

# Advertising Guidance On Permissible Product Claims And What Cannot Be Said About the Products Malaysia 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 Medical Device Class A in Malaysia and are still considered general wellness products. This means that a Brand Partner may only discuss approved claims and advertising as described in this guidance. LifeWave products are designed to maintain or encourage a general state of health or healthy activity.

**LifeWave Logo: 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 PROVIDE 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

Aging does not have to be a period of decline but a time to enjoy new opportunities and experiences. By focusing on and maintaining a high quality of life and staying positive, we can navigate the aging journey with hope and joy, while celebrating each stage of life with grace and enthusiasm.

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

- Minor pain relief
- Inflammation management
- Improved sleep
- Mental clarity
- Wound healing support
- Improved skin appearance
- Safe, Non-Invasive, Convenient & Easy to Use.
- Patented form of Phototherapy

Intended for human use only

A Technology for Vibrant Health  
Have you ever imagined how amazing your life would be if you could reset your body and mind to a younger and healthier state? LifeWave X39® is clinically proven to provide the body with a level of health and vitality that you have not experienced since you were in your youth.

### 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

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

# LifeWave X49® PATCHES

CAN SAY	CANNOT SAY
<p>Embark on a transformative journey with X49, dedicated to elevating performance, accelerating recovery, and nurturing relaxation. Now is the time to redefine your prime!</p>	<p>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!</p>
<ul style="list-style-type: none"><li>• Promotes performance, strength, and stamina</li><li>• Supports maintaining a healthy cardiovascular system through exercise</li><li>• Reduce recovery time following exercise</li><li>• Supports maintaining a healthy weight through diet and exercise programs</li><li>• No drugs, or stimulants</li><li>• Patented form of Phototherapy</li></ul>	<ul style="list-style-type: none"><li>• Reduces muscle soreness and promotes faster recovery from exercise</li><li>• Supports a healthy cardiovascular system</li><li>• Improves performance, strength, and stamina</li><li>• Supports fat loss when used in tandem with a healthy diet and exercise program</li><li>• Supports relief of minor aches and pains</li><li>• Supports healthy stem cell activity</li></ul>
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>

# 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 form of Phototherapy

Intended for human use only

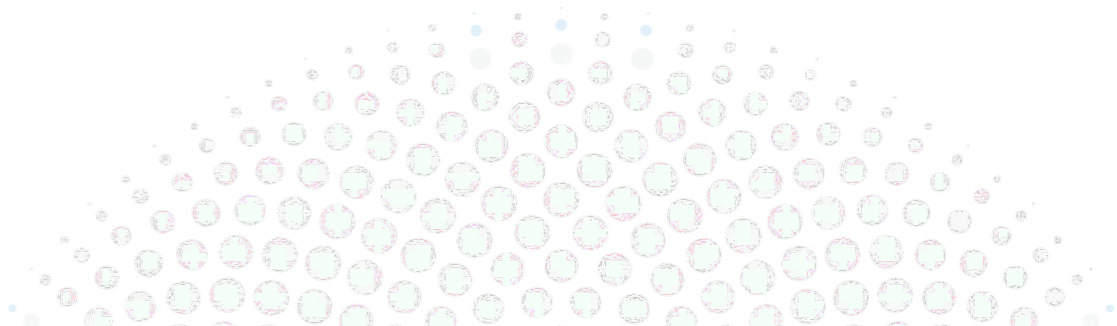
## CANNOT SAY

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
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	
<ul style="list-style-type: none"> <li>• Improves skin’s appearance</li> <li>• Helps promote relaxation and reduces stress</li> <li>• A general state of health is your greatest defense</li> <li>• No drugs, or stimulants</li> <li>• Patented form of Phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Glutathione is the body’s master antioxidant</li> <li>• Supports the immune system</li> <li>• Promotes the release of stored toxins</li> <li>• Improves overall health</li> </ul>
A general state of health is your greatest defense	A strong immune system is your greatest defense
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
<ul style="list-style-type: none"> <li>• Improves energy flow, heart strength, flexibility.</li> <li>• Supports physical activity and endurance</li> <li>• Improves overall state of wellness</li> <li>• No drugs, or stimulants</li> <li>• Patented form of Phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Improves strength and flexibility.</li> <li>• Improves overall health</li> <li>• Improves bioelectrical properties of organs</li> <li>• Movement keeps us youthful</li> </ul>
Intended for human use only	I use this on my pet [cat, dog, etc.]

## Y-AGE AEON PATCHES

CAN SAY	CANNOT SAY
Unwind and Rebalance for that peaceful, at-ease feeling.	<ul style="list-style-type: none"> <li>Clinically proven to reduce stress</li> <li>No chemicals</li> </ul>
<ul style="list-style-type: none"> <li>Promotes relaxation</li> <li>Reduces stress which supports a healthy inflammatory response</li> </ul> <p>Safe, Non-Invasive, Convenient &amp; Easy to Use.</p>	
Intended for human use only	I use this on my pet [cat, dog, etc.]

## Y-AGE SYSTEM KIT

CAN SAY	CANNOT SAY
Y-Age is a revolutionary wellness system designed to support healthy aging. Our innovative products harness the advanced technology to promote vitality, mental clarity, and physical well-being.	<p>Anti-oxidative power</p> <p>Together, they promote flexibility, improve cellular functioning, and calm discomfort</p>
<p><b>Y-Age Aeon Benefits</b></p> <ul style="list-style-type: none"> <li>Promotes relaxation</li> <li>Reduces stress which supports a healthy inflammatory response</li> </ul>	
<p><b>Y-Age Carnosine Benefits</b></p> <ul style="list-style-type: none"> <li>Improves energy flow, heart strength and flexibility.</li> <li>Supports physical activity and endurance</li> </ul>	<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"> <li>Improves strength</li> <li>Improves overall health</li> <li>Improves bioelectrical properties of organs</li> </ul>
<p><b>Y-Age Glutathione Benefits</b></p> <ul style="list-style-type: none"> <li>Improvement in the appearance of skin colour and texture.</li> <li>Supports healthy immune function and overall health</li> </ul>	<p>Glutathione is the body's master antioxidant</p> <ul style="list-style-type: none"> <li>Promotes the release of stored toxins</li> <li>Improves overall health</li> </ul> <p>A strong immune system is your greatest defense.</p>

## Y-AGE SYSTEM KIT - CONTINUED

CAN SAY	CANNOT SAY
<p><b>All Y-Age System Kit Patch Benefits</b></p> <ul style="list-style-type: none"><li>• Safe, Non-Invasive, Easy to Use.</li><li>• Patented form of Phototherapy</li></ul>	
Intended for human use only	I use this on my pet [cat, dog, etc.]

## ICEWAVE® PATCHES

CAN SAY	CANNOT SAY
<p>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</p>	<p>IceWave is specifically designed to provide relief at the source of aches, pains, and discomfort</p>
<ul style="list-style-type: none"><li>• Improves energy flow to give relief from stiffness and pain.</li><li>• Fast-acting and non-addictive</li><li>• Safe, Non-Invasive, Easy to Use.</li><li>• Patented form of Phototherapy</li></ul>	<ul style="list-style-type: none"><li>• Supports relief of minor aches and pains, without addictive properties</li><li>• Improves range of motion</li><li>• Provides fast relief</li></ul>
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"> <li>• Supports overall wellness in combination with a healthy physical fitness routine</li> <li>• Supports your physical fitness routine</li> <li>• Supports the flow of energy in the body</li> <li>• Safe, Non-Invasive, Easy to Use.</li> <li>• Patented form of Phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Increases energy and endurance</li> <li>• Stimulates cellular energy production</li> <li>• Increases strength and endurance</li> </ul>
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 cultivates 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
<ul style="list-style-type: none"> <li>• Provides support in the treatment of insomnia.</li> <li>• Relaxation enhances quality of sleep</li> <li>• Relaxation can improve length of sleep</li> <li>• A healthy sleep enhancer</li> <li>• Safe, Non-Invasive, Easy to Use.</li> <li>• Patented form of Phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances natural melatonin production</li> </ul>
	Clinically shown to increase length of sleep by x%
Intended for human use only	I use this on my pet [cat, dog, etc.]

## ALAVIDA® PATCHES

CAN SAY	CANNOT SAY
<p>Alavida harnesses and balances your body's natural restorative energy to improve the healthy and radiant appearance of your skin</p>	<p>Alavida improves your skin</p>
<ul style="list-style-type: none"> <li>• Promotes the flow of energy in the body</li> <li>• Safe, Non-Invasive, easy to use</li> <li>• Patented for of phototherapy</li> </ul> <p>Combine with Alavida Regenerating System for best results</p> <p>Intended for human use only</p>	<ul style="list-style-type: none"> <li>• Enhances skin firmness</li> <li>• Evens out skin tone and coloration</li> <li>• Enjoy that confidence of looking as young as you feel</li> </ul> <p>I use this on my pet [cat, dog, etc.]</p>

## ALAVIDA REVIVE EYE CREAM

CAN SAY	CANNOT SAY
<p>Experience the remarkable benefits of Alavida Revive Eye Cream, meticulously crafted to bring out the best in your skin.</p> <p>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.</p> <p>Invest in yourself and discover the radiant glow that emanates from within.</p> <ul style="list-style-type: none"> <li>• Reduces the appearance of fine lines &amp; wrinkles</li> <li>• Brightens complexion for a regenerated, youthful glow</li> <li>• Improves the appearance of even skin tone</li> <li>• Improves the appearance of firm skin</li> <li>• Hydrates 24/7</li> </ul>	<p>Anti-Aging product</p> <ul style="list-style-type: none"> <li>• Treating disease: Claims that a product can treat acne, eczema, or cancer</li> <li>• Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production</li> <li>• Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues</li> </ul> <p>Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength</p>

## 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
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"> <li>Reducing the appearance of fine lines and wrinkles</li> <li>Brightening the complexion for a revitalized glow</li> <li>Evening out skin tone and discoloration</li> <li>Moisturizing 24 hours a day, 7 days a week</li> <li>Improving the look of skin firmness</li> </ul>	<ul style="list-style-type: none"> <li>Treating disease: Claims that a product can treat acne, eczema, or cancer</li> <li>Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production</li> <li>Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues</li> <li>Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength</li> </ul>

## 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 Our scientifically proven formulations improve the health of your skin—from the inside out and the outside in
Combine with Alavida Regenerating System for best results	
<ul style="list-style-type: none"> <li>Reducing the appearance of fine lines and wrinkles</li> <li>Brightening the complexion for a revitalized glow</li> <li>Evening out skin tone and discoloration</li> <li>Moisturizing 24 hours a day, 7 days a week</li> </ul>	<ul style="list-style-type: none"> <li>Treating disease: Claims that a product can treat acne, eczema, or cancer</li> <li>Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production</li> <li>Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues</li> <li>Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength</li> </ul>

## ALAVIDA REGENERATING TRIO

CAN SAY	CANNOT SAY
<p>The Alavida Regenerating Trio is a multi-faceted approach to supporting your healthy skin-care routine — combining science and nature to maximize results</p>	<p>Alavida harnesses and balances your body's natural restorative energy to improve the healthy and radiant appearance of your skin from the inside out</p>
<p>Combine with the Alavida Regenerating System for best results</p>	
<ul style="list-style-type: none"> <li>• Reducing the appearance of fine lines and wrinkles</li> <li>• Brightening the complexion for a revitalized glow</li> <li>• Evening out skin tone and discoloration</li> <li>• Moisturizing 24 hours a day, 7 days a week</li> <li>• Improving the look of skin firmness</li> </ul>	<ul style="list-style-type: none"> <li>• Enhancing skin firmness</li> <li>• Evens out skin tone and coloration</li> <li>• Treating disease: Claims that a product can treat acne, eczema, or cancer</li> <li>• Affecting skin structure: Claims that a product can remove wrinkles, reduce cellulite, or stimulate collagen production</li> <li>• Affecting other parts of the body: Claims that a product can help with arthritis, pain, or sleep issues</li> <li>• Making other medical claims: Claims that a product can help with wound healing, reduce scar tissue, or improve blood vessel strength</li> </ul>

## SP6 COMPLETE PATCHES

CAN SAY	CANNOT SAY
<p>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</p>	<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"> <li>• Promotes a mindful approach to maintaining a healthy appetite</li> <li>• When combined with a healthy diet and exercise, the SP6 complete patch encourages you to maintain a general state of wellbeing and health.</li> <li>• No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Helps to reduce cravings</li> <li>• Helps reduce appetite</li> </ul>

## OTHER CLAIMS

### PHOTOTHERAPY

	Claims you can make	Claims you cannot make
What is Phototherapy?	For centuries, phototherapy has been used to improve health. Phototherapy, sometimes called light therapy or photobiomodulation, works by using a mechanism to reflect or shine light into the body. With LifeWave, our patches reflect your energy back into your body.	“Modern forms of phototherapy such as low-level laser therapy, which helps reduce wrinkles and treat other more serious skin conditions”.
How do our Phototherapy 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 to stimulate specific points on the skin that can promote a general state of health and healthy activity unique to each LifeWave patch.	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.

### SCIENCE

Science and clinical studies may be referenced. MDA approved testimonials may also be used. These are already posted on the website and available in the back office.

At LifeWave, we believe in the power of science to improve health. Our products are backed by rigorous clinical studies demonstrating their benefits in promoting healthy aging.