



Preferred Customer Plus (PC+) Program

HANDBOOK

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OVERVIEW

JOINING LIFEWAVE IS MORE EXCITING THAN EVER WITH OUR **PREFERRED CUSTOMER PLUS (PC+)** PROGRAM!

PC+ Members enjoy the benefits of our Preferred Customer Program, with the added rewards of earning product and receiving monthly product samples with their Monthly Subscription Order (MSO). Invite your Preferred Customers to upgrade their LifeWave lifestyle by joining the PC+ Program today!

HOW TO JOIN THE PC+ PROGRAM

Retail and Preferred Customers may join the PC+ Program by paying the annual \$19.95 enrollment fee and scheduling a MSO.



PAY THE \$19.95 ENROLLMENT FEE THROUGH THE SHOPPING CART POP-UP AND SCHEDULE A MSO

"

Enhance the LifeWave experience for your Retail and Preferred Customers by introducing them to the PC+ Program. The benefits are too good to pass up!

"

AS PART OF THE PC+ PROGRAM, MEMBERS RECEIVE ACCESS TO:



LOYALTY **REWARDS**

PC+ Program rewards those who maintain their ongoing with FREE MSO LifeWave SWAG and access to tools that will help them understand more about the LifeWave way of life.



PRE-POPULATED CART BUILDER

PC+ Members can also easily share LifeWave products they most enjoy with others by pre-populating a virtual LifeWave shopping cart and sending the link to others. It's easy to set up and makes buying LifeWave products that much easier for potential LifeWave customers. The PC+ Program is a great way for people to upgrade their LifeWave journey.



REFERRAL LINK

As PC+ Members fall in love with our products, they will naturally want to share them. LifeWave's PC+ Referral Link makes it easy for them to do that. PC+ Members receive their own LifeWave web address so they can easily connect people to the LifeWave way of life!



LIFEWAVE SAMPLE PRODUCTS

What better way to learn about the powerful benefits of LifeWave products than by experiencing new patches each month! PC+ Members receive a sample sleeve of some of LifeWave's most popular products each month for five months with their MSO.

On a PC+ Member's 6th MSO, they pick a full product sleeve of their previously sampled products as a thank you for their loyalty.



LIFEWAVE SHARE PROGRAM

As part of the PC+ Program, the Share Program rewards those who share LifeWave products with their friends and family members. When they refer three or more customers and those customers purchase LifeWave products, they can earn \$100 in free product credit each month.



WHOLESALE PRICING & SUBSCRIPTION SAVINGS

When a Retail Customer chooses to upgrade to the PC or PC+ Program, they receive access to wholesale pricing. This means a discount of more than 30% on the products they know and love. Plus, they get the added convenience of their favorite products automatically arriving on their doorstep at the same time every month.



LIFEWAVE IN-TOUCH **APP ACCESS**

PC+ Members also receive access to the LifeWave In-Touch App, which is an incredible resource for product education and a great way to share their favorite products with others. Plus, the app is full of information about all that LifeWave offers, including becoming a Brand Partner. The power of LifeWave in the palm of their hand!

START SHARING THE BENEFITS OF THIS INCREDIBLY REWARDING PROGRAM TODAY!

LOYALTY REWARDS

CART BUILDER & REFERRAL LINK

LET US SHOW YOU OUR APPRECIATION FOR YOUR LOYALTY!

We're excited to reward PC+ Members for purchasing the products they know and love month after month. Through consistent MSOs, PC+ Members get exclusive LifeWave SWAG items. The longer they maintain their MSO, the more SWAG they receive.

HERE'S HOW IT WORKS

After 9 months of receiving a MSO, PC+ Members will get an exclusive FREE LifeWave SWAG reward with the following month's order.

After 6 months of receiving a MSO, PC+ Members will again get a FREE LifeWave SWAG reward with the following month's order.

After 9 months of receiving a MSO, PC+ Members will get another exclusive **FREE LifeWave SWAG** reward with the following month's order.

After 12 consecutive months of receiving a MSO, PC+ Members will get a renewal of their PC+ Member status and a **full-size regular sleeve of LifeWave patches**.

For PC+ Members to build up their Loyalty Rewards, they just need to maintain their MSOs each month. Qualifying MSOs must be 39 BV* minimum.

REFERRAL LINK

Make your customer's shopping experience a little more unique by giving them a web address with your name on it! When you discover how LifeWave's products boost your daily power, your followers will want to know your secret.

Send them to LifeWave.com/(yourname) so they can see for themselves how our company has the products and the opportunities they'll love!

SHARING THE JOYS OF THE LIFEWAVE LIFESTYLE IS NOW EASIER THAN EVER!

One of the many benefits new PC+ Members get when they place a MSO is a virtual sharing tool. With our pre-populated cart builder, PC+ Members can simplify shopping for LifeWave's life-changing products!

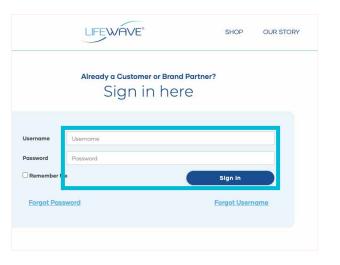
PRE-POPULATED CART BUILDER

The easiest way to help your friends, family, and followers shop for the LifeWave products you love is to build a cart already filled with those products. Then, all they need to do is click and check out. Done!

HERE'S HOW IT WORKS

STEP 1

Simply log in to your LifeWave account.

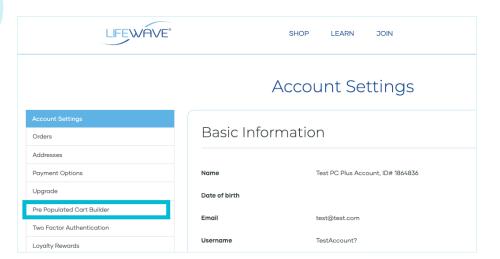


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^{*} BV - Business Volume generated by orders placed.

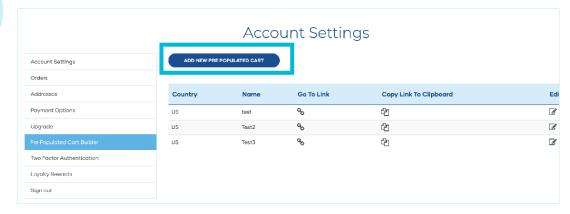
STEP 2

In the Account Settings menu, click on "Pre-Populated Cart Builder".



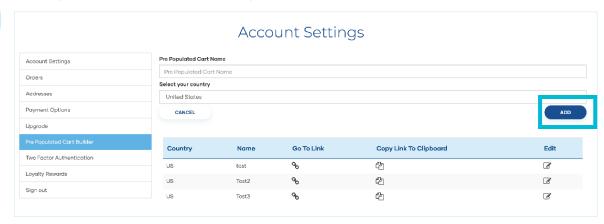
STEP 3

Click on "ADD NEW PRE-POPULATED CART".

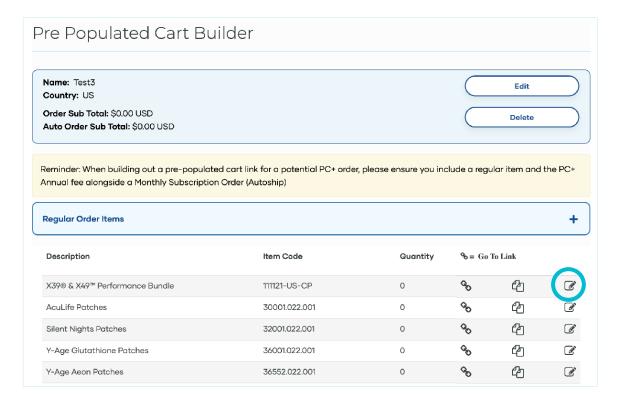


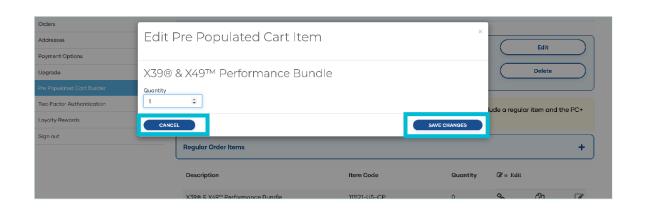
STEP 4

Name your cart and select a country, then click "ADD".



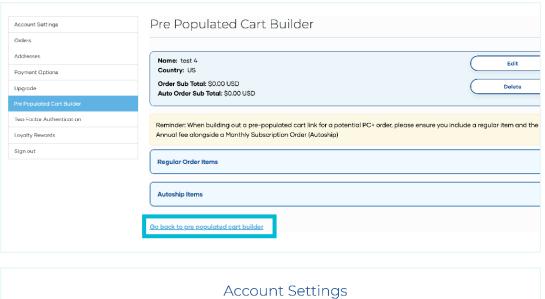
Select the products you want to add to this virtual shopping cart of recommended products by clicking on the pencil item to the left of the product name in either the "Regular Order Item" menu or the "Autoship Items" menu. Select your quantity on the next screen.





STEP 5

When you've added all the products you think will be most helpful to others, click on "Go back to pre-populated cart builder" and then the link icon in the "Go to link" column by the name of the cart you've built. This will help you view the cart you've put together for your friends.



		ACCO	unt Settir	igs	
Account Settings	ADD NEW PRE	POPULATED CART)		
Orders					
Addresses	Country	Name	Go To Link	Copy Link To Clipboard	
Payment Options	US	test	90	2	
Upgrade	US	Test2	90	2	
	us	Test3	90	@	
Two Factor Authentication	us	test 4	۹6	42	
Layalty Rewards					
Sign out					



SHARE! Copy the link to email, Teams, social media, etc. — wherever you feel most comfortable sharing about the empowering benefits of our products! This will make it easier for your friends and followers to discover a better life with LifeWave's broad line of products.

PRODUCT SAMPLING PROGRAM

New PC+ Members have the chance to sample five of our most popular LifeWave products in sample sleeves for five months, with one sample sleeve per month arriving through a consecutive MSO. On a PC+ Member's 6th MSO, they pick a full product sleeve of their previously sampled products as a thank you for their loyalty. Product samples arrive in the following order.



New PC+ Members will be prompted via email after their fifth consecutive MSO to log in to their Back Office to select their preferred free full-sized product sleeve. If a PC+ Customer cancels a MSO, the sample will be added to the next qualifying order. Samples may vary by country depending on availability.

Note: MSOs must be maintained for at least six consecutive months. If a PC+ Member returns more than two sample orders, they will be dropped out of the sample program, while remaining as a PC+ Member.

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SHARE PROGRAM

LifeWave's Share Program rewards those who invite their friends, family, and followers to enjoy LifeWave's incredible products. PC+ Members get free product credit when they refer three or more customers, and those customers purchase LifeWave products.

\$100 USD IN FREE PRODUCT CREDIT A MONTH!

HERE'S HOW IT WORKS



A PC+ Member refers three or more customers who place a minimum of \$300 USD in combined purchases in a month.





The PC+ Member then receives \$100 USD credit toward their MSO the following month.



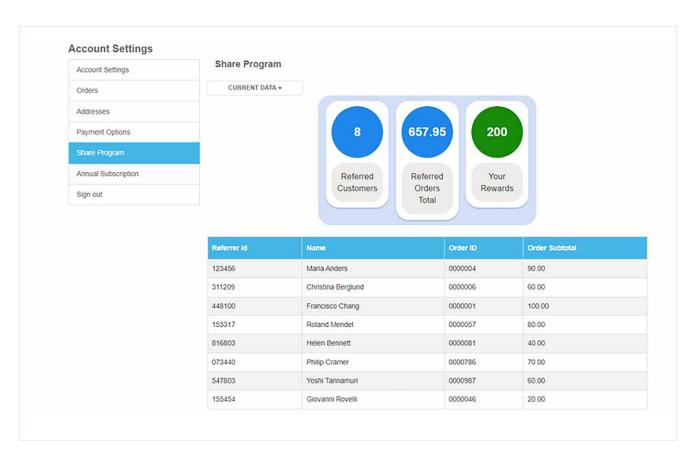


A PC+ Member can qualify each month, as long as their three or more referred customers spend combined \$300 USD or more each month.

All a PC+ Member has to do is refer a minimum of three customers (Retail, Preferred Customer, or Preferred Customers Plus) who together purchase a minimum of \$300 USD. For example, if a PC+ Member has six referred customers purchasing \$50 USD each or three referred customers spending \$100 USD each, that PC+ will get the \$100 USD credit. It's as simple as 1, 2, 3.

There's no limit on the number of \$100 USD credits that a PC+ Member can earn in any given month! If the customers they refer purchase another \$300 USD worth of product in that same month, they receive two \$100 USD credits! That's \$200 USD of free credit for any of LifeWave products!

PC+ Members can track their Share Program progress through their Back Office!



Note: The credit applies only to MSOs and covers only products, not shipping or tax.

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WHOLESALE PRICING & SUBSCRIPTION SAVINGS

ENJOY LIFEWAVE WHOLESALE PRICING WITH THE EASE AND CONVENIENCE OF A MSO!

As a part of the Preferred Customer + Program, you receive the convenience of your favorite products delivered to your doorstep every month and discounts of up to 30% or more. That's money back in your pocket!

TAKE ADVANTAGE OF WHOLESALE PRICING TODAY!

RETAIL CUSTOMER PRICING

PATCHES	1 SLEEVE	2 SLEEVES	3 SLEEVES
LifeWave X39®	\$149.95 / €142 / 77BV		
LifeWave X49®	\$149.95 / €142 / 77BV		
IceWave	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
Energy Enhancer	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
Silent Nights	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
Y-Age Aeon	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
Y-Age Glutathione	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
Y-Age Carnosine	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
SP6 Complete	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
Alavida	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV
AcuLife	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	\$69.95 / €66 / 39BV

PC+ PRICING

PATCHES	1 SLEEVE	2 SLEEVES	3 SLEEVES
LifeWave X39®	\$99.95 / €95 / 43BV		
LifeWave X49®	\$99.95 / €95 / 43BV		
IceWave	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
Energy Enhancer	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
Silent Nights	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
Y-Age Aeon	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
Y-Age Glutathione	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
Y-Age Carnosine	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
SP6 Complete	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
Alavida	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV
AcuLife	\$69.95 / \$69.95 / 39BV	\$59.95 / €57 / 31BV	\$49.95 / €47 / 22BV

PRODUCT	RETAIL CUSTOMER PRICING	PREFERRED CUSTOMER PRICING			
LIFEWAVE SYSTEMS / BUNDLES					
Y-Age System Kit	\$209.85 / €198 / 117BV	\$149.85 / €141 / 66BV			
X39® and X49® Performance Bundle	\$279.95 / €266 / 140BV*	\$179.95 / €171 / 73BV*			
SKIN CARE					
Alavida Regenerating Trio	\$199.95 / €190 / 119BV	\$149.95 / €142 / 51BV			
Alavida Daily Refresh Facial Nectar	\$79.95 / €76 / 42BV	\$59.95 / €57 / 25BV			
Alavida Nightly Restore Facial Crème	\$99.95 / €95 / 55BV	\$79.95 / €76 / 21BV			
Alavida Revive Eye Cream	\$89.95 / €85 / 42BV	\$69.95 / €66 / 42BV			

^{*}Save a further \$10 on MSOs.

FAQs

- Q1: IN WHAT COUNTRIES IS THE PREFERRED CUSTOMER PLUS (PC+) PROGRAM AVAILABLE?
- A1: The Preferred Customer Plus Program is available in all our markets, with the exception of Japan.
- Q2: WHAT IF A PREFERRED CUSTOMER WANTS TO UPGRADE TO THE PC+ PROGRAM?
- A2: Once a Preferred Customer completes a MSO, they will be given the opportunity to upgrade to PC+ status for \$19.95 USD. When they choose that option, they will be upgraded to the PC+ program.
- Q3: WILL THE WAY A PC+ MEMBER SIGNS UP BE DIFFERENT THAN A PREFERRED CUSTOMER?
- A3: When a customer selects an item and clicks the "Add to cart" button, a pop-up appears. The pop-up shows paths to become a Retail Customer, Preferred Customer, or PC+ Member. If the customer selects PC+, their item and the PC+ Member sign-up fee will be added to their shopping cart. After proceeding to checkout as a Preferred Customer or PC+, they will be asked to create a Monthly Subscription Order (MSO). They can click on the "default" button to automatically add the items in their shopping cart to their MSO, then select more items either for their MSO or for a one-time-only order. They'll also be able to set the date when they wish to start receiving their subscription product(s).
- Q4: WHAT IF ONE OF MY PC+ MEMBERS FAILS TO PAY THEIR RENEWAL FEE ON THE ANNIVERSARY DATE BUT HAS AN ACTIVE MONTHLY SUBSCRIPTION ORDER?
- A4: PC+ Members are automatically downgraded to Preferred Customer 1 week after renewal date has passed.
- Q5: HOW LONG DOES A PC+ PROGRAM SUBSCRIPTION LAST?
- A5: A year from when they first signed up.
- Q6: WHAT IF A PC+ MEMBER CANCELS THEIR MSO?
- A6: If a PC+ Member cancels their MSO, they remain a part of the program until their renewal date but will not be able to take advantage of wholesale pricing. If they fail to pay the renewal fee, they will be downgraded from PC+ Member to Retail Customer.
- Q7: WHAT IF AN EXISTING RETAIL CUSTOMER CREATES AN MSO AND PAYS THE \$19.95 USD PC+ SIGN-UP FEE?
- A7: They will be automatically upgraded to the PC+ Program.

- Q8: IS THE ANNUAL RENEWAL FEE REFUNDABLE?
- A8: The fee of \$19.95 USD must be paid on an annual basis on their anniversary date to remain a PC+ Member. This fee is non-refundable. An email notification will be sent asking them if they want to renew before their status is set to expire.
- Q9: WHAT IF A PREFERRED CUSTOMER PAID \$19.95 USD TO BECOME PREFERRED CUSTOMER UNDER THE OLD PROGRAM? WILL THEY RECEIVE A REFUND?
- A9: No. They will instead be automatically upgraded to PC+ status until the 1-year anniversary date of when they originally paid the \$19.95 USD.
- Q10: WHAT IF I HAVE PC+ MEMBERS WHO HAVE LOYALTY POINTS FROM THE OLD PC PROGRAM? WILL THEY CARRY OVER TO THE NEW PROGRAM?
- A10: Loyalty points from old PC Program are automatically applied to their Monthly Subscription Order. Unused loyalty points are currently automatically removed 365 days after they were added.
- Q11: WHAT IS THE BEST WAY FOR A PC+ MEMBER TO STAY QUALIFIED FOR THE FULL BENEFIT OF THE LOYALTY REWARDS?
- A11: Their first MSO will count as their first order, but it is the successive MSOs that will count towards their Loyalty Rewards. For example, if they place an initial MSO and then have two successful MSOs after that without cancelling or skipping a month, their SWAG item is unlocked. It will then be added to their next MSO (i.e., 4th). Orders must be for a minimum of 39 BV to be counted as qualifying orders.
- Q12: CAN A PC+ MEMBER MISS OR SKIP ANY MONTHS IN A YEAR AND RETAIN THEIR LOYALTY REWARDS?
- A12: Customers can cancel or skip two months of their MSO in a rolling 12-month period and still retain Loyalty Rewards. The 12-month period begins when the first qualifying order is created. If a customer skips three months or more in a 12-month period, the order count will reset to zero and the customer must restart the process.
- Q13: WHAT MAKES A QUALIFYING ORDER FOR PURPOSES OF THE LOYALTY REWARDS?
- A13: Orders for PC sign-up fee and MSOs are counted as qualifying orders. Orders must be for a minimum of 39 BV to be counted as qualifying orders.
- Q14: WHAT IF A PC+ MEMBER CANCELS OR SKIPS A MONTH IN THEIR MSO? HOW WILL THAT AFFECT THEIR PRODUCT SAMPLES?
- A14: If a PC+ Member cancels or skips a month, their sample product will be added to their next Monthly Subscription Order. If they have not received six samples by that time, they must renew their annual subscription. Their sample program will resume upon their renewal.

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- Q15: WHAT IF A NEW PC+ MEMBER DOES NOT SELECT THEIR FREE FULL-SIZE SLEEVE BEFORE THE PROCESSING OF THEIR SIXTH CONSECUTIVE MSO?
- A15: A sleeve will be automatically selected for them.
- Q16: WHAT IF A PC+ MEMBER RETURNS TWO OR MORE ORDERS?
- A16: If a qualifying order is returned, momentum is lost and the qualifying order count resets to 0.
- Q17: WHAT IF I HAVE PC+ MEMBERS WHO HAVE FREE PRODUCT PROGRAM POINTS FROM THE OLD FREE PRODUCT PROGRAM?
- A17: Those with remaining Free Product Program points can apply them to eligible orders. Unused Free Product Program points will automatically be removed six months after they were added, so it's best if they use those points as soon as possible.
- Q18: CAN A PC+ MEMBER EARN MORE THAN ONE ONE \$100 USD PRODUCT CREDIT IN A MONTH?
- A18: Yes, they can! If the Customers they refer purchase another combined \$300 USD in any given month, they can accrue more credits. The number of credits they can accrue is not limited.
- Q19: WILL A PC+ MEMBER'S CREDITS BE AUTOMATICALLY APPLIED TO ANY OF THEIR ORDERS?
- A19: No, it will not. If a PC+ Member wants their credits to apply to their next MSO, they will need to go into the Back Office and toggle that option on.
- Q20: WILL THOSE CREDITS HAVE AN EXPIRATION DATE, OR CAN THEY BE USED AT ANY TIME? A20: Credits will expire after two months.
- Q21: WHAT HAPPENS IF A CUSTOMER THAT A PC+ MEMBER REFERS RETURNS THEIR ORDER?
- A21: If a referred customer order that allowed the referrer to earn that credit is refunded and the credit has not been used, the credit will be removed. If the credit has been used, we will leave it and not create a negative adjustment on the credit balance.

TERMS AND CONDITIONS

LifeWave's Preferred Customer Plus (PC+) Program is specifically designed to help participants experience a variety of LifeWave products in a low-risk way and offer incentive for participants to share LifeWave products and programs with others.

PC+ Members may only have one (1) LifeWave account in which they actively engage with or have beneficial interest in. Multiple or duplicate PC+ accounts for any individual is **prohibited**.

LifeWave Brand Partners are prohibited from having additional accounts or participating in the PC+ Program beyond enrolling valid PC+ accounts.

PC+ Members agree to adhere to all terms and qualifications outlined in this document and any associated documentation.

GENERAL TERMS

Continued participation in LifeWave's Preferred Customer Plus(PC+) Program requires an active Monthly Subscription Order (MSO). Any Preferred Customer who cancels their MSO will lose Preferred Customer Plus status, forfeit all associated benefits, and be reclassified as a Retail Customer. If a reclassified customer wishes to rejoin and participate in the PC+ Program again, they will be required to place another Monthly Subscription Order.

All Preferred Customer Plus accounts must be valid with a legitimate, individual owner. Anyone found creating (directly or indirectly) or otherwise benefiting from multiple accounts may be subject to termination. Improper, dishonest, unethical, or manipulative practices regarding the Preferred Customer Programs will not be tolerated. Anyone found engaging in such activities may forfeit all benefits of LifeWave's programs and will be terminated.

By participating in LifeWave's Preferred Customer Programs, all individuals agree to comply with terms herein set forth, including all eligibility requirements. LifeWave reserves the right to disqualify anyone who violates these rules or inappropriately interferes with its programs, or attempts to do so, in any manner.

All participants agree to hold harmless and indemnify LifeWave and its employees from any and all claims, actions, suits, charges and judgments whatsoever that arise out of their engagement with LifeWave's Preferred Customer Programs.

LifeWave maintains the right to, at its sole discretion, alter or change qualifications, timelines, benefits, or any other aspects of the Preferred Customer Programs as it deems necessary or as dictated by laws or regulations. The company also maintains the right, at its sole discretion, to deny participation in its programs to anyone for any reason.

By participating in the Preferred Customer Programs, you consent to the exporting of your personal data to LifeWave staff in other countries for the purpose of managing your account and processing your orders.

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