

ADVERTISING GUIDANCE ON PERMISSIBLE PRODUCT CLAIMS AND WHAT CANNOT BE SAID ABOUT THE PRODUCTS

INDONESIA ONLY

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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.

Regulatory authorities, both locally and across the globe, have 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® products are general wellness products. This means that a Brand Partner may only discuss how the products are designed to maintain or encourage a general state of health or healthy activity.

PRODUCTS

X39 PATCHES

CAN SAY	CANNOT SAY
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. Our general wellness, non-transdermal patches help you conquer your active lifestyle and pave a new way to vibrant health.	Ageing is not inevitable. X39 supports healthy stem cell activity to restoration, and rejuvenation. Pain relief. Inflammation management. Supports wound healing
X39 supports the flow of natural energy within your body to encourage and support whole-body wellness and healthy activity	By naturally elevating a copper peptide produced by the body, X39 boosts vitality and overall health and wellness
Experience the restorative balance from acupuncture with the simplicity of a patch.	Turn back time with X39!
Benefits <ul style="list-style-type: none"> • New technology supports the flow of natural energy within your body to improve energy flow • Supports improved exercise performance • Supports improvements in strength and stamina • Supports overall health and well-being • No drugs or stimulants • Patented technology 	Benefits <ul style="list-style-type: none"> • Supports healthy stem cell activity to restoration, and rejuvenation. • Supports relief of minor aches and pains
Stay healthy with X39!	Anti-Ageing Properties
Intended for human use only	I use this on my pet (cat, dog, etc.)

X49 PATCHES

CAN SAY	CANNOT SAY
Embark on a transformative journey with X49, dedicated to elevating performance, accelerating recovery, 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!
Benefits <ul style="list-style-type: none"> • Promotes performance, strength, and stamina • Supports maintaining a healthy cardiovascular system through exercise • Reduce recovery time following exercise 	Benefits <ul style="list-style-type: none"> • Reduces muscle soreness and promotes faster recovery from exercise • Supports a healthy cardiovascular system

- Supports maintaining a healthy weight through diet and exercise programs
- No drugs or stimulants
- Patented technology

- 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

Intended for human use only

I use this on my pet (cat, dog, etc.)

X39 & X49 PERFORMANCE BUNDLE

CAN SAY

Get the synergistic benefits of both X39 and X49 when you buy them together in this discounted bundle! What's not to love about that?

Discover the remarkable benefits of X39 – harness the power of acupuncture and acupressure points without the need for needles. Elevate the flow of your body's innate energy, fostering overall wellness and an active lifestyle. Embrace vitality and well-being with X39!

Embark on a transformative journey with X49, dedicated to elevating performance, accelerating recovery, and nurturing relaxation. Now is the time to redefine your prime!

LifeWave® X39 Benefits

- New technology supports the flow of natural energy within your body to improve energy flow
- Supports improved exercise performance
- Supports improvements in strength and stamina
- Supports overall health and well-being

LifeWave® X49 Benefits

- Promotes performance, strength, and stamina
- Supports maintaining a healthy cardiovascular system through exercise
- Reduce recovery time following exercise

CANNOT SAY

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!

Independent third-party clinical studies on GHK-Cu have determined some remarkable benefits of this copper peptide. Perhaps even more remarkably, GHK-Cu resets the genes in the body to a younger healthier state.

Initial clinical work showed that old liver cells, when exposed to GHK-Cu, started to function like younger healthier cells!

<ul style="list-style-type: none"> • Supports maintaining a healthy weight through diet and exercise programs 	
All Performance Bundle Patch Benefits <ul style="list-style-type: none"> • No drugs or stimulants • Patented technology 	
Intended for human use only	I use this on my pet (cat, dog, etc.)

Y-AGE GLUTATHIONE PATCHES

CAN SAY	CANNOT SAY
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 defense.	A strong immune system is your greatest defense
Benefits <ul style="list-style-type: none"> • Improves skin’s appearance • Helps promote relaxation and reduces stress • A general state of health is your greatest defense • No drugs or stimulants • Patented technology 	Benefits <ul style="list-style-type: none"> • Glutathione is the body’s master antioxidant • Supports the immune system • Promotes the release of stored toxins • Improves overall health • Patented, proprietary form of phototherapy
Intended for human use only	I use this on my pet (cat, dog, etc.)

Y-AGE CARNOSINE PATCHES

CAN SAY	CANNOT SAY
Embrace the vitality of movement with Y-Age Carnosine - helping you ignite your passion for exercise and physical well-being as an integral part of your wellness journey. It's not just about keeping pace; it's about blazing a trail.	Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties. It supports mobility, flexibility, strength, and balance.
Benefits <ul style="list-style-type: none"> • Helps promote exercise and physical fitness as part of your wellness routine • Improves overall state of wellness • No drugs or stimulants • Patented Technology 	Benefits <ul style="list-style-type: none"> • Improves strength and flexibility • Improves bioelectrical properties of organs • Supports a healthy inflammatory response in your body • Promotes relaxation • Clinically proven to reduce stress
	Movement keeps us youthful
Intended for human use only	I use this on my pet (cat, dog, etc.)

Y-AGE AEON PATCHES

CAN SAY	CANNOT SAY
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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
Intended for human use only	I use this on my pet (cat, dog, etc.)

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 combination nurtures your body’s essence, allowing you to embrace each day with newfound vitality.	Anti-oxidative power Together, they promote flexibility, improve cellular functioning, and calm discomfort
Y-Age Aeon Benefits <ul style="list-style-type: none"> • Helps you to relax • Helps you better manage or reduce stress 	
Y-Age Carnosine Benefits <ul style="list-style-type: none"> • Helps promote exercise and physical fitness as part of your wellness routine • Improves overall state of wellness 	
Y-Age Glutathione Benefits <ul style="list-style-type: none"> • Improves skin’s appearance • Helps promote relaxation and reduces stress • A general state of health is your greatest defense 	
All Y-Age System Kit Patch Benefits <ul style="list-style-type: none"> • No drugs or stimulants • Patented technology 	
Intended for human use only	I use this on my pet (cat, dog, etc.)

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, and pains
<ul style="list-style-type: none"> • Fast-acting and non-addictive • Alleviates discomfort • Convenient and easy to use 	

<ul style="list-style-type: none"> • No drugs or stimulants • Patented technology 	
Intended for human use only	I use this on my pet (cat, dog, etc.)
ENERGY ENHANCER PATCHES	
CAN SAY	CANNOT SAY
Engage your body's natural energy field for the perfect balance of physical activity and healthy recovery. Energy Enhancer patches empower you to find your desired energy flow and embrace the feelings of whole- body health and vitality.	
Benefits <ul style="list-style-type: none"> • Supports overall wellness in combination with a healthy physical fitness routine • Promotes the flow of energy in the body • Supports your physical fitness routine • No drugs or stimulants • Patented technology 	Benefits <ul style="list-style-type: none"> • Increases energy and endurance • Stimulates cellular energy production • Increases strength and endurance
Intended for human use only	I use this on my pet (cat, dog, etc.)
SILENT NIGHTS PATCHES	
CAN SAY	CANNOT SAY
Silent Nights gently nurtures restfulness and restorative sleep. 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
Benefits: <ul style="list-style-type: none"> • Encourages relaxation for better sleep quality • Relaxation can improve length of sleep • A healthy sleep support • 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	I use this on my pet (cat, dog, etc.)
SP6 COMPLETE PATCHES	
CAN SAY	CANNOT SAY
Set your intentions for mindful eating with SP6 Complete. When combined with a healthy diet and exercise, SP6 helps you achieve a general state of well-being, in harmony with your healthy lifestyle goals.	Maximizes your healthy diet exercise efforts to support your body's natural metabolic response. Reduced cravings, less hunger, and more control equals greater results

<ul style="list-style-type: none">• Promotes a mindful approach to maintaining a healthy appetite• When combined with a healthy diet and exercise, the SP6 complete patch encourages you to maintain a general state of wellbeing and health.• No drugs or stimulants• Patented technology	<p>Benefits</p> <ul style="list-style-type: none">• Helps to reduce cravings• Helps to reduce appetite
<p>Intended for human use only</p>	<p>I use this on my pet (cat, dog, etc.)</p>

OTHER CLAIMS

OUR TECHNOLOGY

CAN SAY	CANNOT SAY
Only references to ‘our Technology’ can be made.	Do not refer to any science or studies.
LifeWave’s® life technology harnesses your body’s natural, restorative energy and enhances your ability to live well.	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

CAN SAY	CANNOT SAY
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.	No references to studies, science and testimonials
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.	