



Taiwan Advertising Guidelines

What you can/cannot say in Taiwan

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TO OUR BRAND PARTNERS

Thank you for your hard work and dedication. Your success in sharing our great products is to be applauded, and we're excited about LifeWave's future. We have created this document to provide guidance and help you understand what can and cannot be said about LifeWave products.

Taiwan local regulatory authority has taken the position that all claims surrounding healing, even those from natural products, will be regarded as a drug claim. After a review of our product positioning with our advisors, LifeWave has determined that the best way to protect its brand and business is to avoid claims that include any mention of diseases, medical conditions, suggestions of healing, curing, etc. Following the guidance in this document will allow us to remain in the General Wellness category and will insulate us from future scrutiny by the regulatory authorities.

GENERAL GUIDANCE

LifeWave patches are general commodity products. This means that a Brand Partner may only discuss how the products are designed to maintain a general state of health or healthy activity.

NOTES:

This document does not imply that any of the statements herein will be accepted by the regulatory authority under all circumstances or combinations. When using this guideline, you must also consider the regulatory authority's criteria for advertising and violation determinations. In most cases, such determinations are based on the overall presentation of the document rather than on a single sentence alone.

Each market has its own regulatory requirements, and the interpretation of wording may vary. This document is applicable only to the respective local market.

PRODUCTS

X39® Patches	X39® Patches
Can say	Cannot say
<p>Our general wellness, non-transdermal X39 patches help you conquer your active lifestyle and pave a new way to live your life.</p> <p>Experience well-being with the simplicity of a patch.</p> <p>Complements your active lifestyle.</p> <ul style="list-style-type: none"> • Embrace vitality and well-being with X39! • Discover the remarkable benefits of X39 today-harness your body’s natural energy. • No drugs or stimulants <p>Patented Technology</p> <p>Intended for human use only</p>	<p>Aging is not inevitable - X39 supports healthy stem cell activity to restoration, and rejuvenation</p> <p>By naturally elevating a copper peptide produced by the body, X39 boosts vitality and overall health and wellness.</p> <p>Optimum health and wellness can now be yours with X39, a new approach to improving the way your body fosters the flow of energy in your body for improvements in strength, stamina and beyond.</p> <p>Turn back time with X39!</p> <p>X39 supports the flow of natural energy within your body to encourage and support whole-body wellness and healthy activity.</p> <ul style="list-style-type: none"> • New technology stimulates the skin with low levels of light, resulting in improved energy flow • Supports improved exercise performance • Supports improvements in strength and stamina • Supports overall health and well-being <p>Stay healthy with X39!</p>
	<p>Discover the remarkable benefits of X39 – harness the power of acupuncture and acu-pressure points without the need for needles. Elevate the flow of your body’s innate energy, fostering overall wellness and an active lifestyle.</p> <ul style="list-style-type: none"> • X39 supports the flow of natural energy within your body to encourage and support whole-body wellness and healthy activity. • Supports healthy stem cell activity • Supports relief of minor aches and pains • Experience the restorative balance of acu-pressure and acupuncture.

	<ul style="list-style-type: none"> • New technology stimulates the skin with low levels of light, resulting in improved energy flow • Supports improved exercise performance • Supports improvements in strength and stamina • Supports overall health and well-being • Patented form of Phototherapy <p>I use this on my pet (cat, dog, etc.)</p>
X49® Patches	X49® Patches
Can say	Cannot say
Embark on a transformative journey with X49, dedicated to elevating performance and nurturing relaxation. Now is the time to redefine your prime!	X49 is clinically proven to elevate a natural peptide in the body that promotes performance and recovery. Now is the time to redefine your prime!
<ul style="list-style-type: none"> • Supports performance and strength activities • Supports exercise • Reduce recovery time following exercise • Supports maintaining a healthy weight through diet and exercise programs • No drugs, or stimulants • Patented Technology <p>Intended for human use only</p>	<ul style="list-style-type: none"> • Reduces muscle soreness and promotes faster recovery from exercise • Supports a healthy cardiovascular system • Improves performance, strength, and stamina • Supports fat loss when used in tandem with a healthy diet and exercise program • Supports relief of minor aches and pains • Supports healthy stem cell activity • Patented form of Phototherapy <p>I use this on my pet (cat, dog, etc.)</p>
X39® & X49® PERFORMANCE BUNDLE	X39® & X49® PERFORMANCE BUNDLE
Can say	Cannot say
Elevate the flow of your body's innate energy, fostering overall wellness through an active lifestyle. Embrace vitality and well-being with X39® & X49® Performance bundle.	Aging is not inevitable X39® supports healthy stem cell activity to restoration, and rejuvenation. By naturally elevating a copper peptide produced by the body, X39 boosts vitality and overall health and wellness Turn back time with X39!
Embark on a transformative journey with the performance bundle. Now is the time to redefine your prime! <ul style="list-style-type: none"> • Supports well-being. 	<ul style="list-style-type: none"> • Independent third-party clinical studies on GHK-Cu have determined some remarkable benefits of this copper peptide.

<ul style="list-style-type: none"> • Supports a healthy routine. • Reduce recovery time following exercise. • Supports performance and strength activities. • Supports exercise. • Reduce recovery time following exercise. • Supports maintaining a healthy weight through diet and exercise programs. <p>All Performance Bundle Patch Benefits</p> <ul style="list-style-type: none"> • No drugs, or stimulants • Patented Technology <p>Intended for human use only</p>	<ul style="list-style-type: none"> • Perhaps even more remarkably, GHK-Cu resets the genes in the body to a younger healthier state • Supports a healthy cardiovascular system • Supports healthy stem cell activity • Supports relief of minor aches and pains • Supports improved exercise performance • Improves performance, strength, and stamina • Supports overall health and well-being • Patented form of Phototherapy <p>I use this on my pet (cat, dog, etc.)</p>
<p>Y-AGE™ GLUTATHIONE PATCHES</p>	<p>Y-AGE™ GLUTATHIONE PATCHES</p>
<p>Can say</p>	<p>Cannot say</p>
<p>Elevate your well-being with Y-Age Glutathione patches</p>	<p>Elevate your well-being with Y-Age Glutathione patches — your path to fortified wellness and diminished stress. Because a harmonious state of health is your greatest defence.</p>
<ul style="list-style-type: none"> • Helps promote relaxation and reduces stress • No drugs, or stimulants • Patented Technology <p>Intended for human use only</p>	<ul style="list-style-type: none"> • Improves skin’s appearance • Glutathione is the body’s master antioxidant • Supports the immune system • Promotes the release of stored toxins • Improves overall health • A strong immune system is your greatest defence • Patented form of Phototherapy <p>I use this on my pet (cat, dog, etc.)</p>
<p>Y-AGE™ CARNOSINE PATCHES</p>	<p>Y-AGE™ CARNOSINE PATCHES</p>
<p>Embrace the vitality of movement with Y-Age Carnosine. It’s not just about keeping pace; it’s about blazing a trail.</p> <p>Intended for human use only</p>	<p>Y-Age Carnosine – helping you ignite your passion for exercise and physical well-being as an integral part of your wellness journey. Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties It supports mobility, flexibility, strength, and balance.</p> <p>I use this on my pet (cat, dog, etc.)</p>

Y-AGE™ AEON/X15 PATCHES	Y-AGE™ AEON/X15 PATCHES
Can say	Cannot say
Find your center with Y-Age Aeon – unlocking relaxation, and gently melting away tension. Embrace stress relief that resonates on a deeper level	Supports a healthy inflammatory response in your body
<ul style="list-style-type: none"> • Helps you to relax • Helps you better manage or reduce stress • No drugs, or stimulants • Patented Technology 	<ul style="list-style-type: none"> • Promotes relaxation • Clinically proven to reduce stress • Alleviates discomfort • No chemicals • Patented form of Phototherapy
Intended for human use only	I use this on my pet (cat, dog, etc.)
Y-AGE™ SYSTEM KIT	Y-AGE™ SYSTEM KIT
Can say	Cannot say
Honor your well-being through with the simplicity and efficacy of Y-Age Aeon, Y-Age Carnosine, and Y-Age Glutathione. This synergistic combination allows you to embrace each day with newfound vitality	Anti-oxidative power Together, they promote flexibility, improve cellular functioning, and calm discomfort
<p>Y-Age Aeon/X15 Benefits</p> <ul style="list-style-type: none"> • Helps you to relax • Helps you better manage or reduce stress <p>Y-Age Carnosine Benefits</p> <ul style="list-style-type: none"> • Supports healthy physical activity. • Supports overall state of wellness. <p>Y-Age Glutathione Benefits</p> <ul style="list-style-type: none"> • Helps promote relaxation and reduces stress <p>All Y-Age System Kit Patch Benefits</p> <ul style="list-style-type: none"> • No drugs, or stimulants • Patented Technology 	<p>Nurtures your body’s essence</p> <ul style="list-style-type: none"> • Supports a healthy inflammatory response in your body • Promotes relaxation • Clinically proven to reduce stress <p>Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties</p> <ul style="list-style-type: none"> • It supports mobility, flexibility, strength, and balance • Improves strength and flexibility • Improves overall health • Improves bioelectrical properties of organs • Helps promote exercise and physical fitness as part of your wellness routine • Improves overall state of wellness <p>Glutathione is the body’s master antioxidant</p> <ul style="list-style-type: none"> • Improves skin’s appearance • Supports the immune system • Promotes the release of stored toxins • Improves overall health • A general state of health Is your greatest defence • Patented form of Phototherapy <p>A strong immune system is your greatest Defence.</p>
Intended for human use only	I use this on my pet (cat, dog, etc.)

ICEWAVE PATCHES	ICEWAVE PATCHES
Can say	Cannot say
Enjoy life’s journey with IceWave. Release negative energy and reclaim your active spirit, so you can live in harmony with the principles of holistic well-being	IceWave is specifically designed to provide relief at the source of aches, pains, and discomfort
<ul style="list-style-type: none"> • Fast acting and non-addictive • Convenient and easy to use • No drugs, or stimulants • Patented Technology <p>Intended for human use only</p>	<ul style="list-style-type: none"> • Supports relief of minor aches and pains, without addictive properties • Improves range of motion • Provides fast relief • Patented form of Phototherapy <p>I use this on my pet (cat, dog, etc.)</p>
LIFEWAVE ENERGY ENHANCER® PATCHES	LIFEWAVE ENERGY ENHANCER® PATCHES
Can say	Cannot say
Energy Enhancer patches empower you to embrace the feelings of whole-body health and vitality.	Energy Enhancer stimulates energy production at the cellular level so you can rely on natural, reusable energy instead of cheap substitutes to fuel your passion for life
<ul style="list-style-type: none"> • Supports your physical fitness routine • No drugs, or stimulants • Patented Technology 	Engage your body’s natural energy field for the perfect balance of physical activity and healthy recovery Find your desired energy flow
Intended for human use only	<ul style="list-style-type: none"> • Increases energy and endurance • Stimulates cellular energy production • Increases strength and endurance • Supports the flow of energy in the body • Supports overall wellness in combination with a healthy physical fitness routine • Patented form of Phototherapy <p>I use this on my pet (cat, dog, etc.)</p>
SILENT NIGHTS®	SILENT NIGHTS®
Can say	Cannot say
Silent Nights gently nurtures restfulness. Embrace the art of deep relaxation, as each new day presents a blank canvas of possibility	Silent Nights elevates melatonin naturally so your body can peacefully dive deeply into the various restorative levels of sleep and awaken feeling refreshed — because every great day starts the night before
<ul style="list-style-type: none"> • No drugs, or stimulants • Patented Technology 	<ul style="list-style-type: none"> • Enhances natural melatonin production • Clinically shown to increase length of sleep by x%

Intended for human use only	<ul style="list-style-type: none"> • Relaxation enhances quality of sleep • Relaxation can improve length of sleep • A healthy sleep enhancer • Patented form of Phototherapy
	I use this on my pet (cat, dog, etc.)
ALAVIDA™ PATCHES	ALAVIDA™ PATCHES
Can say	Cannot say
Combine with the Alavida Regenerating System for skincare benefits	Alavida harnesses and balances your body's natural restorative energy to improve the healthy and radiant appearance of your skin. Alavida improves your skin
<ul style="list-style-type: none"> • No drugs, or stimulants • Patented Technology 	<ul style="list-style-type: none"> • Enhances skin firmness • Evens out skin tone and coloration • Enjoy that confidence of looking as young as you feel • Promotes the flow of energy in the body • Patented form of Phototherapy
Intended for human use only	I use this on my pet (cat, dog, etc.)
ALAVIDA™ REVIVE EYE CREAM	ALAVIDA™ REVIVE EYE CREAM
Can say	Cannot say
Experience the remarkable benefits of Alavida Revive Eye Cream, meticulously crafted to bring out the best in your skin. This copper peptide-infused eye cream uses a blend of powerful ingredients, providing unparalleled benefits to help brighten complexion, improve the appearance of even skin tone and support the appearance of firm skin. Invest in yourself and discover the radiant glow that emanates from within.	Anti-Aging product Reduces the appearance of fine lines & wrinkles
<ul style="list-style-type: none"> • Minimizes the appearance of fine lines & wrinkles • Brightens complexion for a regenerated, youthful glow • Improves the appearance of even skin tone • Improves the appearance of firm skin • Hydrates the delicate skin around the eyes 	<p>Treating disease: Claims that a product can treat acne, eczema, or cancer</p> <ul style="list-style-type: none"> • Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production • Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues • Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength
*When used in conjunction with the Alavida Regenerating system	

Combine with the Alavida Regenerating System for best results.	Improved the health of your skin from the inside out and the outside in
For all skin types	
Intended for human use only	I use this on my pet (cat, dog, etc.)
ALAVIDA™ DAILY REFRESH FACIAL NECTAR	ALAVIDA™ DAILY REFRESH FACIAL NECTAR
Can say	Cannot say
Alavida Daily Refresh Facial Nectar supports protection of your skin, while improving radiance and appearance with daily application	Anti-aging product Improves the health of your skin from the inside out and the outside in Reduces the appearance of fine lines & wrinkles
<ul style="list-style-type: none"> • Minimizes the appearance of fine lines & wrinkles • Brightening the complexion for a revitalized glow • Evening out skin tone and discoloration • Moisturizing 24 hours a day, 7 days a week • Improving the look of skin firmness <p>Combine with the Alavida Regenerating System for best results.</p>	<p>Our scientifically proven formulations improve the health of your skin—from the inside out and the outside in</p> <ul style="list-style-type: none"> • Treating disease: Claims that a product can treat acne, eczema, or cancer • Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production • Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues • Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength
ALAVIDA™ NIGHTLY RESTORE FACIAL CRÈME	ALAVIDA™ NIGHTLY RESTORE FACIAL CRÈME
Can say	Cannot say
Alavida Nightly Restore Facial Crème supports overnight protection of your skin to minimize the appearance of fine lines and wrinkles, brighten complexion, and even out skin tone	Anti-aging product Reduces the appearance of fine lines & wrinkles.
<p>Combine with Alavida Regenerating System for skin care benefits.</p> <ul style="list-style-type: none"> • Minimizes the appearance of fine lines & wrinkles • Brightening the complexion for a revitalized glow • Evening out skin tone and discoloration • Moisturizing 24 hours a day, 7 days a week • Improving the look of skin firmness 	<p>Our scientifically proven formulations improve the health of your skin—from the inside out and the outside in</p> <ul style="list-style-type: none"> • Treating disease: Claims that a product can treat acne, eczema, or cancer • Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production • Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues • Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength

ALAVIDA™ REGENERATING TRIO	ALAVIDA™ REGENERATING TRIO
The Alavida Regenerating Trio is a multi-faceted approach to supporting your healthy skincare routine — combining science and nature to maximize results	Alavida harnesses and balances your body’s natural restorative energy to improve the healthy and radiant appearance of your skin from the inside out
<ul style="list-style-type: none"> • Minimizes the appearance of fine lines & wrinkles • Brightening the complexion for a revitalized glow • Evening out skin tone and discoloration • Moisturizing 24 hours a day, 7 days a week • Improving the look of skin firmness 	<ul style="list-style-type: none"> • Enhancing skin firmness • Evens out skin tone and coloration • Treating disease: Claims that a product can treat acne, eczema, or cancer • Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production • Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues • Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength
Combine with the Alavida Regenerating System for skin care benefits	
SP6 COMPLETE™ PATCHES	SP6 COMPLETE™ PATCHES
Can say	Cannot say
<p>Combine with a healthy diet and exercise and master your fitness goals.</p> <ul style="list-style-type: none"> • No drugs, or stimulants • Patented Technology 	<p>Maximizes your healthy diet and exercise efforts to support your body’s natural metabolic response Reduced cravings, less hunger, and more control equals greater results.</p> <ul style="list-style-type: none"> • Helps to reduce cravings • Helps reduce appetite <p>Maintain a general state of wellbeing and health.</p>

Our Technology	Our Technology
Can say	Cannot say
Only references to ‘our Technology’ can be made.	Do not refer to any science or studies.
	No references to phototherapy
How our Technology works: Our non-transdermal patches fit simply into your daily lifestyle.	LifeWave’s® unique and innovative life technology is a combination of proven science and results that empower you to live long and live well.
	How do our patches work? Your body emits heat, including heat in the infrared spectrum. Our patches are designed to trap this infrared energy when placed on the body, which causes them to reflect it back on the skin that can promote a general state of health and healthy activity unique to each LifeWave® patch
	What makes one LifeWave® patch different than another? Each patch is exclusively designed to reflect particular wavelengths of energy to specific points on the skin. This enables each patch to provide unique wellness benefits to the user. No drugs or stimulants enter your body
	Acupressure works like acupuncture, which is based on the concept that we all have a human energy field that flows through “meridians” in the body. The belief held in traditional Chinese medicine is it is necessary to avoid blockages of Qi energy in those meridians to live well. By applying slight pressure to various points corresponding to the Chinese tradition, the belief is that doing so will lead to a better state of wellness.
Science	All science and studies have been removed from Taiwanese market .com website and should not be used or referred to.