



Advertising Guidance On Permissible Product Claims And What Cannot Be Said About the Products U.S. 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

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. By gently stimulating the skin with light, our general wellness, non-transdermal patches help you conquer your active lifestyle and pave a new way to vibrant health.

X39 supports the flow of natural energy within your body to encourage and support whole-body wellness and healthy activity

Experience the restorative balance of acupressure and acupuncture well-being with the simplicity of a patch

- 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
- No drugs or stimulants
- Patented

Stay healthy with X39!

Intended for human use only

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!

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!

Supports healthy stem cell activity

Supports relief of minor aches and pains

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

X49® PATCHES

CAN 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!

- Promotes performance, strength, and stamina
- Supports maintaining a healthy cardiovascular system through exercise
- Reduce recovery time following exercise
- Supports maintaining a healthy weight through diet and exercise programs
- No drugs, chemicals, or stimulants
- Patented proprietary form of phototherapy

Intended for human use only

CANNOT 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!

- 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

LifeWave X39 Benefits

- 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!
- 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

LifeWave X49 Benefits

- Embark on a transformative journey with X49, dedicated to elevating performance, accelerating recovery, and nurturing relaxation. Now is the time to redefine your prime!
- Promotes performance, strength, and stamina
- Supports a healthy cardiovascular system through exercise
- Reduce recovery time following exercise
- Supports maintaining a healthy weight through diet and exercise programs

All Performance Bundle Patch Benefits

No drugs, or stimulants
Patented proprietary form of phototherapy

Intended for human use only

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!

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

Y-AGE GLUTATHIONE® PATCHES

CAN SAY	CANNOT SAY
<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 defense</p>	
<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, chemicals, or stimulants • Patented proprietary form of phototherapy 	<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
<p>A general state of health is your greatest defense</p>	<p>A strong immune system is your greatest defense</p>
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>

Y-AGE CARNOSINE PATCHES

CAN SAY	CANNOT SAY
<p>Embrace the vitality of movement with Y-Age Carnosine. Exercise and physical well-being are an integral part of your wellness journey. It’s not just about keeping pace, it’s about blazing a trail</p>	<p>Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties It supports mobility, flexibility, strength, and balance</p>
<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, chemicals, or stimulants • Patented proprietary form of phototherapy 	<ul style="list-style-type: none"> • Improves strength and flexibility • Improves overall health • Improves bioelectrical properties of organs
<p>Intended for human use only</p>	<p>Movement keeps us youthful</p>
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>

Y-AGE AEON® PATCHES

CAN SAY	CANNOT SAY
Find your center with Y-Age Aeon – unlocking relaxation, alleviating discomfort, 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, chemicals or stimulants • Patented proprietary form of phototherapy 	<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 synergistic 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
<p>Y-Age Aeon Benefits</p> <ul style="list-style-type: none"> • Helps you to relax • Helps you better manage or reduce stress 	<ul style="list-style-type: none"> • Supports a healthy inflammatory response in your body • Promotes relaxation • Clinically proven to reduce stress
<p>Y-Age Carnosine Benefits</p> <ul style="list-style-type: none"> • Helps promote exercise and physical fitness as part of your wellness routine • Improves overall state of wellness 	<p>Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties It supports mobility, flexibility, strength, and balance</p> <ul style="list-style-type: none"> • Improves strength and flexibility • Improves overall health • Improves bioelectrical properties of organs
<p>Y-Age Glutathione Benefits</p> <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 	<p>Glutathione is the body's master antioxidant</p> <ul style="list-style-type: none"> • Supports the immune system • Promotes the release of stored toxins • Improves overall health • Patented, proprietary form of phototherapy <p>A strong immune system is your greatest defense.</p>

Y-AGE SYSTEM KIT - CONTINUED

CAN SAY	CANNOT SAY
All Y-Age System Kit Patch Benefits <ul style="list-style-type: none">No drugs, chemicals or stimulants Patented proprietary form of phototherapy	
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, pains, and discomfort
<ul style="list-style-type: none">Fast-acting and non-addictiveConvenient and easy to useNo drugs, chemicals or stimulants	<ul style="list-style-type: none">Supports relief of minor aches and pains, without addictive propertiesImproves range of motionProvides fast relief
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	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 overall wellness in combination with a healthy physical fitness routine • Supports your physical fitness routine • No drugs, chemicals or stimulants • Patented proprietary form of phototherapy 	<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 NIGHT® PATCHES

CAN SAY	CANNOT SAY
Silent Nights gently nurtures restfulness and cultivates restorative sleep. Embrace the art of deep relaxation, as each new day presents a blank canvass 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"> • Relaxation enhances quality of sleep • Relaxation can improve length of sleep • A healthy sleep enhancer • No drugs, chemicals or stimulants • Patented proprietary form of phototherapy 	<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.]

CELLERGIZE MORNING

CAN SAY

Start strong, power on

Set the pace for the day ahead. Introducing Cellergize Morning, made for you to create a foundation of living well every day. An energizing blend of essential vitamins, minerals, and amino acids, Cellergize Morning revitalizes your body, sparks ambition, and boosts results. Packed with a dynamic blend of ingredients, it's your go-to boost for feeling refreshed, motivated, and ready to conquer whatever comes your way. Flavored with lemon and ginger, this refreshing morning wellness supplement includes sea buckthorn fruit extract, which supports healthy stem cell activity.*

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Benefits:

- Contains ingredients to supports healthy stem cell activity*
- Complements LifeWave's line of non-transdermal patches*
- Provides nutrients known to support overall health and wellness*
- Designed with a blend of key ingredients to revitalize your wellbeing*
- Utilizes ingredients known to support health and vitality of human cells*

CANNOT SAY

Do not claim that Cellergize Morning cures, treats, prevents, or mitigates any disease or medical condition.

Example: "Cures fatigue caused by anemia" or "Prevents chronic illnesses."

Do not describe the supplement as having drug-like effects or therapeutic benefits. Or that it is better or replaces any prescribed drug by a physician.

Example: "Acts as a natural stimulant for the nervous system" or "Works like a prescription medication for energy."

Do not assert benefits not supported by scientific evidence or approved content.

Example: "Clinically proven to enhance endurance."

Do not exaggerate the role or benefits of any ingredient in the supplement.

Example: "Contains superfoods that guarantee perfect health."

Do not compare Cellergize Morning to other products unless there is verified data and regulatory approval.

Example: "Better than any other morning supplement on the market."

Do not promise specific outcomes, especially those that cannot be universally achieved.

Example: "See results in just three days!"

CELLERGIZE MORNING

CAN SAY

Product Features:

- No artificial sweeteners, flavors, or colors
- No-GMO
- Gluten free

Cellergize Morning Ingredient Benefits:

- Supports the health and vitality of your stem cells (CyanthOx, Copper)
- Provides antioxidant support (CyanthOx, NAC, Copper, Selenium, Vitamin C)
- Supports production of glutathione (NAC, Glycine, Selenium, Vitamin C, Magnesium)
- Supports the formation of GHK-Cu (Glycine, Copper)
- Supports the formation of AHK-Cu (Beta-alanine, Copper)
- Supports immune function (Zinc, Magnesium, NAC, Vitamin C, Copper, Selenium)
- Supports cellular health (Potassium, CyanthOx, NAC, Vitamin C, NAC, Selenium, Copper, Zinc)
- Supports overall health and wellness (Magnesium, Zinc, Vitamin C, FiberSol)
Contains prebiotic fiber (FiberSol)

CELLERGIZE EVENING

CAN SAY

Power down, rest easy

Unwind, relax, and restore.

Cellergize Evening is your signal to slow down, recalibrate, and prepare for deep, rejuvenating rest. A scientific blend of relaxing micronutrients allows you to release the stress of the day in preparation for your best rest yet. Carefully formulated with taurine, magnesium, and L-theanine to elevate your nighttime routine and nurture your overall well-being. Power off blissfully with the complementary benefits of LifeWave's incredible patch technology.

Benefits:

- Formulated with thoughtfully selected ingredients to complement your nighttime routine*
- Crafted with ingredients to support relaxation*
- Supports your journey towards a balanced lifestyle*
- Complements LifeWave's line of non-transdermal patches*

CANNOT SAY

Do not claim that Cellergize Evening cures, treats, prevents, or mitigates any disease or medical condition.

Example: "Cures fatigue caused by anemia" or "Prevents chronic illnesses."

Do not describe the supplement as having drug-like effects or therapeutic benefits, or that it is better or replaces any prescribed drug by a physician.

Example: "Acts as at natural stimulant for the nervous system" or "Works like a prescription medication for sleep."

Do not assert benefits not supported by scientific evidence or approved content.

Example: "Clinically proven to enhance endurance."

Do not exaggerate the role or benefits of any ingredient in the supplement.

Example: "Contains superfoods that guarantee perfect health."

Do not compare Cellergize Evening to other products unless there is verified data and regulatory approval.

Example: "Better than any other evening supplement on the market."

Do not promise specific outcomes, especially those that cannot be universally achieved.

Example: "See results in just three days!"

CELLERGIZE EVENING

CAN SAY

Product Features:

- No artificial sweeteners, flavors, or colorings
- Contains: Soy (from Nattokinase)

Cellergize Morning Ingredient Benefits:

- Supports relaxation in preparation for sleep (L-Theanine)*
- Contains an important amino acid for brain function (Taurine)*
- May support muscle relaxation (Magnesium)*
- Supports immune function (Magnesium)*
- Supports overall health and wellness (Magnesium, FiberSol)*
- Supports cardiovascular function (Magnesium, Nattokinase)*
- Contains prebiotic fiber (FiberSol)*

CANNOT SAY

Do not imply non-existent certifications or standards (Certified organic, etc).

ALAVIDA® PATCHES

CAN SAY

Alavida harnesses and balances your body's natural restorative energy to improve the healthy and radiant appearance of your skin from the inside out

- Promotes the flow of energy in the body
- No drugs, or stimulants
- Patented proprietary form of phototherapy

Combine with the Alavida Regenerating System for best results

Intended for human use only

CANNOT SAY

Alavida improves your skin

- 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® REVIVE EYE CREAM

CAN 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.

- Reduces 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 24/7

*When used in conjunction with the Alavida Regenerating system

Combine with the Alavida Regenerating System for best results

Intended for human use only

For all skin types

CANNOT SAY

Anti-Aging product

- 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

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

ALAVIDA® DAILY REFRESH FACIAL NECTAR

CAN SAY	CANNOT SAY
Alavida Daily Refresh Nectar supports protection of your skin, while improving radiance and appearance with daily application	Anti-aging product
Combine with the Alavida Regenerating System for best results	Improves the health of your skin from the inside out and the outside in
<ul style="list-style-type: none"> • Reducing the appearance of fine lines and 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"> • 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

CAN SAY	CANNOT SAY
Alavida Nightly Restore Facial Crème supports overnight protection of your skin to reduce the appearance of fine lines and wrinkles, brighten complexion, and even out skin tone	Anti-aging product
Combine with Alavida Regenerating System for best results	Our scientifically proven formulations improve the health of your skin—from the inside out and the outside in
<ul style="list-style-type: none"> • Reducing the appearance of fine lines and 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"> • 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

CAN SAY

The Alavida Regenerating Trio is a multi-faceted approach to supporting your healthy skin-care routine — combining science and nature to maximize results

Combine with the Alavida Regenerating System for best results

- Reducing the appearance of fine lines and 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

CANNOT SAY

Alavida harnesses and balances your body's natural restorative energy to improve the healthy and radiant appearance of your skin from the inside out

- 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

SP6 COMPLETE PATCHES

CAN SAY

Set your wellness intentions 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

- Stimulates and reminds you to regulate your 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, chemicals or stimulants

CANNOT 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

ACULIFE® PATCHES

CAN SAY

Healthy living extends beyond humans. AcuLife® embraces the same LifeWave innovations to support equine vitality

Engaging Eastern philosophy of acupressure and acupuncture points for your horse.

- Promotes a soothing effect
- Helps maintain normal flexibility
- May help reduce discomfort

CANNOT SAY

- Promotes pain relief
- Reduces inflammation
- Reduces soreness



OTHER CLAIMS

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>“Modern forms of phototherapy such as low-level laser therapy, which helps reduce wrinkles and treat other more serious skin conditions”.</p>
<p>How do our Phototherapy Patches Work?</p>	<p>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 to stimulate specific points on the skin that can promote a general state of health and healthy activity unique to each LifeWave patch.</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>What makes one LifeWave patch different from another?</p>	<p>Each patch is exclusively designed to reflect particular wavelengths of energy that stimulate specific points on the skin. This enables each patch to provide unique wellness benefits to the user. No drugs or chemicals enter your body.</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 drugs or chemicals enter your body.</p>

SCIENCE

All science and studies have been removed from US market .com website and should not be used or referred to - in more regulation language terms