

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

THAILAND 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 restorative balance with the simplicity of a patch.	Turn back time with X39! Anti-Ageing Properties
Benefits <ul style="list-style-type: none"> • LifeWave’s patch technology supports healthy energy flow resulting in an overall feeling of wellness • 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!	
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 and gently melting away tension. Embrace stress relief that resonates on a deeper level	Supports a healthy inflammatory response in your body
Benefits <ul style="list-style-type: none"> • Helps you to relax • Helps you better manage or reduce stress • No drugs or stimulants • Patented technology 	Benefits <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.)

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
Benefits <ul style="list-style-type: none"> • Fast-acting and non-addictive • Alleviates discomfort • Convenient and easy to use • 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 enhancer • No drugs or stimulants • Patented technology 	Benefits <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.)

ALAVIDA REVIVE EYE CREAM

CAN SAY	CANNOT 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.	
Benefits <ul style="list-style-type: none"> • 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	I use this on my pet [cat, dog, etc.]

ALAVIDA PATCHES

CAN SAY	CANNOT SAY
Alavida harnesses and balances your body's natural energy, helping you feel the healthy and radiant appearance of your skin. For best results, use in conjunction with the complete Alavida Regenerating System.	Alavida improves your skin
Benefits <ul style="list-style-type: none"> • Promotes the flow of energy in the body • No drugs or stimulants • Patented technology 	Benefits <ul style="list-style-type: none"> • Enhances skin firmness • Evens out skin tone and coloration • Enjoy that confidence of looking as young as you feel
Combine with the Alavida Regenerating System for best results	
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 Improves the health of your skin from the inside out and the outside in
Combine with the Alavida Regenerating System for best results	
Benefits <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 	Benefits <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
Intended for human use only	I use this on my pet [cat, dog, etc.]

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	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	
Benefits <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 	Benefits <ul style="list-style-type: none"> 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

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

ALAVIDA REGENERATING TRIO

CAN SAY	CANNOT SAY
Alavida Daily Refresh Facial Nectar supports protection of your skin, while improving radiance and appearance with daily application	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	
Benefits <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 	Benefits <ul style="list-style-type: none"> • 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
Intended for human use only	I use this on my pet [cat, dog, etc.]

OTHER CLAIMS

OUR TECHNOLOGY

CAN SAY	CANNOT SAY
Only references to 'our Technology' can be made.	Do not refer to any science or studies.
How our Technology works: Our non-transdermal patches fit simply into your daily lifestyle.	
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.	No references to phototherapy
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.	