

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

## SOUTH AFRICA 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.	Aging 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 acupressure and acupuncture well-being with the simplicity of a patch.	
<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>• 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>
Stay healthy with X39!	Turn back time with X39! Anti-Aging Properties
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> </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> </ul>

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

### **X39 & X49™ PERFORMANCE BUNDLE**

CAN SAY	CANNOT SAY
<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> </ul>	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.
<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>• Supports reduced recovery time following exercise</li> <li>• Supports maintaining a healthy weight through diet and exercise programs</li> </ul>	Turn back time with X39!
<b>All Performance Bundle Patch Benefits</b> <ul style="list-style-type: none"> <li>• No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	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!
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.	

<p>Benefits</p> <ul style="list-style-type: none"> <li>• Helps to improve skin's appearance</li> <li>• Helps promote relaxation and reduce 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>	<p>Benefits</p> <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> <li>• Patented, proprietary form of phototherapy</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. 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.	Elevates the production of carnosine, a naturally occurring amino acid with antioxidant properties. It supports mobility, flexibility, strength, and balance.
<p>Benefits</p> <ul style="list-style-type: none"> <li>• Helps promote exercise and physical fitness as part of your wellness routine</li> <li>• No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<p>Benefits</p> <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> </ul>
	Movement keeps us youthful
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 relief that resonates on a deeper level	Supports a healthy inflammatory response in your body
<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 technology</li> </ul>	<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**

CAN SAY	CANNOT SAY
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Honor your well-being 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
<b>Y-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>	Together, they promote flexibility, improve cellular functioning, and calm discomfort
<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> </ul>	
<b>Y-Age™ Glutathione Benefits</b> <ul style="list-style-type: none"> <li>• Helps to improve skin's appearance</li> <li>• Helps promote relaxation and reduces stress</li> <li>• A 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 technology</li> </ul>	
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"> <li>• Fast-acting and non-addictive</li> <li>• Convenient and easy to use</li> <li>• No drugs, or stimulants</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 wellness and vitality.	
<b>Benefits</b> <ul style="list-style-type: none"> <li>• Supports your physical fitness routine</li> <li>• No drugs, or stimulants</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>

<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.)

### 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 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"> <li>• Relaxation enhances quality of sleep</li> <li>• Relaxation can improve length of sleep</li> <li>• A healthy sleep enhancer</li> <li>• No drugs, chemicals or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<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.)

### ALAVIDA™ PATCHES

CAN SAY	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	Alavida improves 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> <li>• Patented form of phototherapy</li> </ul>	<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>
Intended for human use only	I use this on my pet [cat, dog, etc.]

### SP6 COMPLETE™ PATCHES

CAN SAY	CANNOT SAY
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	Maximizes your healthy diet and exercise efforts to support your body's natural metabolic response
Benefits <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</li> </ul>	Reduced cravings, less hunger, and more control equals greater results

encourages you to maintain a general state of well-being and health. <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.)

## 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 maintain the general wellness 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><b>Phototherapy – What is phototherapy?</b>                      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 maintain a state of general wellness and healthy activity unique to each LifeWave® patch.</p>	<p><b>How do our Phototherapy Patches Work?</b>                      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 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><b>What makes one LifeWave® patch different from another?</b>                      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.).</p>
	<p>Remove all references to scientific studies</p>