

Product Claim Guidelines: What you Can/Cannot Say in Japan

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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 are 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 medical device products in Japan. Brand Partner may discuss how the products are designed to maintain or encourage a general state of health or healthy activity. It also means that claims may not be made about how the products may affect the structure or function of the body or the health benefits that usage provides to the body. Authorized claims for non-invasive acupuncture device for home use are included in the product descriptions below.

LIVE LONG LIVE WELL LIVE YOUNG

LIFEWAVE DISCLAIMER

LIFEWAVE PRODUCTS ARE FOR GENERAL WELLNESS AND INTENDED ONLY TO MAINTAIN OR ENCOURAGE A GENERAL STATE OF HEALTH OR A HEALTHY ACTIVITY. THE CONTENT PROVIDED BY LIFEWAVE IS PRESENTED IN SUMMARY FORM, IS GENERAL IN NATURE, AND IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. ALWAYS CONSULT WITH YOUR PHYSICIAN OR OTHER QUALIFIED HEALTH CARE PROVIDER BEFORE EMBARKING ON A NEW HEALTH REGIMEN, DIET OR FITNESS PROGRAM. DO NOT DISREGARD ANY MEDICAL ADVICE YOU HAVE RECEIVED OR DELAY IN SEEKING IT. LIFEWAVE RESERVES THE RIGHT TO CHANGE PRODUCT PRICES OR SELECTION.

PRODUCTS

LIFEWAVE X39[®] PATCHES

CAN SAY

Optimum health and wellness can now be yours with X39 a new approach to your body. By gently stimulating the skin our general wellness, non-transdermal patches help you conquer your active lifestyle and pave a new way to vibrant health.

Benefits:

- X39 support whole-body wellness and healthy activity.
- Experience acupressure and acupuncture well-being with the simplicity of a patch.
- LifeWave technology stimulates the skin.
- Supports overall health and well-being.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs or stimulants

Stay healthy with X39!

Intended for human use only.

CAN'T SAY

Ageing is not inevitable. X39 supports healthy stem cell activity to restoration, and rejuvenation. Pain relief. Inflammation management. Supports wound healing.

By naturally elevating a copper peptide produced by the body, X39 boosts vitality and overall health and wellness.

Turn back time with X39!

Anti-Ageing Properties

Benefits:

- Supports healthy stem cell activity to restoration, and rejuvenation.
- Supports relief of minor aches and pains

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

LIFEWAVE X49[®] PATCHES

CAN SAY

Embark on a transformative journey with X49.
Now is the time to redefine your prime!

Benefits:

- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs or stimulants.

Intended for human use only

CAN'T SAY

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:

- 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.

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

X39™ & X49 PERFORMANCE BUNDLE

CAN SAY

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

Optimum health and wellness can now be yours with X39, a new approach to your body. By gently stimulating the skin our general wellness, non-transdermal patches help you conquer your active lifestyle and pave a new way to vibrant health.

Embark on a transformative journey with X39 and X49. Now is the time to redefine your prime!

LifeWave X39 Benefits:

- X39 support whole-body wellness and healthy activity.
- Experience acupressure and acupuncture well-being with the simplicity of a patch.
- LifeWave technology stimulates the skin.
- Supports overall health and well-being.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.

LifeWave X49 Benefits:

- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.

All Performance Bundle Patch Benefits

- No drugs or stimulants

Intended for human use only

CAN'T SAY

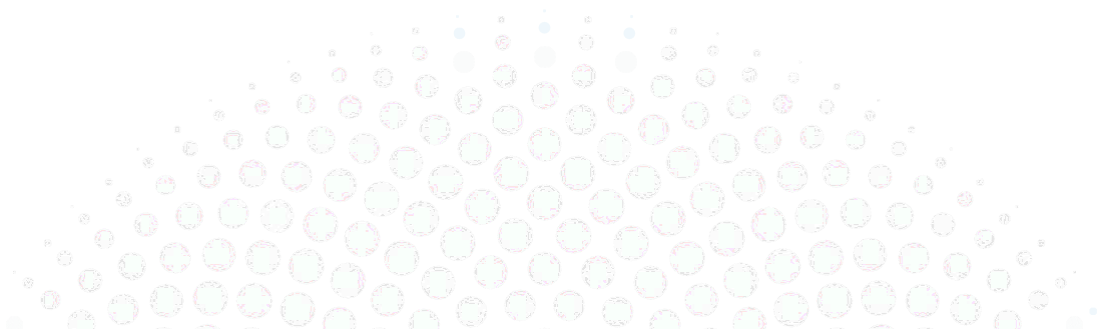
Aging is not inevitable X39 supports healthy stem cell activity to restoration, and rejuvenation. By naturally elevating a copper peptide produced by the body, X39 boosts vitality and overall health and wellness.

Turn back time with X39!

Independent third-party clinical studies on GHK-Cu have determined some remarkable benefits of this copper peptide. 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!

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



Y-AGE™ Glutathione

CAN SAY

Maintain your well-being with Y-Age Glutathione patches — your path to wellness. Because a harmonious state of health is your greatest defense.

Benefits:

- A general state of health is your greatest defense.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscle.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs, or stimulants.

Intended for human use only

CAN'T SAY

Benefits:

- 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 defense.

Y-AGE™ CARNOSINE PATCHES

CAN SAY

Exercise and physical well-being are an integral part of your wellness journey. It is not just about keeping pace; it is about blazing a trail.

Benefits:

- For your wellness routine.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs or stimulants.

Intended for human use only

CAN'T SAY

Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties. It supports mobility, flexibility, strength, and balance.

Benefits:

- Improves strength and flexibility.
- Improves overall health.
- Improves bioelectrical properties of organ.
- Supports a healthy inflammatory response.
- Promotes relaxation.
- Clinically proven to reduce stress

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

Y-AGE™ AEON

CAN SAY

Find your center with Y-Age Aeon.

Benefits:

- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs or stimulants.

Intended for human use only.

CAN'T SAY

Supports a healthy inflammatory response in your body.

- Promotes relaxation.
- Clinically proven to reduce stress

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

Y-AGE™ SYSTEM KIT

CAN SAY

Honor your well-being through with the simplicity and efficacy of Y-Age Aeon, Y-Age Carnosine, and Y-Age Glutathione. This is allowing you to embrace each day.

Y-Age System Kit Patch Benefits

- A general state of health is your greatest defense.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs, or stimulants

Intended for human use only.

IceWave™

Enjoy life's journey with IceWave. You can live in harmony with the principles of holistic well-being.

Benefits:

- Non-addictive
- Convenient and easy to use.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs or stimulants

CAN'T SAY

Anti-oxidative power
Together, they promote flexibility, improve cellular functioning, and calm discomfort.

- Helps you better manage stress.

Y-Age Carnosine Benefits

- Help overall state of wellness as part of your wellness routine.

Y-Age Glutathione Benefits

- A general state of health is your greatest defense.

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

IceWave is specifically designed to provide relief at the source of aches and pains.

Benefits:

- Increases energy and endurance.
- Stimulates cellular energy production.
- Increases strength and endurance.

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

LifeWave Energy Enhancer®

CAN SAY

LifeWave Energy Enhancer patches embrace the feelings of whole-body health.

Benefits:

- Supports overall wellness in combination with a healthy physical fitness routine.
- Supports your physical fitness routine.
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs or stimulants

Intended for human use only.

CAN'T SAY

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.

Increases energy and endurance.

Silent Nights

CAN SAY

Silent Nights gently nurtures restfulness. Embrace the art of deep relaxation, as each new day presents a blank canvas of possibility.

Benefits:

- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs, or stimulants

Intended for human use only

CAN'T SAY

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.

- Enhances natural melatonin production

Clinically shown to increase length of sleep by x %

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

SP6 Complete™

CAN SAY

Set your wellness intentions with SP6 Complete. SP6 helps you achieve a general state of well-being, in harmony with your healthy lifestyle goals.

Benefits:

- Maintain a general state of wellbeing and health
- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs, or stimulants

Intended for human use only

CAN'T SAY

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

Helps to reduce cravings.

Helps reduce appetite

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

Alavida™ Patches

CAN SAY

Alavida harnesses and balances your body's natural restorative energy. Promotes the flow of energy in the body.

- Relieve muscle fatigue and exhaustion.
- Relieve stiffness and tension in muscles.
- Promotes blood circulation by flushing out waste products.
- Relieves pain from neuralgia and muscular pain.
- No drugs, or stimulants

CAN'T SAY

- Enhances skin firmness
- Evens out skin tone and coloration
- Enjoy that confidence of looking as young as you feel

I use this on my pet [cat, dog, etc.]

Alavida™ Daily Refresh Facial Nectar

Alavida Daily Refresh Nectar supports protection of your skin, while illuminating radiance and appearance with daily application with moisture. Combine with Alavida Nightly Restore Facial Crème and Alavida Revive Eye Cream for best results.

- Reduces the appearance of fine lines caused by drying.
- Illuminating the complexion for a vivid glow with moisture.
- Soften the look of skin firmness

Anti-aging product

Improves the health of your skin from the inside out and the outside in

- Youthful
- Improves skin firmness

Alavida™ Nightly Restore Facial Crème

Alavida Nightly Restore Facial Crème supports overnight protection of your skin to make the appearance of fine lines caused by drying less noticeable. Illuminates complexion, and even out skin tone with moisture.

Combine with Alavida Daily Refresh Facial Nectar and Revive Eye Cream for best results.

- Making the appearance of fine lines caused drying less noticeable.
- Illuminating the complexion for a vivid glow with moisture.
- Soften the look of skin firmness

Anti-aging product

Our scientifically proven formulations improve the health of your skin—from the inside out and the outside in

Alavida™ Revive Eye Cream

Experience the 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 ingredients to help brighten complexion.

Combine with Alavida Daily Refresh Nectar and Alavida Nightly Restore Facial Crème.

- Making the appearance of fine lines caused by drying less noticeable.
- Illuminating the complexion for a vivid glow with moisture.
- Soften the look of skin firmness

Anti-aging product

PHOTOTHERAPY	Claims you can make	Claims you cannot make
<p>What is Phototherapy?</p>		<p>The science of phototherapy, which has been around for about 100 years, uses light to improve the health of the body. As far back as two thousand years ago, the ancient Greeks had a center for studying the effects of different colored lights on the body. Even the ancient Egyptians, who promoted health by focusing sunlight through colored glass on certain areas of the body, understood this concept.</p>
<p>How do our Phototherapy Patches Work?</p>	<p>Each patch is designed to stimulate specific points on the skin. This enables each patch to provide wellness benefits to the user. No drugs or stimulants enter your body.</p>	<p>Your body emits heat in the form of infrared light. Our patches are designed to trap this infrared light when placed on the body, which causes them to reflect particular wavelengths of light. This process stimulates specific points on the skin that signal the body to produce health benefits unique to each LifeWave patch.</p>
		<p>We cannot claim that “phototherapy” relates to LifeWave patches because phototherapy products are classified as Class2 or 3 in Japan. LifeWave patches are classified as Class1 though.</p> <p>Each patch is exclusively designed to reflect particular wavelengths of light that stimulate specific points on the skin. This enables each patch to provide unique health benefits (e.g., feeling the pain reduction, feeling the increased energy, etc.). No chemicals enter your body. Patent claim is not acceptable on advertising tools even if that is a fact.</p> <p>All science and studies have been removed from the Japan market .com website and should not be used or referred to.</p>