



SALES PLAYBOOK

YOUR ESSENTIAL
GUIDE TO BUILDING
WITH LIFEWAVE X₂O™

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Want these materials on your device?

Scan or click this QR Code to instantly access the complete LifeWave X₂O digital Sales Playbook and downloadable assets.



LIFEWAVE X₂O™ EVENT HOST TOOLKIT

SUPPORT
MATERIALS FOR
HOSTING YOUR
FIRST LIFEWAVE
X₂O MEETING

HOST YOUR FIRST LIFEWAVE X₂O MEETING

Brand Partner Script & Talking Points

Audience: LifeWave Brand Partners, customers, and new prospects.

Purpose: Educate, demonstrate, and drive sales for LifeWave X₂O - especially as an amplifier for X39 and Cellergize.

WELCOME & SETUP

“Hi everyone - I’m so glad you’re here! Whether you’re already feeling the benefits of LifeWave products or just starting your wellness journey, you’re in the right place.

Today I’m excited to share a breakthrough in wellness hydration that aligns perfectly with our patches and supplements: the **LifeWave X₂O Light-Infused™ Water System.**”

START WITH THE WATER

“Let’s start with something we all understand, water is essential - but not all water is equal.

For over 20 years, LifeWave patches have helped people live better lives by reflecting infrared energy into the body. Now imagine if it were possible to take light directly into your body - yes, **actual light.**

Imagine transforming ordinary water to **carry light** so you can literally *drink in its energy.*

That’s exactly what **LifeWave X₂O** offers. It’s the world’s first hydration system that **infuses water with light** to optimize hydration at the cellular level within the body. You drink it. You feel it. It works from within.”

Serve LifeWave X₂O water while you continue talking. (Optional)

For best experience and product integrity, always use a glass cup - avoid plastic to preserve the water’s light-infused quality.

LIFEWAVE X₂O EXPLAINED IN 3 PARTS



1. Light-Infused™ Technology

“Just as our patches use light to stimulate the skin and promote a general state of health and healthy activity unique to each LifeWave patch, LifeWave X₂O uses patented light-infusion technology to energize water from within. This makes LifeWave X₂O the first system of its kind, transforming everyday water into a wellness innovation that delivers light into the body through hydration. The result? A new form of water that supports optimized hydration at the cellular level, energizing, restoring and renewing from within.”



2. Advanced Dual-Stage Filtration

“Before infusing light into the water, LifeWave X₂O first purifies it through an advanced dual-stage filtration system. This system is designed to reduce a wide range of common contaminants.”*



3. Hydrogen Enrichment

“After filtration, LifeWave X₂O water is enriched with molecular hydrogen (H₂). When dissolved in water, hydrogen provides antioxidant properties, supporting the body’s natural defenses and helping reduce oxidative stress. It may also help build endurance and support recovery, making it an ideal choice for those with active and health-conscious lifestyles.”**



**Our Primary Filter technology is currently undergoing accredited laboratory testing, state registrations, and full NSF certification. The Primary Filter was previously tested to remove all major water contaminants, in order for us to make formal written claims, the filter requires additional testing in our product configuration. We have selected this premium filter to best integrate with our technology, as well as integrating with the secondary filtration and Hydrogen stage.*

This filter forms the core of LifeWave X2O's contaminant-reduction system. Created from a powerful filter system that is designed to reduce a broad range of impurities found in municipal tap water.

***Disclaimer: There are potential benefits of hydrogen-rich water on various aspects of health, including exercise capacity, physical endurance, and oxidative stress. While the initial research looks promising, more studies are needed to fully understand the extent of these benefits and the mechanisms behind them.*

INTRODUCING THE WELLNESS SYNERGY FRAMEWORK:

At LifeWave, we believe in building wellness from the inside out - and empowering people with tools that work in synergy, not isolation. That's why we've created a simple framework to help guide your journey and conversations: Essential → Enhanced → Amplified.

Each level builds on the one before it - starting with our foundational patch, then layering in targeted nutrients, and finally, unlocking the power of light-infused water. This helps you see how each product layer supports the next - giving your customers and team a simple way to build their routines and feel the difference as they go.

Why? Because LifeWave X₂O is designed to amplify the benefits of LifeWave's non-transdermal patches and Cellergize supplements, making it an integral part of your daily wellness routine.

LIFEWAVE WELLNESS TIERS ESSENTIAL → ENHANCED → AMPLIFIED

ESSENTIAL

X39®

Start your day with the X39® patch to gently stimulate the skin with low levels of light, helping enhance energy flow, strength and stamina.



ENHANCED

X39 + Cellergize™

Incorporate Cellergize™ into your morning routine - formulated with essential nutrients and sea buckthorn fruit extract to support healthy stem cell activity and overall vitality.*

AMPLIFIED

X39 + Cellergize + LifeWave X₂O™

Take your wellness to its brightest level with a daily glass of Light-Infused™ Water, elevated even further when mixed with Cellergize™.



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



TESTIMONIALS

Share your own LifeWave X₂O experience (or someone's from your upline).

Sample: 

“One of my customers said she noticed a difference in how refreshed and energized she felt after her first glass - like her body was responding right away”

Play a short video or read a quote aloud if available.

Explore our Testimonial Suite for helpful guidance on how to share your story or the story of someone you've seen benefit from LifeWave X₂O.



TRANSITION TO THE BUSINESS OR PRODUCT OFFER

For Brand Partners:

“LifeWave X₂O is a powerful tool for your LifeWave business. It increases volume and gives your team something to demonstrate and experience firsthand. Start with sharing X39, then let LifeWave X₂O amplify their results.”

Commissions

When a Brand Partner purchases a LifeWave X2O, the enrolling sponsor earns:

- \$1,000 Sales Commission*
- 2,000 BV, released in stages

*The \$1,000 Sales Commission is scheduled for payout within 45 days of the X2O purchase date.

“And because the filters are designed to last around six months, it gives you an easy, natural touchpoint to reconnect with your customers - supporting reorder volume and making LifeWave X₂O a smart long-term driver for your business.”

“LifeWave X₂O boosts both your wellness offering and your growth potential.”

For Customers:

Note: At launch in April 2026, LifeWave X₂O will be available exclusively to Brand Partners and will not be available to other customer types.

Access for Preferred Customers and Retail Customers will be introduced at a later date and will be announced once available.

“If you’re already seeing results from X39 or are thinking of purchasing X39 today, LifeWave X₂O takes those results even further. This is light-infused™ water that works with your body’s natural systems.

“Each filter lasts about six months, so once you set it up, it becomes a low-maintenance part of your wellness routine - and we’ll even remind you when it’s time to replace it.”

“You can order as a **Preferred Customer** or upgrade to a **Brand Partner** and instantly save money if you want to share this with others.”



CALL TO ACTION

“Let’s get you started. LifeWave X₂O is available for:

- **\$5495 for Brand Partners***
- **\$5495 for Preferred Customers**
- **\$5995 at full Retail**
- **Flat shipping fee of \$49**

*At launch in April 2026, LifeWave X₂O will be available exclusively to Brand Partners. Access for Preferred Customers and Retail Customers will be announced at a later date.

All include 2000BV and comes with a **1-year limited warranty**.

Extend your coverage to **5 years total** with the **Extended Warranty** for just **\$400** - adding protection for product performance and eligible mechanical or electrical failures. A smart way to protect your wellness investment and enjoy long-term peace of mind.

Want to take advantage of flexible payments? Use **PayPal’s ‘Buy Now, Pay Later’** and split your purchase over **3, 6, 12, or 24 months**, often with zero interest for qualified buyers. Instant approval decisions make it quick and easy.

→ I can help you place your order now, or follow up in the next day or two.

→ Distribute order forms, LifeWave X₂O brochure, QR codes, or digital links.

Closing Tip for Brand Partners

Keep it simple. Let the water do the work. You’re not selling a machine - you’re introducing a new era in cellular hydration, powered by light.

INVITE TEMPLATE + RSVP TRACKING TIPS

How to Create Buzz, Drive Attendance, and Track with Ease



INVITE MESSAGING – BRAND PARTNER FOCUS

New Message – ↗ ✕

SUBJECT: EXCLUSIVE LOOK AT THE LIFEWAVE X₂O LIGHT-INFUSED™ WATER SYSTEM

Hi *[Name]*,

I'm hosting an event to introduce LifeWave X₂O, LifeWave's breakthrough in life technology. This unique system uses light-infusion to energize water from within, supporting your body's natural function and complementing your existing LifeWave routine with X39 and Cellergize.


LifeWave X₂O is a product people can experience - in taste, in how they feel, and in their wellness routines. It's a powerful new tool for sharing the LifeWave mission and growing your business with confidence.

Come learn how LifeWave X₂O can amplify the wellness benefits your customers already enjoy and give you a whole new story to share.

Send Ⓐ @ 🖼️ 🗑️ | ▼

BRAND PARTNER SMS INVITE

Hey *[Name]*, I'm hosting a quick intro event on LifeWave X₂O - LifeWave's new light-infused water system that fits right into the X39 + Cellergize routine. It's a great way to grow your LifeWave business. Want to come?



INVITE MESSAGING – CUSTOMER FOCUS

New Message – ↗ ✕

SUBJECT: EXPERIENCE LIGHT-INFUSED™ WATER LIKE NEVER BEFORE

Hi *[Name]*,

I'd love to invite you to a casual event to experience LifeWave X₂O, LifeWave's new light-infused water system. It's more than clean water. LifeWave X₂O transforms ordinary water into a powerful wellness medium infused with light energy, optimizing hydration at the cellular level-energizing, restoring, and renewing from within. If you already use X39 or Cellergize, this is the perfect next step in your wellness journey. Let me know if I can save you a seat!

Send Ⓐ @ 🖼️ 🗑️ | ▼

CUSTOMER SMS INVITE

Hi *[Name]*, I'm hosting an event where you can try LifeWave X₂O - LifeWave's light-infused water that supports hydration at the cellular level, metabolism and nutrient absorption. Want me to save you a spot?



EVENT CHECKLIST

Create Memorable Moments That Share the Light



1-2 WEEKS BEFORE – PLAN & PROMOTE

- Choose your event type: In-person at home or virtual.
- Set your date, time, and location
- Set your guest goal (e.g., 5–50 attendees)

Promote the event:

- Use the SMS and email invite templates
- Share teaser posts or stories on your social media
- Message top customers and team members directly

Track RSVPs:

- Use a Google Form, FB event, group chat, or simple guest list

Order any printed or physical materials you need:

- LifeWave X₂O brochures and LifeWave X₂O + X39 combo brochures (available in bundles via Back Office)
- Products for sampling (X39 patches, Cellergize, LifeWave X₂O Light-Infused™ Water)
- Pull-up banner print files (download from Back Office)

Hosting elsewhere:

If you choose a location outside your home, please make sure to carefully follow all repackaging and setup instructions to ensure products are handled correctly.



1-2 DAYS BEFORE – FINAL PREP

- Confirm RSVPs and send reminder with directions or digital flyer

Print at home if needed:

- Pricing sheets, order forms.

Pack your display kit:

- Glassware (avoid plastic), napkins, brochures
- Product samples
- Banner and signage (if printed)

Once water has passed through your LifeWave X₂O, we do not recommend moving or transporting the unit, as this may temporarily affect performance. If moving is unavoidable, please follow the **CARE & TRANSPORT ADVISORY** instructions in your User Manual.

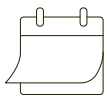


DAY OF – HOST WITH CONFIDENCE & CREATE CONTENT

- Arrive 30–60 minutes early for set up
- Test Wi-Fi and device access for online orders
- Create a clean, well-lit display with products, brochures, and banners
- Serve LifeWave X₂O water in glassware (if possible)
- Use the Host Script for guidance - relax and speak from personal experience

Capture the Moment:

- Take clear photos of the setup, product moments, and smiling guests
- Record short clips of testimonials or group engagement
- Post to stories, team chats, or Brand Partner pages during or after the event
- Ask a guest or teammate to help document while you present



AFTER THE EVENT – FOLLOW THROUGH

- Thank attendees via text or email
- Use the follow-up templates provided to reconnect and support next steps
- Offer to assist with orders, explain pricing, or answer any questions
- Invite customers to learn more about becoming a Brand Partner if interested

FOLLOW-UP & NURTURE EMAIL TEMPLATES

Pre-Written Sequences to Educate, Engage, and Convert



FOR BRAND PARTNERS

TEMPLATE 1: Thank You + “Let’s Build”

New Message — ↗ ✕

Subject: LET’S BE FIRST. LIFEWAVE X₂O IS HERE.

Hey [Name],

Thanks again for coming to the LifeWave X₂O meeting. You just experienced what could be the most exciting innovation to join the LifeWave product family.

Think about it - patent technology, designed to energize water from within. LifeWave X₂O is here to amplify everything you already love about X39 and Cellergize. And the best part? It’s tangible. People can sip it, feel it, and say, “I get it.” That kind of instant connection is a gift in our business.

With you at the front of this launch, you’ve got the chance to lead from the start - to spark belief, open conversations, and grow your business with a whole new story to tell.

Let’s connect and get your first event or outreach plan in motion. I’ve got tools, scripts, and support ready for you!

Send A 📎 🖼️ 🗑️ | ▼

TEMPLATE 2: Opportunity Follow-Up

New Message — ↗ ✕

Subject: LEADING WITH LIFEWAVE X₂O

Hi [Name],

Just following up on our recent LifeWave X₂O event - the feedback has been amazing!

LifeWave X₂O is turning heads not just for what it does, but how it does it. It opens new conversations, attracts new kinds of customers, and adds value to your business.

With the customer appeal, and total uniqueness in the wellness space - this is the time to position yourself as an early leader.

Let me know if you want support mapping out a few action steps. I’m here to help you launch strong.

Send A 📎 🖼️ 🗑️ | ▼



FOR CUSTOMERS / PROSPECTS

TEMPLATE 1: Thanks + First Step

Note: At launch in April 2026, LifeWave X2O will be available exclusively to Brand Partners. Access for Preferred Customers and Retail Customers will be announced at a later date.

New Message



Subject: You've never had water like this

Hi [Name],

I'm so glad you made it to our LifeWave X₂O event! You saw something special - something that's getting people talking around the world.

This isn't just filtered water. This is energized, light-infused™ hydration - designed to work with your body in a whole new way.

Many people feel a difference in the first few days. It's not just about drinking water - it's about supporting your body from within, every single day.

If you're ready to experience it for yourself, let me know. I can help you order as a Preferred Customer and get you access to flexible payment options too!

Send



TEMPLATE 2: Nurture – Still Curious? Let's Talk

New Message



Subject: Still thinking about LifeWave X₂O? You're not alone.

Hi [Name],

A lot of people leave our LifeWave X₂O events thinking: "How have I never heard of this before?"

Light-infused water isn't a trend. It's a category defining technology. And you're one of the first people to see it.

If you're already using X39 or Cellergize, this is the perfect next step.

If you have questions, I'm here. Or I can help you place your order when you're ready. Either way, I'd love to stay in touch!

Send





LIFEWAVE X₂O™ SELLING SCRIPT

YOUR STEP-
BY-STEP GUIDE
TO CONFIDENT
CONVERSATIONS
THAT CONVERT

SELLING SCRIPT

INTRODUCING LIFEWAVE X₂O™ LIGHT-INFUSED™ WATER



START WITH CURIOSITY

Can I ask you a quick question? When was the last time you thought about what's actually in your water?

Optional follow-up:

Most of us think the goal is just drinking enough water. But what if the water itself could do more for your health, energy, and how your body feels?



BRIDGE TO THE PRODUCT

That's what makes LifeWave X₂O so exciting. It's not just clean—it's *light-infused*. This is water that's been transformed through a patented process that delivers light into the water itself, making light available to the body in a completely new way.



3 KEY POINTS

1. Advanced, Dual-Stage Filtration

It starts with powerful dual-stage filtration that is designed to reduce a wide range of contaminants—improving clarity, taste, and overall water quality.*

2. Hydrogen Enrichment

Next, it enriches the water with molecular hydrogen*, which has antioxidant properties and may help reduce oxidative stress—supporting your body's natural defenses and recovery.

* **Disclaimer:** There are potential benefits of hydrogen-rich water on various aspects of health, including exercise capacity, physical endurance, and oxidative stress. While the initial research looks promising, more studies are needed to fully understand the extent of these benefits and the mechanisms behind them.

Our Primary Filter technology is currently undergoing accredited laboratory testing, state registrations, and full NSF certification. The Primary Filter was previously tested to remove all major water contaminants. In order for us to make formal written claims, the filter requires additional testing in our product configuration. We have selected this premium filter to best integrate with our technology, as well as with the secondary filtration and Hydrogen stages.

This filter forms the core of LifeWave X2O's contaminant-reduction system. Created from a powerful filter system that is designed to reduce a broad range of impurities found in municipal tap water.

3. Light-Infusion Technology

Finally, it's energized with light through a patented process. This is what sets LifeWave LifeWave X₂O apart - is the world's first water system that delivers light into the body through the water you drink. It transforms ordinary water into a powerful wellness medium-energizing, restoring, and renewing from within.



PERSONAL CONNECTION

The first time I tried it, I was surprised by how it felt-cleaner, smoother, and somehow more energizing. I found myself reaching for water more often, and it became such a natural fit alongside my daily X39® patch and Cellergize™. It's like completing the wellness puzzle.

Tip: Brand Partners should insert their own story here-brief, genuine, and focused on how LifeWave X₂O became part of their daily routine.



OPTIONAL COMPARISON FRAMEWORK

Think of it like this:

- **Essential:** Start with X39 - Supports energy, stamina, and strength by stimulating the skin with low levels of light.
- **Enhanced:** Incorporate Cellergize™ into your morning routine - formulated with essential nutrients and sea buckthorn fruit extract to support healthy stem cell activity and overall vitality.*
- **Amplified:** Take your wellness to its brightest level with a daily glass of Light-Infused™ Water.



CALL TO ACTION

Want to try a glass and feel the difference? Or would you like to learn how to get your own system?

I can help you order as a Preferred Customer or Brand Partner for instant savings on retail pricing - and there are even installment options with PayPal if that makes it easier.



TIPS FOR SUCCESS

- Keep it natural – this is a conversation, not a presentation.
- Lead with curiosity, not pressure.
- Use your LifeWave X₂O brochure, a visual aid, or even a glass of LifeWave X₂O water to bring the moment to life.
- Confidence is contagious-let your excitement show.



SELLING SCRIPT

INTRODUCING X39[®] OR CELLERGIZE[™]

(POST LIFEWAVE X₂O[™] PURCHASE)



OPENING BRIDGE (LEVERAGE THEIR LIFEWAVE X₂O EXPERIENCE)

Now that you've started using LifeWave X₂O Light-Infused Water, you're already giving your body something extraordinary - optimized cellular hydration and key physiological functions, with some reporting effects occurring within second of consumptions.

So if you're ready to take things further, the next natural step is adding one - or both - of our foundational wellness products: X39 and Cellergize.

X39 – THE FOUNDATION PATCH

X39 is our flagship patch, it uses low levels of light to stimulate the skin, which helps support energy flow and promotes a general state of health and vitality.

Key approved benefit points you can use:

- Supports improvements in strength and stamina.
- Supports improved exercise performance.
- Helps promote a general state of health and healthy activity.
- Stimulates the skin using low levels of light, resulting in improved energy flow.

CELLERGIZE™ – START STRONG, POWER ON

Cellergize is a great follow-up to LifeWave X₂O™. It delivers essential nutrients and sea buckthorn fruit extract to support healthy stem cell activity and overall vitality*, which aligns beautifully with the work of X39®.

And if you're already drinking LifeWave X₂O daily, Cellergize can easily be mixed into your glass for an upgraded experience.

THE COMBO PICTURE: BETTER TOGETHER

Think of it this way: They each do something powerful, but together they create real momentum in your daily wellness.



CALL TO ACTION

Are you ready to layer in even more benefits? You can start with X39, Cellergize, or go for the full synergy. I can help you decide based on what you're looking for - and place your order when you're ready.

Most customers who love LifeWave X₂O find these are the perfect complements for taking their results even further.



TIPS FOR BRAND PARTNERS

Start with what's working - use their LifeWave X₂O excitement as momentum. Keep it natural:

- The next step many people take is...
- What worked best for me was...
- Here's what a lot of people love pairing it with...
- *Emphasize synergy: each product brings something unique but powerful when used together.*
- *Use visuals or personal stories to anchor belief.*



LIFEWAVE X₂O™ POST-PURCHASE NURTURE EMAIL SERIES TEMPLATE

DESIGNED TO ENGAGE
NEW CUSTOMERS, BUILD
PRODUCT LOYALTY, AND
SPARK FOLLOW-UP SALES.

*For Brand Partner reference only.
Copy and use as needed.*

HOW TO USE THIS ASSET

This series is crafted for automated or manual email and DM follow-ups starting immediately after a LifeWave X₂O™ system purchase. It's ideal for:

- Gmail + RightInbox
- ConvertKit, Mailchimp, Klaviyo
- Manual follow-up using a spreadsheet

Each message is timed to align with the customer's onboarding experience and encourage natural upsells (Cellergize™, X39®) and reorders.



Tips:

- Use email for broad updates, and DMs for personal follow-ups.
- Pair emails with visuals (e.g., LifeWave X₂O setup, a clean glass, you enjoying your drink).

PRE-SEND CHECKLIST

Before you hit send or share, ask yourself:

- Did I personalize their name and my own?
- Is the message appropriate for where they are in their journey?
- Have I offered an easy next step (product pairing, reorder help, etc.)?
- Am I keeping it compliant? (No medical claims or cures!)

HOW TO REUSE THIS SERIES

- Recycle it for **every LifeWave X₂O sale** (just update names and dates!)
- Pair with a **custom reorder reminder** every 5–6 months
- Add **voice notes or video messages** for a more personal touch



DAY 1 EMAIL

– WELCOME & GETTING STARTED

New Message – ↗ ✕

SUBJECT: WELCOME TO LIFEWAVE X₂O™ LIGHT-INFUSED WATER

Hi *[Name]*,

Welcome to a new era in cellular hydration, powered by light!
We're so glad you've chosen LifeWave X₂O Light-Infused Water as part of your health journey. Here's how to get started right:

Quick Start Tips:

- ✓ Take a moment to review the quick-start guide in your box, it walks you through filter flushing and setup in just a few steps.
- ✓ Start your morning with 1 glass (450ml/15 ounces) of LifeWave X₂O Light-Infused™ Water on an empty stomach
- ✓ Always use a glass cup (not plastic)

Want to take your wellness further?

Many customers combine LifeWave X₂O with:

- Cellergize™ - Add it to your first glass of LifeWave X₂O to start the day with essential nutrients
- X39® Patch - Apply daily to support energy flow, strength, and stamina.

Thanks again for starting your LifeWave X₂O journey - we'll check in again soon. Until then, drink in the light.

To your wellness,
[Your Name]

Send Ⓐ 📎 🖼️ 🗑️ | ▼



DAY 1 DM

– QUICK START WELCOME

Hey *[Name]*!

I'm so excited you've started your journey with LifeWave X₂O Light-Infused Water.

Many people say they feel a difference within seconds of drinking it. If you have any questions as you get started - or just want to share how it's feeling - I'm here for you.

Can't wait to hear what you notice first!



DAY 7 EMAIL

– ENCOURAGEMENT & PAIRING TIPS

New Message – ↗ ✕

SUBJECT: HOW'S YOUR LIFEWAVE X₂O™ JOURNEY GOING?

Hi *[Name]*,

You've been using LifeWave X₂O for a week - amazing!
Many people start noticing subtle (or big!) shifts right about now!

Ready to take things to the next level?
Here's what many customers add next:

- Cellergize™ - a powerful follow-up to LifeWave X₂O that delivers targeted nutrients such as sea buckthorn fruit extract to support healthy stem cell activity.*
- X39® Patch - uses LifeWave's patented phototherapy technology to support energy flow, stamina, and a healthy, active lifestyle.

Questions about filter replacement, your next order, or pairing products? Just hit reply - I'm here to help.

To your continued wellness,
[Your Name]

Send Ⓐ 📎 🖼️ 🗑️ | ▼



DAY 7 DM

– ENCOURAGEMENT & PAIRING TIPS

Hi *[Name]*,

Just checking in, how's your first week with LifeWave X₂O going?
A lot of people start noticing exciting shifts around now.

To keep the momentum going, you might consider:

- Add Cellergize to your morning routine - just mix it with your daily glass of light-infused™ water for great start.
- Try the X39® patch, a favorite for supporting stamina and healthy energy flow throughout the day.

Want to chat through next steps or explore your options? I'm here for you!



DAY 30 EMAIL

– FEEDBACK + SHARE OPPORTUNITY

New Message – ↗ ✕

SUBJECT: 1 MONTH WITH LIFEWAVE X₂O™ – WHAT'S CHANGED?

Hi *[Name]*,

Can you believe it's been a full month with LifeWave X₂O Light-Infused Water?

Many people begin noticing meaningful shifts around this time - whether it's hydration, stronger health defenses, or improved metabolism.

We'd love to hear how it's going!

Have a story to share?
Want to snap a quick photo of your LifeWave X₂O setup?

Your experience might inspire someone else to start their own wellness journey.

Thinking about what's next?
Want to share LifeWave X₂O with others and grow your own business?

Ask about upgrading to Brand Partner status.

Prefer to keep it personal?

Become a Preferred Customer and enjoy exclusive savings.

Thank you for being part of the LifeWave wellness movement - your voice helps us share the light!

To your continued wellness,
[Your Name]

Send A 📎 🖼️ 🗑️ ▾



DAY 30 DM

– FEEDBACK + SHARE OPPORTUNITY

Hey *[Name]*, can you believe it's been 30 days with LifeWave X₂O already?

Many people notice shifts like better hydration, stronger health defenses, or improvements in metabolism around now - how's it been for you?

Feel free to share your experience or a quick pic of your setup. And if you're thinking of adding other LifeWave products or want to share LifeWave X₂O with others, I'm here to help!

Let's keep the wellness momentum going.

THE FUTURE OF CELLULAR HYDRATION, POWERED BY LIGHT

LIFEWAVE X₂O™ TESTIMONIAL SUITE



SOCIAL PROOF THAT BUILDS
TRUST AND DRIVES ACTION

HOW TO USE THIS DECK

- These sample quotes show what a compliant testimonial might look like for use in events, online posts, stories, and 1:1 conversation.
- Designed to help Brand Partners learn how to speak about LifeWave X₂O ethically and responsibly.
- All statements included are examples, not real testimonials or endorsements.
- Use this layout and guidance when crafting your own compliant social proof - once real testimonials are available and approved.

WHAT YOU CAN AND CAN'T SAY

DO

- **Share personal experiences** like “I feel more energized” or “I noticed I stay hydrated longer”.
- Use **approved product descriptions and benefits** (e.g., “light-infused™ water,” “optimize hydration at the cellular level”, Supports metabolism and nutrient absorption”).
- Focus on how the product **made you feel**, not what it cured or treated.

DON'T

- Mention diagnosed **medical conditions, cures, or treatments** (e.g., “helped my arthritis”).
- Say or imply that LifeWave X₂O **prevents, treats, or mitigates disease**.
- Use **exaggerated phrases** like “healed me” without context.

TIPS:

Always include space for name, title, and avatar or image placeholder.

QUOTE STYLE EXAMPLES

These are training examples only - not real quotes.



“

I used to think hydration was just about drinking more water, but LifeWave X₂O changed that. I feel more energized throughout the day, like my system's actually using the water better.

ANGELA B., Wellness Coach



“

I started drinking LifeWave X₂O out of curiosity... and now it's just part of my life. I feel clearer, more balanced, and just better. It's simple, but it works.

DIANE K., Brand Partner



“

You can feel LifeWave X₂O. It's clean, it tastes amazing, and somehow, I noticed my metabolism improving. That's never happened to me before.

SASHA T., Fitness Enthusiast



“

I've added LifeWave X₂O to my daily wellness routine and noticed I recover faster after workouts. It's a real difference - light-infused water just hits differently.

JASON M., LifeWave Customer



“

I've been using X39 for over a year, but when I added LifeWave X₂O daily, everything felt amplified. Better hydration, better flow. It completes my LifeWave routine.

RYAN L., Brand Partner



“

I didn't expect to feel something from water... but with LifeWave X₂O, I really did. It's like wellness from the inside out, and I wouldn't go a day without it.

EMILY V., Busy Mom & Entrepreneur

READY-TO-USE CAPTIONS



HYDRATION THAT HITS DIFFERENT

“Water is water... until you try LifeWave X₂O. Light-infused. Energizing. Clean. It’s part of my wellness routine now, every single day.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience

FEEL THE SHIFT

“I noticed it after the first few days - LifeWave X₂O is light-infused water that supports how I live and feel.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience



These examples are for guidance only. They show how you might talk about your experience with LifeWave X₂O Light-Infused Water in a way that is compliant and personal. Use them to inspire your own voice.



LIGHT MEETS WATER

“LifeWave X₂O doesn’t just hydrate, it brings light into the equation. A new era of hydration, and I’m here for it.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience

DAILY RITUAL UPGRADE

“I never thought I’d look forward to water, but this is different. With LifeWave X₂O, I feel clear, hydrated, and grounded.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience



PATCH + SUPPLEMENT + WATER = LIFEWAVE LIFESTYLE

“Adding LifeWave X₂O to my X39 and Cellergize routine just clicked. Everything works better together.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience



FILL-IN-THE-BLANK TEMPLATES

(CUSTOMIZABLE)

MY FIRST WEEK WITH LIFEWAVE X₂O

“One week in and I’ve noticed: _____. Excited to keep going with LifeWave X₂O Light-Infused Water!”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience

HOW IT MAKES ME FEEL

“Drinking LifeWave X₂O makes me feel _____ (energized, refreshed, focused). It’s not just hydration, it’s water reimagined.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience

WHY I CHOSE LIFEWAVE X₂O

“I tried LifeWave X₂O because _____ (e.g., I wanted a hydration upgrade, I was curious about light-infused water, I saw how it complemented X39). What I didn’t expect was _____.”

#DrinkInTheLight
#LightInfusedWater
#X2OExperience

TIPS FOR BRAND PARTNERS

- Use your own words and feelings - speak from experience
- Always avoid medical claims (no curing, treating, or fixing!)
- Focus on how you feel, what changed in your habits, energy, hydration, etc.
- Pair posts with visuals: a clean glass of LifeWave X₂O, a shot of the system, or you enjoying your drink.

Use these as prompts to share your own journey with LifeWave X₂O, they help you express how LifeWave X₂O fits into your lifestyle.

HOW TO SHARE SAFELY & POWERFULLY

BEST PRACTICES

- Use quotes in captions with personal stories
- Pair a quote with a compliant product benefit
- Always include a call to action like “Message me to learn more”
- Ask permission before sharing someone else’s story
- Avoid reposting testimonials that include medical language or unapproved claims





LIFEWAVE

PHOTO



LIFEWAVE
X39

General Wellness patch

PHOTO

LIFEWAVE X₂O™ SOCIAL TEMPLATES TOOLKIT



○ READY-TO-USE CONTENT TO
SPARK ENGAGEMENT, START
CONVERSATIONS, AND DRIVE SALES

ABOUT THIS TOOLKIT

This toolkit is designed to help LifeWave Brand Partners confidently promote LifeWave X₂O Light-Infused™ Water across social media - in a compliant, curiosity-driven, and conversion-focused way. Whether you're just starting or building momentum, these done-for-you social templates make it easy to connect, educate, and invite others to experience the power of light-infused water.

WHAT'S INSIDE

Click to Access Templates:

- Instagram Carousels
- Reels - Video script prompts
- Polls - For Stories of Facebook groups
- Live Q&A - Prompts cards + structure



HOW TO USE THESE SOCIAL TEMPLATES

USE THESE TEMPLATES TO:

- Post on Instagram, Facebook, Stories, or Groups
- Host interactive Reels or Lives
- Spark conversations and drive interest in LifeWave X2O Light-Infused Water

TIPS FOR POSTING LIKE A PRO

CUSTOMIZE

- Add your voice, story, or wellness routine
- Add photos, videos, or testimonial visuals

POST WITH PURPOSE

- Use captions provided or adapt them
- Always include a clear call to action: “Message me to learn more!”



CAROUSEL TEMPLATES (INSTAGRAM/FACEBOOK)

These carousels are professionally designed for instant use. Each sequence educates your audience, builds curiosity, and invites action. They're perfect for launching LifeWave X₂O conversations in a structured and visual way.

How to use:

- Simply scan the QR code on the last page of this playbook to download all the full carousel JPG set.
- Upload them in sequence as a carousel (multi-image post) on Instagram or Facebook
- Use the matching caption provided or write your own, keeping it compliant and personal.

→ [Click here to download the full carousel JPG set](#)

Template 1: **What Is LifeWave X₂O?**

Image 1:
What if your water did more than hydrate?

Image 2:
Meet LifeWave X₂O: Light-Infused™ Water

Image 3:
Energized with light. Filtered for purity.

Image 4:
Designed to optimize hydration at the cellular level

Image 5:
It's hydration reimaged, and you can feel the difference

Image 6:
DM me to try it or learn more

Template 2: **Why I Added LifeWave X₂O to My Routine**

Image 1:
I already loved X39® and Cellergize™ ...

Image 2:
Then I tried LifeWave X₂O Light-Infused Water

Image 3:
I felt clearer. Hydrated. Ready!

Image 4:
It fits perfectly into my wellness routine.

Image 5:
X39, Cellergize, LifeWave X₂O.

Image 6:
Curious? Let's chat.

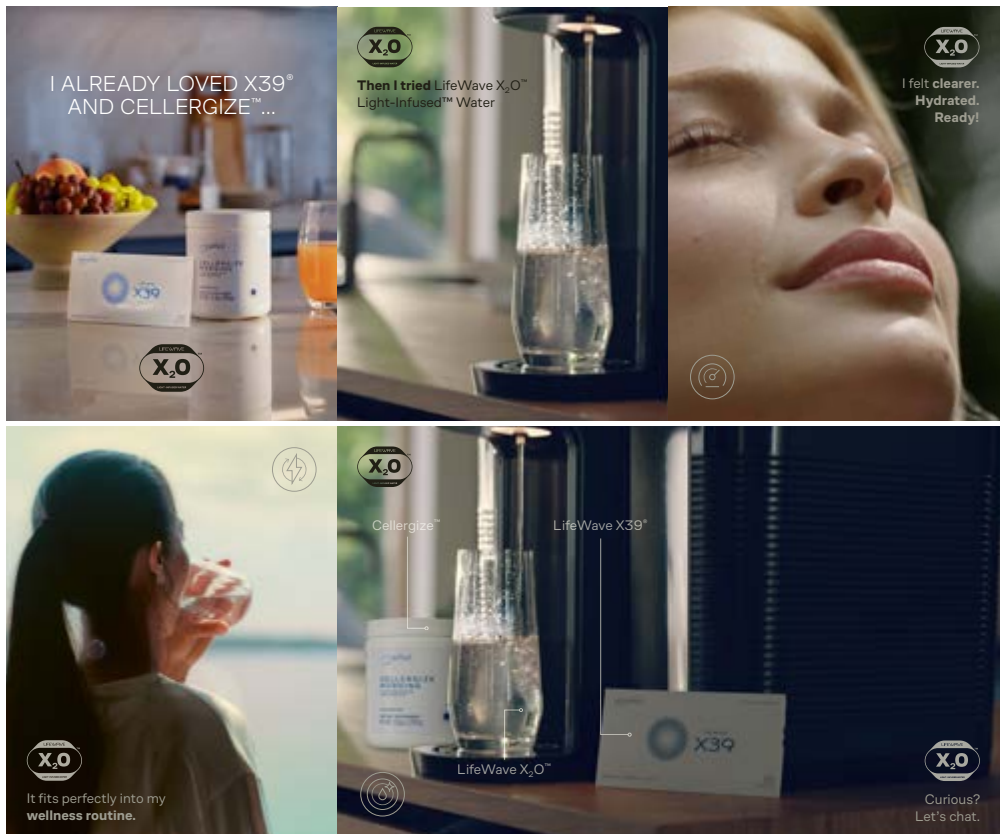
Template 1:

What Is LifeWave X₂O?



Template 2:

Why I Added LifeWave X₂O to My Routine



REELS SCRIPT TEMPLATES (GUIDE FORMAT)

Reels are a powerful way to showcase your wellness journey. These scripts help you structure short videos or image compilations using Reels or Stories tools in Instagram and Facebook.

Use them to:

- Plan your Reels with a clear hook, benefit message, and CTA
- Combine product shots, lifestyle images, or “day in the life” moments
- Showcase how LifeWave X₂O fits into your daily wellness routine
- Keep it authentic and personal - let your energy do the talking

Tip: Use Canva or Instagram’s native Reel editor to drop in images, add transitions, and apply the text.

Script 1: “A New Era in Cellular Hydration, Powered by Light”

Hook: “You’ve never had water like this...”

- Body:**
- Show system or pouring a glass
 - “This is LifeWave X₂O Light-Infused™ Water, making light available to the body in a completely new way.”
 - “It’s not just hydration. It’s support for oxidative stress, recovery, and nutrient absorption.”

CTA: “Message me to find out how to try a glass or order your own system!”

Script 2: “My Wellness Stack”

Hook: “Here’s what’s in my daily wellness stack...”

Showcase Products:

- Patch (X39®): “Improvements in strength, stamina and beyond”
- Cellergize: “Delivers essential nutrients to support healthy stem cell activity”
- LifeWave X₂O: “Amplifies it all with light-infused water”

Wrap-up: “Start with one. Build from there.”

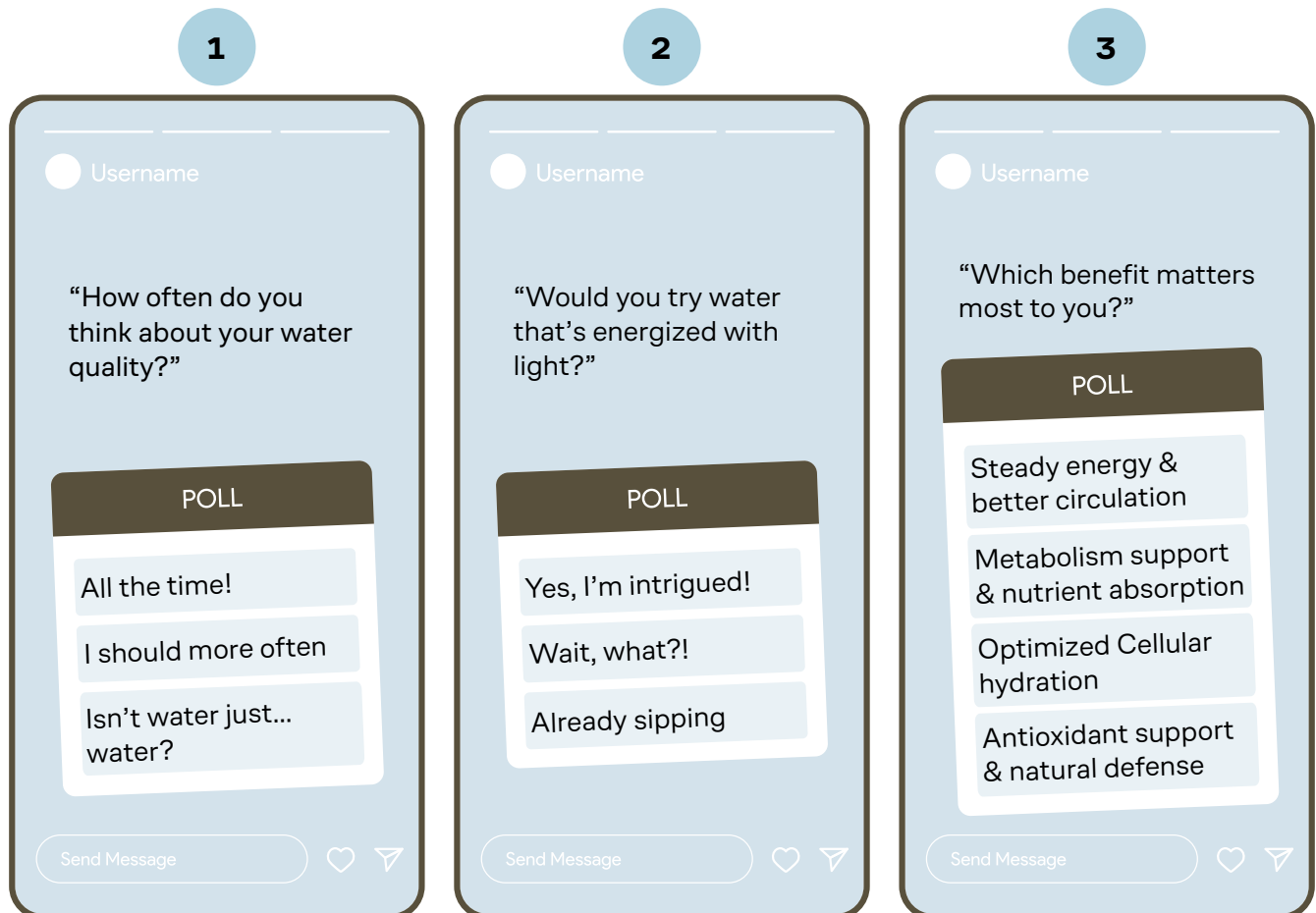
- **CTA:** “Let’s find your starting point.”

POLL TEMPLATES (FOR INSTAGRAM STORIES OR FACEBOOK GROUPS)

Use polls to invite interaction and spark DMs. These pre-written questions are designed to get people thinking about their water, wellness, and curiosity around LifeWave X₂O.

How to Use:

- Post in Instagram Stories using the “Poll” sticker
- Use in Facebook Groups to stir conversation
- Follow up via DM to connect and share more



LIVE Q&A FORMAT (INSTAGRAM LIVE, FACEBOOK LIVE)

Hosting a live video can be one of the most engaging ways to answer questions and build trust. This format is easy to follow and positions you as a helpful guide.

Title: “Ask Me Anything: What Is Light-Infused™ Water?”

Opening (2 min):

“Hey friends! I’m here to talk about a wellness breakthrough - LifeWave X₂O Light-Infused Water. I’ll explain what it is, how it works, and what it’s done for me. Drop your questions!”

Sample Questions to Seed:

- What makes LifeWave X₂O different from bottled water?
- What does “light-infused” mean?
- Can I use this with other LifeWave products?
- How fast do people notice a difference?



Call to Action:

“Message me to try a glass or get your own system!”

Tips for Brand Partners

- Add your voice! Use these as a **starting point**.
- Show your **face + water** in video formats - it builds trust.
- Pair any of these with testimonials, photos, or real moments.
You don’t have to overthink it, just share what you love.

START THE CONVERSATION. SPARK CURIOSITY. LET THE LIGHT DO THE REST.





Want these materials on your device?

Scan or click this QR Code to instantly access the complete LifeWave X₂O™ digital Sales Playbook and downloadable assets.



BE THE LIGHT™

WWW.LIFEWAVE.COM

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