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## WHAT IS KONMARI?

KonMari is a lifestyle brand founded by Marie Kondo – bestselling author of *The Life-Changing Magic of Tidying Up* and creator of the KonMari Method of tidying.

KonMari started with four words: Does it spark joy?

Rooted in Japanese philosophy, we invite you to experience the life-changing magic of the KonMari Method™ by being mindful, introspective, and optimistic.

Our goal is to inspire you to choose joy and help you continuously create your ideal life, or *kurashi*. By repeatedly asking yourself what sparks joy and what doesn't, you begin to surround yourself with the people and things that matter most.

We believe that organization is self care and when you choose joy you are choosing a more fulfilled life.

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## WHAT IS THE KONMARI METHOD?

The KonMari Method is a simple but effective tidying method, created by Marie Kondo, that ensures you will never again relapse to clutter. It uses a unique selection criterion – choosing what sparks joy! You are not choosing what to discard but rather choosing to keep only the items that speak to your heart. Through tidying, you can reset your life and spend the rest of your life surrounded by the people and things that you love the most.

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## WHAT IS A CERTIFIED KONMARI CONSULTANT?

Certified KonMari Consultants are exclusively and uniquely trained to transform your life through tidying and organization – beyond what you can even imagine. Our Consultants work with purpose and an incredible amount of know-how, using joy to help you live your best life!

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## CONTACT

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