

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

## SINGAPORE 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. 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.	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 of acupuncture and acupressure well-being with the simplicity of a patch	Turn back time with X39®! Anti-Ageing Properties
<b>Benefits</b> <ul style="list-style-type: none"> <li>• New technology stimulates the skin with low levels of light, resulting in improved energy flow</li> <li>• Supports improved exercise performance</li> <li>• Supports improvements in strength and stamina</li> <li>• Supports overall health and well-being</li> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<b>Benefits</b> <ul style="list-style-type: none"> <li>• Supports healthy stem cell activity to restoration, and rejuvenation.</li> <li>• Supports relief of minor aches and pains</li> </ul>
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!
<b>Benefits</b> <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> </ul>	<b>Benefits</b> <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> </ul>

<ul style="list-style-type: none"> <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>• 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>
Intended for human use only	I use this on my pet (cat, dog, etc.)

### **X39® & X49® PERFORMANCE BUNDLE**

CAN SAY	CANNOT 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?	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.
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®!	Turn back time 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!	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.
<b>LifeWave X39® Benefits</b> <ul style="list-style-type: none"> <li>• New technology stimulates the skin with low levels of light, resulting in improved energy flow</li> <li>• Supports improved exercise performance</li> <li>• Supports improvements in strength and stamina</li> <li>• Supports overall health and well-being</li> </ul>	Initial clinical work showed that old liver cells, when exposed to GHK-Cu, started to function like younger healthier cells!
<b>LifeWave X49® Benefits</b> <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> </ul>	
<b>All Performance Bundle Patch Benefits</b> <ul style="list-style-type: none"> <li>• No drugs or stimulants</li> </ul>	

<ul style="list-style-type: none"> <li>• Patented form of phototherapy</li> </ul>	
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.	
<b>Benefits</b> <ul style="list-style-type: none"> <li>• Improves skin’s appearance</li> <li>• Helps promote relaxation and reduces stress</li> <li>• Supports healthy immune function• A general state of health is your greatest defense.</li> <li>• No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<b>Benefits</b> <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>
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.
<b>Benefits</b> <ul style="list-style-type: none"> <li>• Helps promote exercise and physical fitness as part of your wellness routine</li> <li>• Improves overall state of wellness</li> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<b>Benefits</b> <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>• Supports a healthy inflammatory response in your body</li> <li>• Promotes relaxation</li> <li>• Clinically proven to reduce stress</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
Find your center with Y-Age Aeon – unlocking relaxation, alleviating discomfort, and gently melting away tension. Embrace stress	Supports a healthy inflammatory response in your body

relief that resonates on a deeper level.	
<b>Benefits</b> <ul style="list-style-type: none"> <li>• Helps you to relax</li> <li>• Helps you better manage or reduce stress</li> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<b>Benefits</b> <ul style="list-style-type: none"> <li>• Promotes relaxation</li> <li>• Clinically proven to reduce stress</li> </ul>
Intended for human use only	I use this on my pet (cat, dog, etc.)

### Y-AGE SYSTEM KIT

<b>CAN SAY</b>	<b>CANNOT SAY</b>
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
<b>Age Aeon Benefits</b> <ul style="list-style-type: none"> <li>• Helps you to relax</li> <li>• Helps you better manage or reduce stress</li> </ul>	
<b>Y-Age Carnosine Benefits</b> <ul style="list-style-type: none"> <li>• Helps promote exercise and physical fitness as part of your wellness routine</li> <li>• Improves overall state of wellness</li> </ul>	
<b>Y-Age Glutathione Benefits</b> <ul style="list-style-type: none"> <li>• Improves skin’s appearance</li> <li>• Helps promote relaxation and reduces stress</li> <li>• General state of health is your greatest defense</li> </ul>	
<b>All Y-Age System Kit Patch Benefits</b> <ul style="list-style-type: none"> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	
Intended for human use only	I use this on my pet (cat, dog, etc.)

### ICEWAVE® PATCHES

<b>CAN SAY</b>	<b>CANNOT SAY</b>
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.
<b>Benefits</b> <ul style="list-style-type: none"> <li>• Fast-acting and non-addictive</li> <li>• Convenient and easy to use</li> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	

Intended for human use only	I use this on my pet (cat, dog, etc.)
<b>ENERGY ENHANCER® PATCHES</b>	
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"> <li>• Supports overall wellness in combination with a healthy physical fitness routine</li> <li>• Supports the flow of energy in the body</li> <li>• Supports your physical fitness routine</li> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	Benefits <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.)
<b>SILENT NIGHTS PATCHES</b>	
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
Benefits <ul style="list-style-type: none"> <li>• Relaxation enhances quality of sleep</li> <li>• Relaxation can improve length of sleep</li> <li>• A healthy sleep enhancer</li> <li>• No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	Benefits <ul style="list-style-type: none"> <li>• Enhances natural melatonin production</li> <li>• Clinically shown to increase length of sleep by x%</li> </ul>
Intended for human use only	I use this on my pet (cat, dog, etc.)
<b>ALAVIDA PATCHES</b>	
CAN SAY	CANNOT SAY
Alavida harnesses and balances your body’s natural restorative energy to improve the healthy and radiant appearance of your skin. For best results, use in conjunction with the complete Alavida Regenerating System.	
Benefits <ul style="list-style-type: none"> <li>• Promotes the flow of energy in the body</li> <li>• No drugs, or stimulants</li> </ul>	

<ul style="list-style-type: none"> <li>• Patented form of phototherapy</li> </ul>	
Intended for human use only	I use this on my pet [cat, dog, etc.]

### 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
Benefits <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>	Benefits <ul style="list-style-type: none"> <li>• Youthful</li> <li>• Improves skin firmness</li> </ul>
Intended for human use only	I use this on my pet [cat, dog, etc.]

### ALAVIDA NIGHTLY RESTORE FACIAL CRÈME

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
Benefits <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>	
Intended for human use only	I use this on my pet [cat, dog, etc.]

### ALAVIDA REVIVE EYE CREAM

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
<p>Benefits</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> <p>*When used in conjunction with the Alavida Regenerating system</p>	
Combine with the Alavida Regenerating System for best results	
For all skin types	
Intended for human use only	I use this on my pet [cat, dog, etc.]

### 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
Combine with the Alavida Regenerating System for best results	<ul style="list-style-type: none"> <li>• Enhancing skin firmness</li> <li>• Evens out skin tone and coloration</li> </ul>
<p>Benefits</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>	
Intended for human use only	I use this on my pet [cat, dog, etc.]

**SP6 COMPLETE PATCHES**

CAN SAY	CANNOT SAY
<p>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.</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>
<p>Benefits</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>	<p>Benefits</p> <ul style="list-style-type: none"> <li>• Helps to reduce cravings</li> <li>• Helps to reduce appetite</li> </ul>
<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
<p><b>Phototherapy – What is phototherapy?</b> 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><b>How do our Phototherapy Patches Work?</b> 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 wave lengths 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><b>What makes one LifeWave® patch different from another?</b> 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 stimulants 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 chemicals enter your body</p>
	<p>All science and studies have been removed from the Singapore market .com website and should not be used or referred to.</p>