting machinery, containers and instruments of all types involved in producing, transporting and preparing food. Medical / Hospitals - Solutions are used to disinfect many types of surfaces in hospitals, medical labs, doctors' offices and nursing homes to prevent the spread of infection among patients, residents and workers.

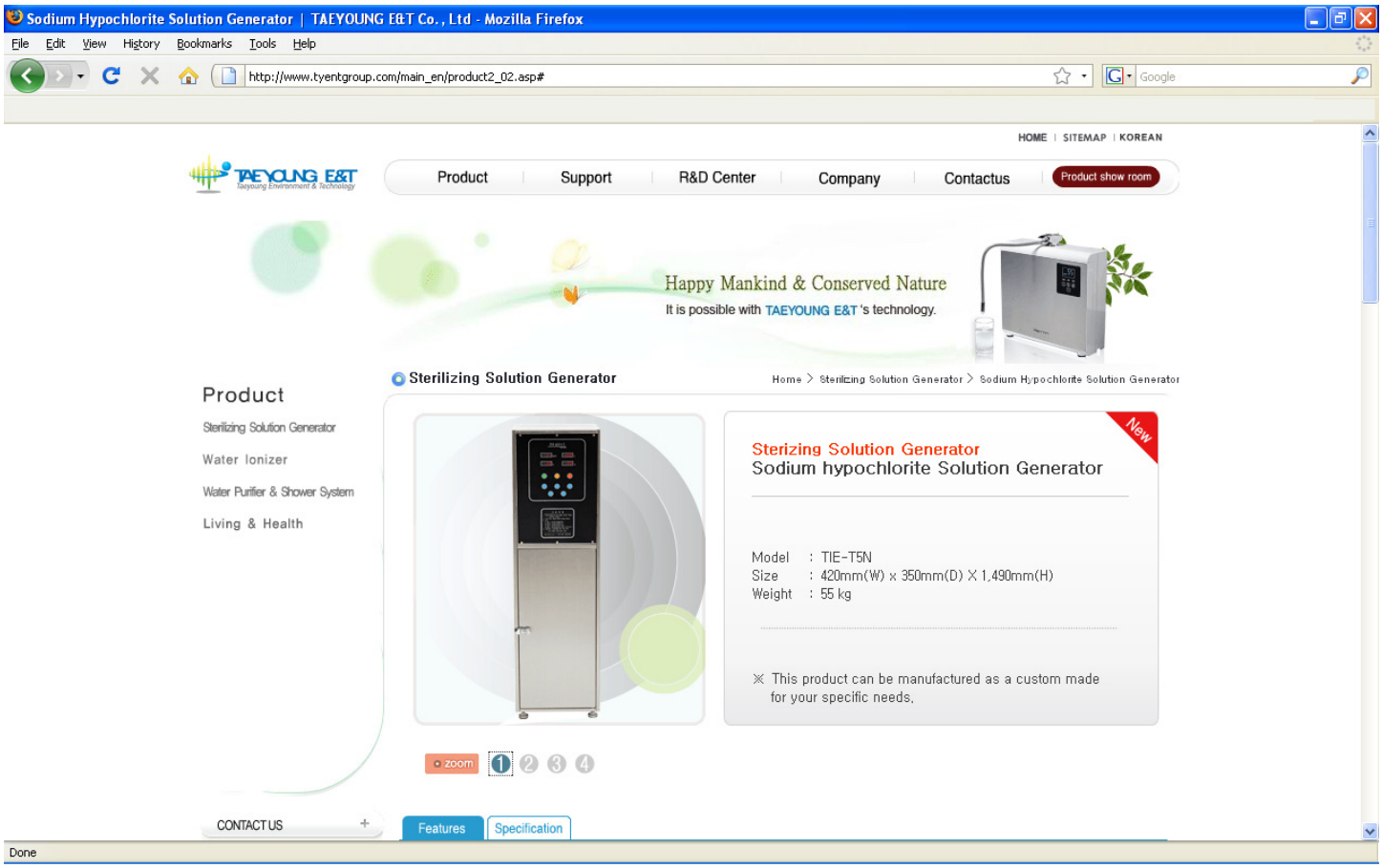
They also discovered that almost every public / municipal water departments use sodium hypochlorite during the processing of the water. This process totally eliminates the use of gaseous chlorine and creates a safer environment for the community. The strength of the sodium hypochlorite used in the water is 0.08% - far less than common household bleach - which has 5% strength *(as referenced in the chemical data sheet.)*

The concentration of sodium hypochlorite in the Electrolysis Enhancer is less than 0.01%. Meaning you would get more sodium hypochlorite from drinking a glass of tap water than from a bottle of enhancer fluid. Funny that Mr. Gray seems to forget to mention this during his rant about the dangers of the Electrolysis Enhancer.

One more detail regarding the Sodium Hypochlorite that is worth mentioning is that Tyent USA CEO Joseph Boccuti includes some interesting information on his professional LinkedIn account.



In the “Summary” section of his profile Mr. Boccuti writes: “I am the president and CEO for Tyent USA, LLC. We specialize in alkaline ionized water generators and hypochlorous acid generators.” Our investigators researched these types of machines and found that what they produce is a solution of Sodium Hypochlorite. So, at the same time that Mr. Gray is using every trick in the book to try to dissuade consumers from going anywhere near Sodium Hypochlorite, Mr. Boccuti, with whom we have established a very direct connection with Mr. Gray, is promoting the fact that they market a product that actually MAKES Sodium Hypochlorite.



On a slightly personal note, in the video Mr. Gray adamantly states how dangerous the Electrolysis Enhancer is, which we have now shown is not really the case, but had it been, he then goes on to hand two small children bottles of the exact substance that he is claiming is so dangerous.

We believe that this shows one of two things: either Mr. Gray completely knows that the Electrolysis Enhancer poses no danger at all, which is why he has no problem allowing the children to handle the Electrolysis Enhancer, or he has a complete disregard for the safety and well being of those children. We do not know who the children are, but we would hope that Mr. Gray would never consider putting children in harms way to try to make his position more dramatic.

Our belief is that Mr. Gray knew the children were in absolutely no danger and that they were added to the video to simply create an even greater level of fear and uncertainty in consumers with children.

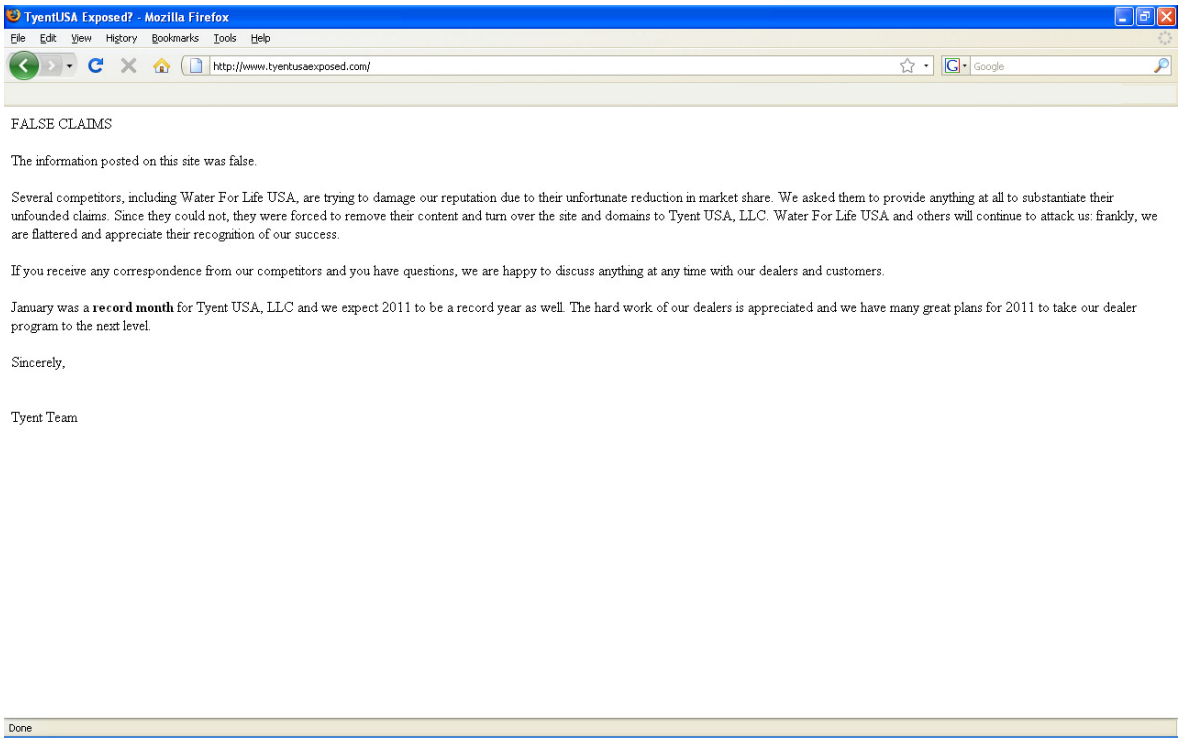
For the sake of those kids, we hope we are correct.

The last two sections of this report may very well be the most difficult for consumers to fathom. It seems that a last ditch effort to salvage any shred of a positive reputation has been deployed, while major changes that may effect every previous and future Tyent USA customer are unfolding. Some of the following conclusions are speculative, but have been derived from current facts, history of previous actions and deductive reasoning.

Tyent USA Exposed – Or Was It? The Website Creating More Questions Than Answers

Back in December of 2010 a website tyentusaexposed.com, sprang up, seemingly out of nowhere. The site was loaded with accusations of manipulation, deceit and wrong doing by Joseph Boccuti and Rob Gray. There were pages and pages of examples listed on the website. It seemed like someone was fed up with the questionable business practices of Mr. Boccuti and Mr. Gray and that they were going to use the website as a way to get the truth out to consumers.

But then, as quickly as it had sprung up, the pages of information were gone and a message from "Tyent Team" was in its place.



Luckily, all of the contents of the original tyentusaexposed.com website had been saved, so the information could continue to be reviewed. As it was being reviewed, some of the things that were listed did not seem to add up. It appeared that the original person behind all of the accusations on the website had been served with a letter from an attorney and that shortly afterwards rescinded every accusation, stating that none of what was said was true.

If that were the case, it would mean that the majority of what has been uncovered in THIS report would have to be incorrect, and since we know that everything in this report is accurate, it made things very confusing. Why would the person that made the website, who said they had concrete proof of every allegation they had made, suddenly have such a change of heart and say that everything on the website was inaccurate? The whole thing sounded almost contrived and started to create more questions than answers.

It was at this point that our investigative team started to take a detailed look at the tyentusaexposed.com information. The first thing that they noticed was the website name. During their research the only place they ever saw the term "Exposed" was on the ionizersreviewed.com website in the video "Kangen Enagic Exposed". It was the use of the same terminology that started to take the investigation down a different road. In fact, the use of the word "Exposed" in the title of this report was inspired by this same information.

This similarity in word choice created a very interesting question for our investigators. Could the whole tyentusaexposed.com website actually be a reverse smear campaign, initiated by the same people that it seemed to attack? While the notion seemed preposterous, more and more details were being uncovered that made it seem like this might actually be the most logical explanation.

First there was the word choice. It may just be a coincidence, but as we have seen earlier in this report with the website registrations of tyentusa.com and ionizersreviewed.com, people often use the same services out of convenience, so maybe they use the same terms out of habit. This obviously was not enough to convince investigators that their job was done, so the details of the original content of the tyentusaexposed.com website were reviewed in great detail. The website contained "11 Facts" about Tyent USA. Most of the information was things that we had seen elsewhere on the Internet. Statements saying that Mr. Boccuti and Mr. Gray were working together; that ionizersreviewed.com was a fake review website created to trick consumers; that Tyent USA manipulates consumers; etc.

The questions really started to arise, not from the "Facts", but from the supposed correspondence between the attorney and the "unknown creator of the tyentusaexposed.com website". The first thing was the date of the letter from the Tyent USA attorney, Paul Reidl, which was December 28, 2010. There were two reasons this date was so odd. First, the original registration date of the tyentusaexposed.com website was December 22, 2010, a mere 6 days before the letter from the attorney was sent. Second, out of the 6 days between the registration and the supposed sending of the letter, one was Christmas Eve, one was Christmas Day and one, December 26, 2010, was a Sunday.

DECEMBER 2010						
SUNDAY	**MONDAY**	**TUESDAY**	**WEDNESDAY**	**THURSDAY**	**FRIDAY**	**SATURDAY**
19	20	21	22 **WEBSITE REGISTERED**	23	24 **CHRISTMAS EVE**	25 **CHRISTMAS DAY**
26	27	28 **LETTER SENT BY ATTORNEY**	29	30	31	

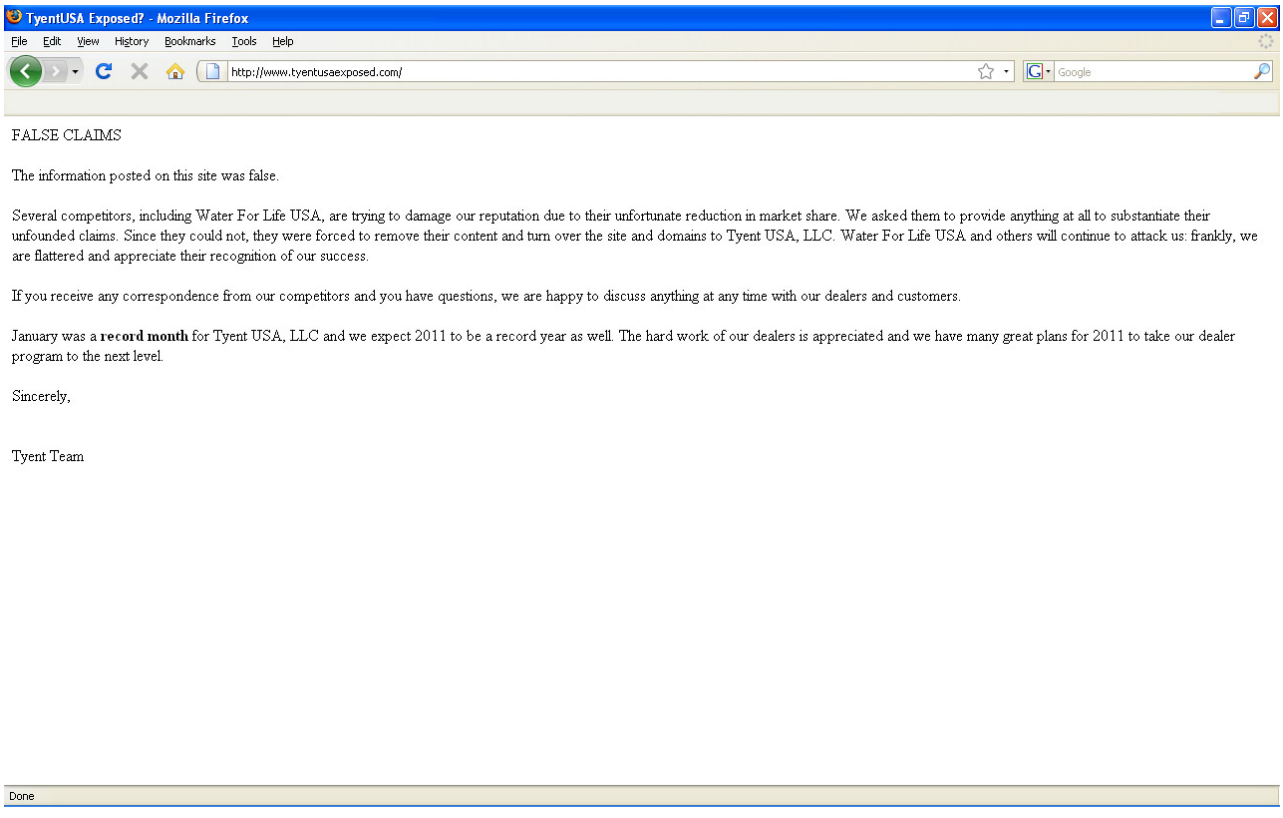
Looking at the timeline above puts the whole thing into a different perspective. Starting from the date the website was registered. Most people who build websites do not have them "pre-built", meaning that they can

simply import pages of content. Usually the website is built after the site is registered. Once the site is completed, it is then "published" which means it becomes viewable by people on the Internet that know the site exists and have the website address. According to this timeline, the website would have had to be built and published practically on the same day it was registered. Not impossible, but very unlikely.

Then somehow either Mr. Boccuti or Mr. Gray would have had to find out about the website within the next day or so. With all of this happening in the middle of the biggest holiday season of the year it is hard to believe that either one of them were just sitting around their computer searching for a new defamatory website that may spring up. Again, not impossible, but very, very unlikely.

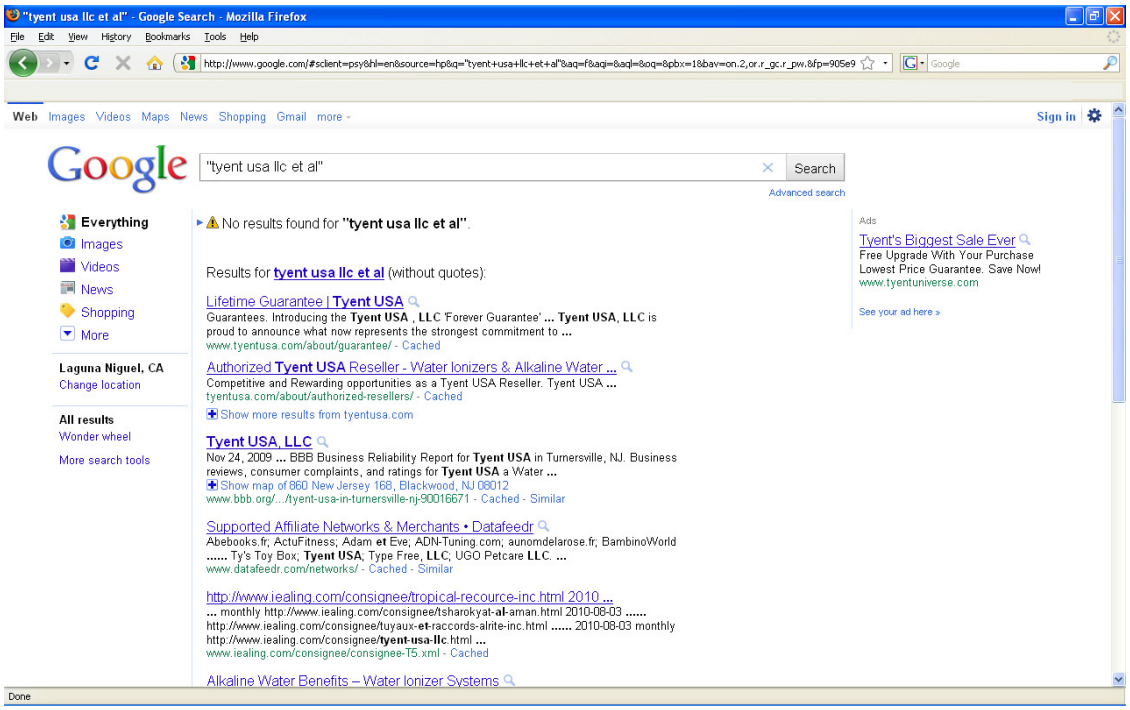
Then they would have had to contact the attorney and had him write a response, probably within one day of reviewing the information. While I do not know the holiday hours of this attorney, I do know that most non-criminal attorney's take the last week of December and the first week of January completely off because the courts are closed for much of this time. It also appears that the letter sent by the attorney was sent via email. This is one more thing that seemed very suspicious to our investigators. Most attorneys are VERY careful to not correspond via email. Electronic messages can be altered, which can make them inadmissible, should they need to use the information during litigation. Most attorneys will ONLY use a certified mail service for their correspondence, so they have some sort of proof of delivery / receipt. However, perhaps this attorney was willing to jump right on this, in the midst of the Christmas season, and sent the letter using an un-certified delivery method. Once again, not impossible, but very, very, very unlikely!

At this time investigators recalled the current page on the tyentusaexposed.com website and remembered that it stated that the owners of the original content had been "forced to remove their content and turn over the site and domains to Tyent USA, LLC."



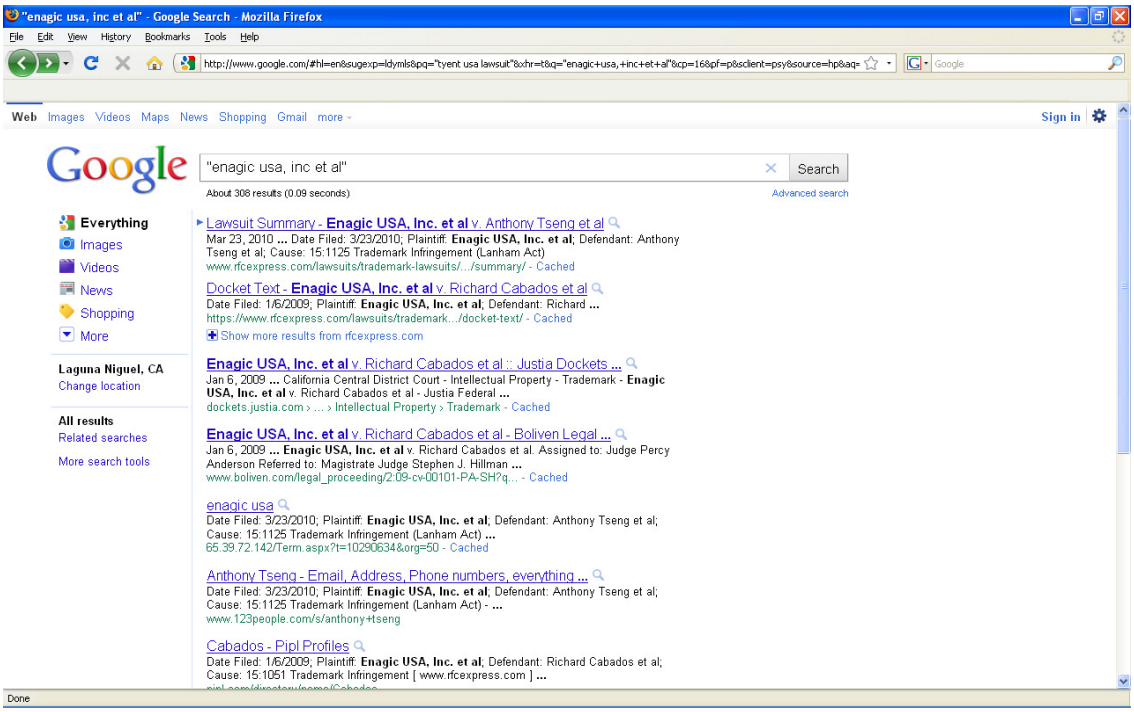
The only way they could have been "forced" to remove content and turn over the site and domains would be though a court order, but according to the information available, no lawsuit was ever filed. If no lawsuit was ever filed then no such order would have been made and no one would have been "forced" to remove content or turn over the site.

To verify that no lawsuit had been filed recently investigators used a simple search technique that will usually uncover companies involved in legal proceedings. In quotation marks they entered “Tyent USA, LLC et al” into a Google search engine. The results from the search are below:



Most lawsuits involving a company will include the company name, followed by “et al”, which basically means “and everyone else that may be part of this company”. It is a very standard term used in the litigation process for both plaintiffs and defendants. As you can from the search results there were “No results found for “tyent usa llc et al”.

In order to illustrate the effectiveness of this technique when a lawsuit has been filed our investigative team used the same search engine and technique, but this time searched for “Enagic USA, Inc., et al”. below are the results:

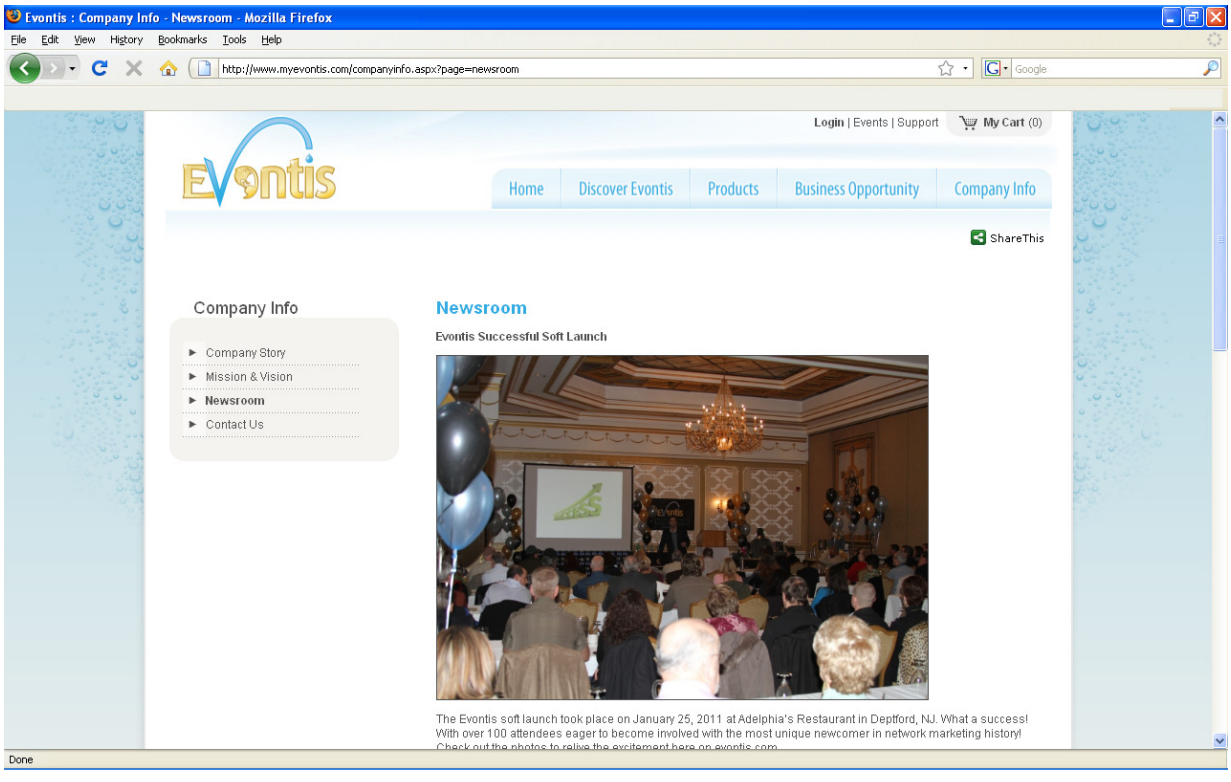


As you can see, the new search yielded much different results. Numerous website pages of information were found regarding lawsuits that Enagic USA, Inc., had filed, some dating back several years. Although the font is a bit small, the search results actually say that "About 308 results" had been found based on the search criteria. This example was used to illustrate the public information that is available when an actual lawsuit is filed. Obviously no such action was ever taken by Tyent USA, therefore no judgment was ever emposed and no party was ever "forced" to remove anything.

Based on all of this information our investigators felt that something was just not right about the whole thing, but, if this were some self imposed reverse smear campaign, why was it being done? What would be the motive behind suddenly trying to salvage the tarnished reputation of Tyent USA? Ironically, the answer to this question came to investigators while they were looking into the whole tyentusaexposed.com website.

Along the way investigators discovered that Mr. Boccuti was expanding his professional water ionizer endeavors by starting a new MLM (multi-level marketing) company, Evontis, which would market and sell a new line of water ionizers made by TAEYOUNG. Learning of this caught some of our investigators off guard, as one of the biggest attacks that Mr. Boccuti or Mr. Gray had used against Enagic USA was to say that the Enagic products were overpriced to support a multi-level marketing payout, even though Enagic USA is a direct sales company, not a multi-level marketing company. It seemed very strange to investagators that Mr. Boccuti would start up an MLM since he had spent so much time and effort promoting against MLM.

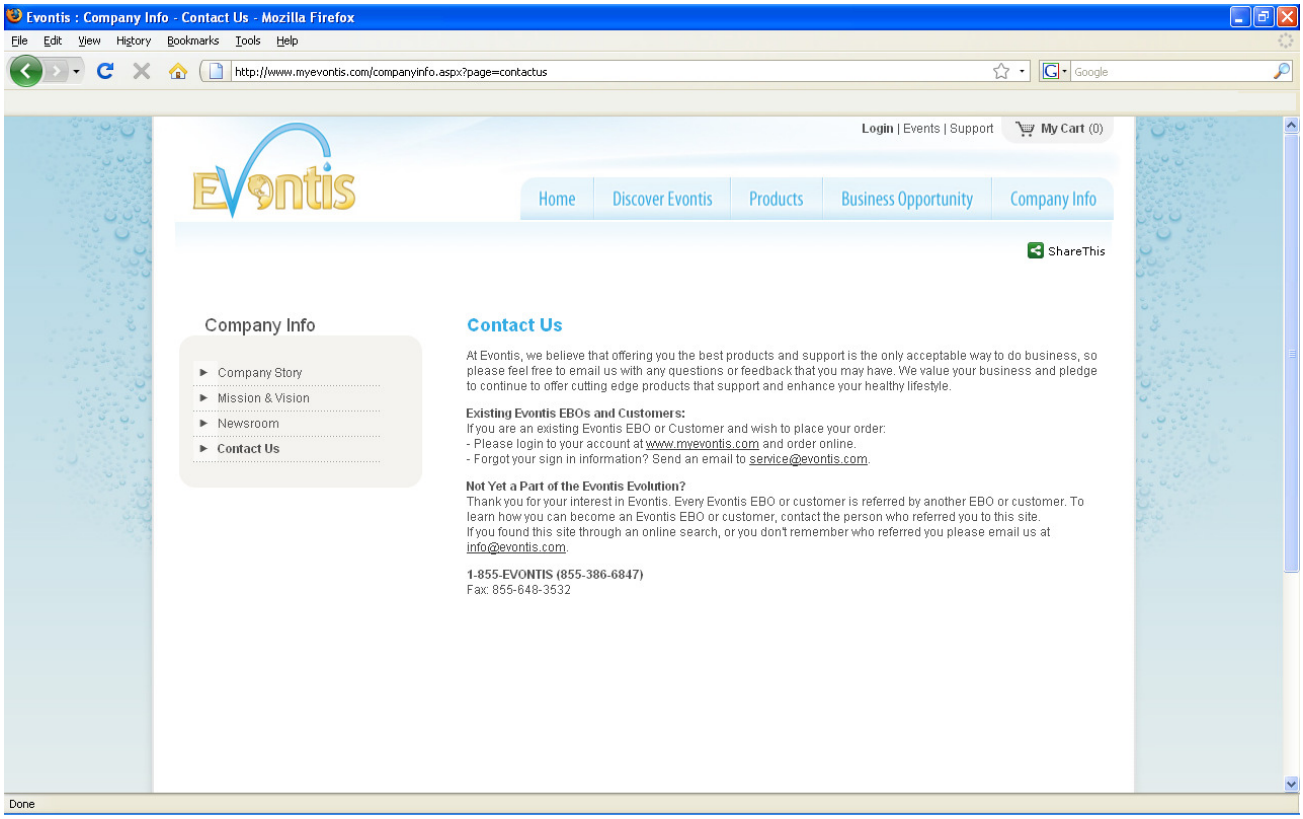
It was learned that Evontis would hold its "Soft Launch" on January 25, 2011 in New Jersey. The timing of the tyentusaexposed.com "attack" and subsequent removal and rescinding of all of the accusations contained on the site could not have been better. It created a seemingly clean slate for both Mr. Boccuti and Mr. Gray. However, a few new major red flags came up that should really get consumers thinking and might just have Tyent USA customers a bit concerned.



The creation of Evontis seems to imply that Mr. Boccuti is heading in a completely different direction with his water ionizer business. Which might make a person wonder if the business that is Tyent USA will be around for very much longer. The reality is that the name Tyent USA has become tarnished as a result of most of the things done by Mr. Boccuti and Mr. Gray that have been uncovered in this report.

While the fate of Tyent USA and Evontis remain uncertain, the creation of Evontis has allowed a few points to gain clarification. The fact that Mr. Boccutti and Mr. Gray do, in fact, know each other is now very public. In fact, the Rob Gray, who up until just a few short months ago claimed to have no affiliation with Joseph Boccuti, was recently named President of Evontis by the CEO, Joseph Boccuti. Somehow Mr. Gray went from an unknown person to Mr. Boccuti to becoming the President of his company; this seems like a pretty good indicator that they do know each other and that the statements they said to the contrary we simply untrue.

In addition to the fact that Evontis lost their V.P. of sales in less than 4 months, investigators noticed another major red flag about the new Evontis company. An address for the offices of Evontis does not appear anywhere on the Evontis website. Below is the Contact Us page from the site. Not having a physical address for a business should make those considering the new Evontis products and MLM business very nervous, as this is definitely not a good sign!



It seems that there is deception and misleading information in almost every aspect of Tyent USA. The term "Buyer Beware" was coined to try to protect consumers from companies like Tyent USA. We hope that this report helps protect consumers and keeps them from making a costly mistake, in time, money and possibly frustration. While we conducted a very thorough investigation and tried to offer as little opinion and as much fact as possible, we always encourage consumers to do their own due diligence, especially when it comes to purchases that may impact health.

There are certain products that we purchase in life that go beyond a simple purchase and actually become an investment. If you have ever bought a cheap mattress, then you know exactly what we are talking about! If you are going to purchase an ionizer, make sure that your purchase can become an investment by buying a machine that will keep creating benefits for you and your family long after it is paid for. Take time to check out different machines and remember this, if an ionizer company tells you they won't let you try their water before you buy their machine, it's because their water is too weak to provide samples. No matter what else they might say, that is the REAL reason!

On a quick side note, during the "Soft Launch" of Evontis, Mr. Boccuti addressed the attendees and called Enagic USA, "the water ionizer market leader". Consumers know that a company does not become the "market leader" in their industry by accident, that it takes things like dedication to quality products, exceptional service and outstanding integrity. It was refreshing to hear Mr. Boccuti finally say something that was actually true.

This entire report boils down to this…

Buyer Beware, Be Informed & Be Empowered…the rest is up to you!