

# Advertising Guidance On Permissible Product Claims And What Cannot Be Said About the Products U.S. 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.

The U.S. Food and Drug Administration (FDA) has taken the position that all claims surrounding stem cells and healing, even those from natural products, will be regarded as a drug claims. The FDA also asserts that claiming that the use of light to elevate peptides such as GHK-Cu is inappropriate for a General Wellness product.

After a review of our product positioning, our advisors recommended that we remove claims that include the mention of diseases and 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 FDA.

## GENERAL GUIDANCE

LifeWave products are wellness products. This means that a Brand Partner may discuss how the products are designed to maintain or encourage a general state of health or healthy activity. It also means that claims may not be made about how the products may affect the structure or function of the body or the health benefits that usage provides to the body.

# PRODUCTS

## X39 PATCHES®

### CAN 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.

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

Experience the restorative balance of acupressure and acupuncture well-being with the simplicity of a patch

- 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
- No drugs or stimulants
- Patented

Stay healthy with X39!

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!

Supports healthy stem cell activity

Supports relief of minor aches and pains

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!
<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, chemicals, or stimulants</li> <li>• Patented proprietary 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>
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>• Support the flow of natural energy</li> <li>• Support overall health</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 Turn back time with X39!
<b>LifeWave X49 Benefits</b> <ul style="list-style-type: none"> <li>• Promotes performance, strength, and stamina</li> <li>• Supports 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>	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>All Performance Bundle Patch Benefits</b> <ul style="list-style-type: none"> <li>• No drugs, chemicals, or stimulants</li> <li>• Patented proprietary form of phototherapy</li> </ul>	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
<p>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>	
<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, chemicals, or stimulants</li> <li>• Patented proprietary 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> <li>• Patented, proprietary form of phototherapy</li> </ul>
<p>A general state of health is your greatest defense</p>	<p>A strong immune system is your greatest defense</p>
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>

## Y-Age Carnosine Patches

CAN SAY	CANNOT SAY
<p>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</p>	<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>• Helps promote exercise and physical fitness as part of your wellness routine</li> <li>• Improves overall state of wellness</li> <li>• No drugs, chemicals, or stimulants</li> <li>• Patented proprietary 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> </ul>
	<p>Movement keeps us youthful</p>
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>

## 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, chemicals or stimulants</li> <li>• Patented proprietary form of phototherapy</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
Honor your well-being through 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
<p><b>Age Aeon Benefits</b></p> <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
<p><b>Y-Age Carnosine Benefits</b></p> <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>	
<p><b>Y-Age Glutathione Benefits</b></p> <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> </ul>	
<p><b>All Y-Age System Kit Patch Benefits</b></p> <ul style="list-style-type: none"> <li>• No drugs, chemicals or stimulants</li> <li>• Patented proprietary 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
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, chemicals or stimulants</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>• No drugs, chemicals or stimulants</li><li>• Patented proprietary 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 Night® Patches

CAN SAY	CANNOT SAY
<p>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</p>	<p>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</p>
<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 proprietary form of phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Enhances natural melatonin production</li> </ul>
	<p>Clinically shown to increase length of sleep by x%</p>
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>

## 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 from the inside out</p>	<p>Alavida improves your skin</p>
<ul style="list-style-type: none"> <li>• Reduce the appearance of fine lines and wrinkles</li> <li>• Promotes firmer looking skin</li> <li>• Makes skin tone and coloration appear more even</li> <li>• No drugs, chemicals, or stimulants</li> <li>• Patented proprietary 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>
<p>Combine with the Alavida Regenerating System for best results</p>	
<p>Intended for human use only</p>	<p>I use this on my pet [cat, dog, etc.]</p>



## Alavida Daily Refresh Facial Nectar

CAN SAY	CANNOT SAY
Alavida Daily Refresh 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<ul style="list-style-type: none"><li>- Improving the look of skin firmness</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Youthful</li><li>• Improves skin firmness</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
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
<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>	

## Alavida Regenerating System

### CAN SAY

The Alavida Regenerating System is a multi-faceted approach to supporting your healthy skincare routine — combining science and nature to maximize results

Combine with the Alavida Regenerating System for best results

- 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

### 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

- Enhancing skin firmness
- Evens out skin tone and coloration

## SP6 Complete Patches

### CAN SAY

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

- Stimulates and reminds you to regulate your appetite
- When combined with a healthy diet and exercise, the SP6 complete patch encourages you to maintain a general state of wellbeing and health
- No drugs, chemicals or stimulants

### CANNOT SAY

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

- Helps to reduce cravings
- Helps reduce appetite

## Shine Aromatherapy Mist

CAN SAY	CANNOT SAY
LifeWave SHINE Aromatherapy Mist provides the scent of essential oils	No change
Spray and enjoy the scent	
Use LifeWave SHINE in the morning	

## Dream Aromatherapy Mist

CAN SAY	CANNOT SAY
LifeWave DREAM Aromatherapy Mist provides the scent of essential oils	No change
Spray and enjoy the scent	
Use LifeWave DREAM in the evening before bed	

## Essentials Mist Collection

CAN SAY	CANNOT SAY
LifeWave SHINE and DREAM Aromatherapy Mists provide the scent of essential oils	No change
Use LifeWave SHINE in the morning	
Use LifeWave DREAM in the evening before bed	



## AcuLife® Patches

CAN SAY	CANNOT SAY
<p>Healthy living extends beyond humans AcuLife® embraces the same LifeWave innovations to support equine vitality</p>	
<p>By engaging Eastern philosophy of acupressure and acupuncture points, AcuLife patches nurture healthy inflam- matory response, while soothing minor aches and pains in horses</p>	
<ul style="list-style-type: none"><li>• Promotes pain relief in horses</li><li>• Reduces inflammation for horses</li><li>• Reduces soreness for horses</li></ul>	<ul style="list-style-type: none"><li>• Promotes pain relief</li><li>• Reduces inflammation</li><li>• Reduces soreness</li></ul>

## Other Claims

### PHOTOTHERAPY

	Claims you can make	Claims you cannot make
<b>What is Phototherapy?</b>	<p>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>
<b>How do our Phototherapy Patches Work?</b>	<p>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 wavelengths of light. This process stimulates specific points on the skin that signal the body to produce health benefits unique to each LifeWave patch.</p>
<b>What makes one LifeWave patch different from another?</b>	<p>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 chemicals 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 drugs or chemicals enter your body</p>

**SCIENCE**

**CAN SAY**

**CANNOT SAY**

Remove all references to scientific studies