

LIFEWAVE®



15 YEAR  
ANNIVERSARY  
MAGAZINE

# 3 GENERATIONS OF PATCH TECHNOLOGY

## LONGEVITY



## ANTI-AGING



## QUALITY OF LIFE



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## A NOTE FROM LIFEWAVE CEO & FOUNDER *David Schmidt*



It's hard to believe that it's been 15 years; actually about 20 years since starting the LifeWave journey for me. Over that period of time, there have been so many memorable, life-changing events.

In March of 2004, I met Richard Quick, the 6-time United States Olympic Swim Coach, who would work with his Stanford University swimmers using our Energy patches. It was the appearance of his swim team on national TV wearing our patches that catapulted us into success later that year.

Or November 10, 2004 when we opened our doors and had our first day of sales as a network marketing company, the leadership team that came on board sparked phenomenal growth, which led to an incredible \$ 17 million in sales our very first year.

Along the way, we have accumulated massive amounts of clinical research; expanded our reach across the globe to more than 100 countries; and continued to grow when other networking companies have failed.

But our greatest achievement by far has come from the lives that we have touched, and the people who today have a quality of life never before possible without LifeWave. And with the release of X39™, this has only become better.

My sincere thanks to all of you who have supported us throughout this journey, and I am looking forward to many years ahead of collective success in all of our ventures together.

David Schmidt  
LifeWave Founder & CEO

A NOTE FROM LIFEWAVE  
MARKETING VICE PRESIDENT  
*Jim Caldwell*



Who knew when I first met David in 2005, that our paths would intersect this number of years later? Over the years, it has been fantastic to watch over the years the incredible growth and accomplishments achieved by David, the corporate team and of course, our members.

When we first met, David was just beginning to develop a dossier of clinical research and data to back up what people were experiencing and to better highlight the science behind the benefits. But he always knew where this would go. You want vision? His horizon was huge. Today, there are so many studies and patents; the science is settled. Today, you have all of the back-up you that need to share our technology with supreme confidence. Documentation beats conversation, indeed.

And if we know anything about our glorious business model, we know that relationships do matter. When I had the opportunity to introduce Suzanne Somers to David, the resulting relationship that blossomed between 2 icons in the world of health, wellness, anti-aging and longevity was extremely gratifying. That her many books mentioning LifeWave over a span of 10 years went on to influence so many people to join LifeWave, was icing on the cake. All of that was possible because of networking.

Fast forward to today. Across the world, the business is growing by leaps and bounds! Our health and wellness as a company could not have been better. Plans for the future: the combination of our amazing technology with growth tools for accelerating member success, put LifeWave out front... in a class by itself, building to a \$Billion... together.

Let's keep it going... Onward!

Jim Caldwell  
Marketing Vice President

**2005**

The first LifeWave Live! Event takes place in Las Vegas with nearly 2000 attendees.



LIFEWAVE  
EVENT

**2007**

SP6 is released and the brand attracts athletes and celebrity endorsements from across the globe.



**2004**

LifeWave is born. Energy Enhancer and Silent Nights kickstart sales and generate \$17 million in the first-year.

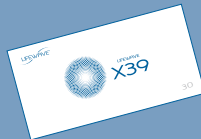
**2006**

LifeWave starts to spread worldwide with the release of IceWave, Y-Age Carnosine and Y-Age Glutathione.



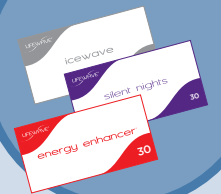
**2018**

X39® patch is launched. The LifeWave Corporate App is released.



**2016**

An image revamp for the company with new packaging materials gives LifeWave a new, bold look.



**2019**

LifeWave exceeds sales records and opens in new markets - Japan and Turkey. LifeWave celebrates 15 Year Anniversary.

LIFEWAVE  
**15**  
YEAR  
ANNIVERSARY

**2017**

Nirvana - the dual action, mood enhancer system is released.



2009

LifeWave celebrates 5 years in the business with a five-year anniversary cruise.



2011

One of LifeWave's most popular products - Aeon - is launched.

2008

LifeWave is established in the EU with the launch of business in France, Spain, Switzerland and Italy. Our website expands with multiple languages available.

2010

LifeWave expands headquarters in San Diego and sets up a production base in Ireland. The company makes the Inc. 5000 List of Fastest-growing private companies for the second consecutive year.

2014

LifeWave celebrates 10 years in the business.



2012


First edition of Splash newsletter is sent to members. The LifeWave technology continued to reach athletes across the world.

2015

LifeWave introduces the Alavida cosmetic line with outstanding success.

2013

A US patent for LifeWave technology is issued after an 11-year review.

A full-page background image of a sunset over the ocean. The sun is low on the horizon, casting a warm, golden glow across the sky and water. Waves are breaking onto a sandy beach in the foreground, with white foam visible. The sky transitions from a deep blue at the top to a bright orange near the horizon.

*“Grit is that ‘extra something’ that separates the most successful people from the rest. It’s the passion, perseverance, and stamina that we must channel in order to stick with our dreams until they become a reality.”*

- Travis Bradberry





# HOW IT ALL BEGAN...

The story of LifeWave actually began well over 15 years ago. It all started with the passion and vision of one man – David Schmidt. David was just eight years old when his parents took him to visit the workshop of Thomas Edison, an experience that would forever define his career and personal life. From that day forward, he knew he wanted to be an inventor.

Like many successful visionaries, much of David's entrepreneurial journey began in his home office, where he first developed the prototypes for LifeWave's patches.

David's goal was to elevate energy levels in the human body, without the use of harmful drugs or stimulants. This resulted in a true breakthrough of product innovation – a life-transforming technology that could stimulate nerves and points on the skin to produce sustained energy and increased endurance. These initial efforts led to the development of the first patch prototypes – Energy Enhancer – as well as the formation of LifeWave Products in 2002. That same year, David filed a patent on his pioneering, non-transdermal patch technology.

***“Those early developmental years were both enthralling and challenging, but I always had faith”, said David.***

***“I knew in my heart I was creating something that could literally change people's lives around the world.”***

Over the next two years, David set up manufacturing, ran clinical studies and conducted extensive market research. He also began to build up his contacts and was introduced to our now current Director of Health and Science, Dr. Steve Haltiwanger. Working together, the pair quickly establish credibility in the scientific community.

The products quickly began to gain momentum amongst athletes, trainers, acupuncturists and physicians, laying the groundwork for worldwide recognition. The first clinical studies were conducted in 2003 at Troy University and Morehouse College, thus setting a precedent for LifeWave's commitment to perform serious research in order to prove product efficacy.

More than 15 years' later, it's clear that David's vision was prophetic, as LifeWave products are now sold in over 100 countries across the globe!

## LET THE BUSINESS BEGIN

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In 2004 LifeWave as we know it was born. The defining moment for the company was when biomedical engineer Dr. Karl Maret introduced our Energy Enhancer patches to renowned women's swimming coach, Richard Quick.

Just three weeks after providing the patches to his Stanford University team, six of its eight members broke their personal lifetime records. Shortly thereafter, Stanford Team members were spotted wearing the patches during the Olympic Swimming Trials, propelling LifeWave into the national media spotlight. As a result, over 1000 people came forward to become LifeWave Distributors.

Inspired by the performance results, Coach Quick eagerly accepted a position as LifeWave's Director of Athletics that same year. During his stint, Richard worked tirelessly with Distributors to attract professional athletes, Olympians, and aspiring amateurs to our products. In those early years, few people could match his impact on the integrity and popularity of LifeWave.

In honour of his contributions, LifeWave created the annual Richard Quick Pursuit of Excellence Award, which recognizes Members embodying the principles that defined his professional and personal life.

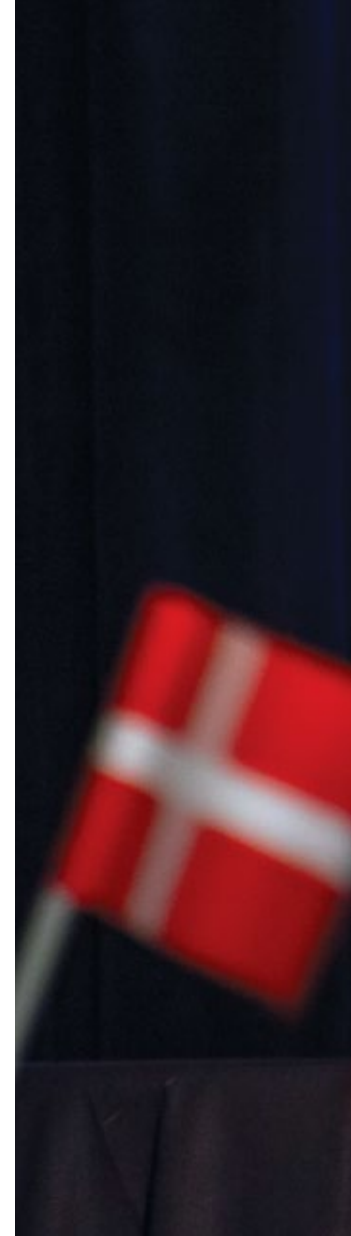
It was marvellous to be affiliated with someone of Coach Quick's stature, whose career included a gamut of remarkable milestones:

- A record thirteen NCAA National Championships
- Five consecutive National Championships at the University of Texas
- Eight NCAA National Titles at Stanford University
- Five NCAA Coach of the Year honors
- Coach of the U.S. Olympic Team at six consecutive Olympic Games

In 2009, Coach Quick passed away in Austin, Texas, with his beloved wife June by his side. We are forever grateful for his passionate dedication to our mission.

During this initial year, the U.S. Advisory Board was established and comprised of some of our key leaders that continue to be in the business today -David Jumper, Chuck Michel and John Chance.

2004 was a year of momentous introductions, expanded leadership roles and historic product milestones. Sales in the first month of business exceeded even the greatest of expectations by generating over \$500,000, a rare achievement for any company in any industry. In fact Energy Enhancer and Silent Nights sales reached \$17 million in just one year.





Packaging circa 2005

## SILENT NIGHTS LAUNCH

2005 saw the company grow at an accelerated pace. LifeWave started to attract further global recognition, with customers discovering the company from the four corners of the globe. One thing that sparked this meteoric growth was the release of Silent Nights.

Silent Nights denoted a new approach to improving the quality of sleep without having to resort to harmful drugs. By slowing down and calming our brain waves, this innovative product helps us enter what's known as a delta state, which, in turn, results in natural sleep.

Upon its release, a pilot study conducted by Dr. Norm Shealy concluded, "The safety and results obtained in the study of Silent Nights suggests that they [the patches] may be one of the preferred potential approaches to significant improvement in sleep."

Sleep deficiency is tied to various serious health issues including fatigue, obesity, reduced muscle mass, slower metabolism, increased belly fat, and sagging skin. Silent Nights is clinically proven to increase the duration of sleep by 66%, and since its release has helped people worldwide achieve better rest.

Silent Nights became instrumental in fulfilling our cherished mission to improve the health of people across the globe.



## FIRST NATIONAL CONFERENCE

LifeWave's first national conference was held at the Riviera Hotel in Las Vegas. The event featured 40 speakers, including professional and Olympic athletes who discussed using LifeWave patches in order to reach the pinnacle of competition. Other presenters included medical doctors, acupuncturists, naturopaths, scientists, athletes, and world-famous biophysicist Dr. Beverly Rubik.

Dr. Frank Shallenberger's ringing endorsement of the Energy Enhancer patches, perhaps perfectly encapsulated the dynamic mood of the conference: "Statistically, we can prove that energy production is enhanced dramatically by these patches. I've been doing this kind of testing for almost eight years and I have never seen these kinds of results!"

## Y-AGE SERIES LAUNCH

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With the introduction of Y-Age Glutathione, Y-Age Carnosine and IceWave, 2006 was a blockbuster year for LifeWave products. As part of ongoing research that began in 2002, LifeWave documented a number of positive results delivered by IceWave upon its release. The 2006 study showed a reduction in temperature and inflammation within five to 20 minutes, demonstrating rapid pain relief.

"Our bodies require a continuous flow of energy to maintain good health, which is interrupted when we're injured or in pain," said David Schmidt. "Using IceWave patches helps restore the energy flow and delivers quick relief from pain."

The launch of Y-Age Glutathione was also backed by some telling clinical research, which confirmed that the patch dramatically elevates the glutathione levels in the body.

As we age or become stressed, our body's glutathione levels become depleted, affecting our liver, eyes and even our hearing. With the release of Y-Age Glutathione, people could now increase these levels in a safe and natural way without having to resort to powders, pills, or drinks.

Rounding off an incredible year for LifeWave products, Y-Age Carnosine also entered the market in 2006. Validated by a study that showed it improved cellular organ function in 95% of test subjects, the patch was another stunning LifeWave success.



Packaging circa 2006

David Schmidt shared these reflections upon its release: “Clinical research on Carnosine has produced some amazing and dramatic results, including the knowledge that it may be one of several nutrients that help keep the body young as we grow older.”

## GLOBAL AWARENESS

With time comes growth and 2007 was no exception. The LifeWave message continued to spread across the globe with more athletes using the patches than ever before. This led to a dramatic improvement in the performance and everyday lives of sports people globally. NFL stars, the Ayanbadejo brothers, became LifeWave endorsers and Brendon Ayanbadejo went on to become a Super Bowl champion.

David’s continuous research into the cutting-edge technology led to the development of the SP6 Complete patch, which stimulates points on the body known to regulate appetite.

## GLOBAL GROWTH

2008 is when LifeWave really became an international company and was ranked #4825 in the Inc. 5000 List of Fastest Growing Private Companies. The company then went on to rank #1435 in 2010 and #721 in 2011.

The company established a business across Europe in countries such as France, Spain, Switzerland and Italy. From there, the company launch the lifewave.com website in multiple languages – another important step towards global outreach. In fact, France became the number one region worldwide for LifeWave during its’ first year of sales there.

The international market established a European Advisory Board and solidified a presence in the Far East, with the opening of a Taiwanese facility.





## 5 YEAR ANNIVERSARY

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In November of 2009, LifeWave and celebrity Suzanne Somers held a Caribbean Cruise to honour the company's Five-year Anniversary. On November 10, LifeWave Members on the MSC Poesia embarked from Fort Lauderdale, Florida with great excitement and anticipation.

On November 11, Suzanne kicked off the day with an engaging presentation on health and hormones. LifeWave Founder and CEO, David Schmidt, joined her on stage for the first time, riveting the crowd with an inspirational speech examining the impact of antioxidants on aging. His talk not only sparked enduring interest in attendees, but word of LifeWave's technology quickly spread to the rest of the cruise population.

The trip presented an opportunity for Members across the world (Australia, the Philippines, Singapore, Malaysia, Taiwan, Iceland, Spain, France, Belgium, Germany, Italy, Israel and Morocco, just to name a few) to build strong relationships and long-lasting friendships. In many cases, those who had been working together for years and communicated strictly by email, phone and Skype had an opportunity to meet face-to-face for the first time.

The excursion culminated in dramatic style, as David Schmidt was presented with a surprise crystal sculpture to commemorate LifeWave's Five-Year Anniversary. Among those in attendance, David's father Felix Schmidt looked on with love and pride. This recognition ceremony was followed by a final dinner, a memorable celebration and dancing into the late hours.



## EXPANSION

On the whole, 2010 was a year of significant growth and expansion for LifeWave, Inc. Magazine ranked the company #1435 on its Inc. 5000 list of the nation's fastest-growing private companies. This was an amazing 3,390 spots higher than 2009, our first year on the list, when LifeWave was ranked #4825 based on its meteoric revenue growth. The company then went on to rank #721 in 2011.

Founder and CEO David Schmidt attributed this recognition to the "entrepreneurial spirit and tireless dedication of our global network of Distributors." He also discussed the impact of our newly formed partnership with Suzanne Somers, calling her enthusiastic support of our product line "nothing short of phenomenal."

To accommodate the rapid expansion, our global headquarters were relocated to a bigger facility in San Diego, including a variety of new amenities: a separate 4,000 square foot research and design facility and a media room for producing webcasts and broadcast training sessions.

On an international level, construction began on a 25,000 square foot manufacturing facility and fulfilment house in Ireland, which also included a new centre for customer service.

Shortly thereafter, LifeWave's Polish market was established, representing yet another important touchstone of our rapidly expanding global distributorship.

# Inc. 5000





## Y-AGE AEON LAUNCH

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2011 marked the release of Y-Age Aeon, one of LifeWave's most popular and important patch products. Clinically tested to reduce stress and inflammation in the body, this product helped usher in a new era for anti-aging initiatives.

At the time, clinical studies showed lowered heart rate variability and a balancing of the autonomic nervous system within just 10 minutes of patch application, resulting in a calm, stress-free state. Other studies showed infrared imaging, which illustrated a decrease in inflammation in response to Y-Age Aeon. Additional tests also concluded that Y-Age Aeon lowers the body's C-reactive proteins, which rise in response to inflammation. This assumes significance because inflammation is often a symptom of stress and can damage healthy tissue and even DNA.

During her appearance at the launch, LifeWave Ambassador Suzanne Somers challenged Members to go out and touch the lives of those who need Y-Age Aeon. "Anti-aging isn't just about helping people live longer," said Somers. "It's about living stronger, healthier and happier. That's why the Aeon patch places LifeWave at the forefront of an anti-aging revolution. It's an absolutely new technology that dramatically improves quality of life for anti-aging benefits that you can start experiencing now."

CEO and Founder David Schmidt had this to say after the release of Y-Age Aeon: "After looking at results from seven separate research studies, as well as a focus group with more than 450 participants, we have proven that Aeon will change lives for the better with a never before available anti-aging effect."

## GREAT ACHIEVEMENTS

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2012 was another year of significant achievements. The first edition of the Splash Newsletter was sent and continues to reach our members today. The LifeWave technology continued to reach athletes all over the world with several Olympians, including medal winners, wearing the LifeWave patches during the 2012 Summer Games.

The company received numerous awards as well, including the 'Small Business Spotlight Award' from a California University.

LifeWave continued its global quest with the opening of more new markets including Hong Kong.







## **PATENTS**

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**A major achievement for 2013 was the receipt of a patent for the LifeWave technology... after 11 years!**

The journey started in 2002, when David Schmidt developed and filed a patent for his pioneering patch prototypes. This rigorous process can take many years, which made it all the more gratifying to receive the official patent in 2013.

After an 11-year evaluation of our technology, scientific research, and clinical studies, the United States Patent Office issued two patents for LifeWave's ground-breaking non-transdermal patch technology. This decision was based on their determination that our technology is novel, legitimate, and supported by proper scientific information. This signified an extraordinary accomplishment for all of those who are an integral part of the LifeWave community.

## **10 YEAR ANNIVERSARY**

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### **THE HISTORIC 10-YEAR ANNIVERSARY CRUISE**

In November of 2014, LifeWave Members and executives aboard the majestic MSC Divina looked forward to a spectacular Caribbean cruise out of Miami, Florida. David Schmidt joined friends and colleagues to celebrate a truly momentous decade.

Like all LifeWave events, there would be exclusive private events, business-building opportunities, first class accommodations and top-notch entertainment – but there would also be an opportunity for thoughtful reflection. “As I look back on the past 10 years, I’m awe-inspired by the people who’ve contributed to our good fortune,” said David Schmidt. “The extraordinary connectedness of our Members is really what makes it all possible.”



## ALAVIDA LAUNCH

2015 saw the introduction of our cosmetics line – Alavida. The introduction of the Regenerating Trio was a welcome addition to the ever-growing LifeWave product line and attracted new members into the company.

Alavida took an entirely new approach to skin care. Our scientifically proven formulas, which included our patented, technology to improve the health of your skin—from the inside out and the outside in.

From day one, Alavida provides immediate, long-lasting results that help beautify your skin's appearance and restore your youthful radiant glow.

As with all of the LifeWave products, clinical research revealed some truly outstanding results from the new Alavida line of products including:

- Nearly 90% of subjects seeing significant, overall improvement in appearance after just 3 weeks
- 100% of subjects reporting an immediate, significant improvement in skin hydration.
- Over 70% of subjects experiencing significant improvement in skin firmness after just 3 weeks.
- Nearly 80% of subjects confirming significant improvement in skin radiance after 6 weeks.

## WOW! WHAT A TURN OUT!

2015 also saw one of the largest turn outs for a European event in LifeWave history with over 1200 members attending the 'Make it Happen, Make it Matter' event in Copenhagen.





## DIRECT SELLING ASSOCIATION

The DSA is the national trade association for companies offering entrepreneurial opportunities to independent sellers to market and sell products and services. Each year, the association runs a prestigious awards program to recognize the visionaries it works within the network marketing industry.



### AWARDS

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In 2015, LifeWave was honoured with the DSA Ethos Award for Product Innovation.

This award was given in recognition of LifeWave's sustained commitment to product innovation.

ETHOS awards are given annually to companies that exemplify the bold innovation that continues to drive our industry. Given the formidable competition in 2015, which included some of the most prominent companies in the field of network marketing, it was truly an honour to receive this coveted award.



## NEW LOOK

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LifeWave got a fresh new look in 2016 with the patch packaging you see around the world today. Our graphic design team created a slick new look that merged the design of the past, with a scientific, clean look that gave LifeWave an exciting, impressive new image!

## NIRVANA LAUNCH

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2017 saw the release of a breakthrough system that would transform people feel across the globe. The dual-action, mood enhancer system called Nirvana works by combining a patch and supplement to produce a prolonged sense of happiness without the use of drugs, chemicals or side-effects.

One thing you can be sure of is that life is never going to slow down and you'll always have tough challenges to face. But with Nirvana, people can find greater happiness, even in the most hectic moments, using our patented technology. The Nirvana Supplement and Nirvana Patch work synergistically to support a prolonged sense of happiness and well-being.

Not to forget about growth on the corporate side of the business, we moved several departments including Marketing, Global Customer Service, Supply Chain and IT to our Irish base in order to ensure that our members have the best possible service in the world. Located in the educational hub, that is Ireland, this move opened up the doors to an array of talented employees that continue to support our exponential growth!

## LIFEWAVE X39® LAUNCH

2018 saw the start of a life-changing revolution in LifeWave history. In the summer of 2018, the first of its kind was introduced to the world – a revolutionary patch that activates stem cells. After years of research and development, LifeWave Founder & CEO, David Schmidt, created his ‘best invention to date’ – the LifeWave X39® patch.

With the pre-launch kicking off in the summer of 2018, no one could have predicted how things would change for LifeWave for the better. In no time, new members were joining across the globe and even members who had moved away from the company, started to return because of this unique new patch. Floods of testimonials were sent by members to the corporate team with members experiencing a host of benefits ranging from rapid wound healing, increased energy and improved sleep to enhanced fitness performance and improved skin appearance.

The LifeWave X39® patch is designed to elevate a peptide, which is known to activate stem cells; but that is just the beginning of the story. When elevated, this peptide can help support the wound healing process and immune function, elevate antioxidants, manage inflammation, and stimulate the production of collagen.



Initial clinical research gathered by Dr. Melinda Connor revealed some truly outstanding data. Within 24 hours, she saw statistically significant changes (verified by an outside statistician) pointing to better sleep, less stress, more muscle relaxation, and lower blood pressure.

She also stated, “There were 16 amino acids changes in metabolism. No study I am aware of has ever shown these many changes from a single product or procedure.” Amazing!



*Celebrating our past  
Inspiring our future*

# 15 YEAR ANNIVERSARY

**2019** has played a significant role in the growth of the company – not only has 2019 been the year we celebrate 15 years of business - it has also a year of tremendous change and overall growth for the business.

## HERE COMES THE FUTURE!

With our established, powerful line of products that together greatly improve how we look, feel, perform and heal, it only make sense that we continue to bring focus to our patch products almost exclusively. X39™ now leads the way into the next phase of rapid growth, where longevity and regeneration are the newest words in our LifeWave vocabulary!

Additionally, we are increasing the depth and breadth of our business-building support for members across the world. Whether through compensation plan upgrades or by streamlining and boosting the ease and velocity of team-building, the goal is better retention and greater success for all members. And it's happening!

## NEW MARKETS - JAPAN (AND MORE COUNTRIES COMING..)

Following the trend of growth worldwide, particularly after the launch of X39™, LifeWave successfully entered the Japanese market and has already exceeded sales predications.

This is definitely the land of opportunity! Japan is the second largest direct-selling country in the world in terms of revenue and number of distributors. Inspired by the immense potential offered by the country:

- We have opened a new office in Tokyo and hired a General Manager for our Japanese operations, Mr. Suguru Aoki, a very accomplished professional with over 10 years of experience in our industry. He is very excited about joining LifeWave!
- We have established a LifeWave order fulfillment center in the Tokyo area and hired and trained LifeWave customer service reps dedicated to the Japan market.
- We expect amazing results from this new market where growth continues to accelerate.

Also, Turkey just opened mid-summer, Thailand is on our radar as well... and as opportunities in other countries open up for us, where the business climate is right and regulatory conditions are favorable... we will be there.

## OVERALL GROWTH, EXPANSION AND NEW OPPORTUNITIES

Over the last 15 years, LifeWave has grown from strength to strength. Now more than ever, we are seeing significant acceleration in growth and expansion across the globe. We now serve the world from offices or warehouses in 13 countries. When the dust settles, 2019 sales are on track to triple that of last year! David Schmidt attributes this terrific new chapter in LifeWave's expanding saga to the "determination and dedication of our worldwide network and corporate team."

And of course, David has never been far from the lab in his continued push for deeper research and a broadening development of a portfolio of IP (intellectual property), all of which is backed by clinical studies that continue to prove how phenomenal this technology is. It will be fun to see what new products David has up his sleeve that open up new, exciting opportunities!

## BOTTOM LINE? THE FUTURE IS BRIGHT... AT LIFEWAVE!

# CELEBRATING 15 YEARS OF LIFEWAVE



To commemorate the company’s 15-year anniversary, on November 4th, 2019 LifeWave members embarked from Miami, Florida with great excitement aboard the Navigator of the Seas Caribbean cruise.

We want to give special recognition to those who won a very special prize – the one-of-a-kind, 15-Year Anniversary Coin. Hand-crafted by David Schmidt himself, this unique coin was made out of materials that never existed before, using a proprietary method, patented by David, that has been validated by a third party laboratory to be a completely new and novel material.



**Congratulations to the below members who won this spectacular prize:**

Masako Furukawa	Mizue Watanabe
Kazue Nakamoto	Lorenzo McGrew
Brad Hunsaker	華雋 企業社
紋華企業社 紋華企業社	Fred Blakley
鐘麗莉 Lily Choung	林昕雅 lin



Members from all over the world joined our leadership team on board for a huge celebration of all things LifeWave. Congratulations to those who focused on building their business to achieve this prized spot. Below is a list of all of those who achieved over 15 points and won their place on the memorable cruise:

Masako Furukawa	鄭羿甄 Yi-Chen Cheng	Toshimi Fushimi
Umeko Hasegawa	Hideaki Kumai	Sanae Oota
Brad Hunsaker	Hellebeth Hansen	Noriko Nixon
紋華企業社 紋華企業社	Tsao Huei Yu 曹惠瑜	昱姝 劉
鐘麗莉 Lily Choung	Tatyana Schuster	Shizuko Takeda
Mizue Watanabe	KAZUKO MURATA	Carolyn Dice
Lorenzo McGrew	Jangle Jim	Toshichiyo Yamaoka
華雋 企業社	三智 邱	Fumie Takada
Fred Blakley	Petra Portner	Maitai Nguyen
林昕雅 lin	Toru Nakayama	Lenora Wong
Vivian Chan	Pernille Knudtson	Kinji Kawamura
Anthony Tan	Soruje Kabu	Carmina Villorente
Kazue Nakamoto	Michael Hess	Raffaella Ruggiano
樺葳 陳	Isabel Bayon-Ramirez	洪麗容 Li-Jung Hung
Roy Surjono	Minako Somiya	Johann Kausich
Anthony Hayashi	Jacqueline Doane	楊雪莉 Hsueh-Li Yang
Teiko Koike	Hiromi Tanji	Emily Sato
雅瑪魅力科技 開發 有限公司	秀枝 劉	Julian Yang Chung
芳子 菊地	依貝數位科技 有限 公司	芝緣實業有限公司 Chang, Wan Chu
Mie Moriya	鄭絜元 Jye-Yuan Cheng	Marianne Skov Pedersen
Fumiko Taima	Michelle leuschen	Cesar Pardo
瑛 林	PIYO PIYO	靖雅 陳
淑琴 黃	Claudia Geuer	何姝慧 HO SHU-HUI
Minobu Takayanagi	Dra Rosa Dalia Gallaga González	浩睿 江
Hatsuyo Ishii	Noriko Teshima	成林塔依 商行
Anita Häbich	Sanae Furuki	張仲雯 Chang Chung-Wen
Rick De Luca	繪美 井岡	Mieko Inoue
Jean Paul Parodi	Donna Lee	Dale Fukuda
Elena Maffizzoli	Kaoru Hoshi	業社 盈華企業社 盈華企
Kazue Hanzawa	EIKO WATANABE	KAROLA BENKERT
Larry Yang	Harumi Komori	Shizue Ito
Yoko Yuki	TOSHIKATSU MURAKOSHI	STEVEN MATHIAS
Aya Hotta	Shari Osborne	Bianca Singer
Ode Takako	Juan Lim	Maria Alvarado
KIKI MAY	惠菁 陳	Florian Hofmann
典藏玫瑰 精品店	陳美玲 Mei-Lin Chen	David Doane
Birgit Bauer-Seuring	Kazuhiro Suruga	Masaaki Masubuchi



LIFEWAVE  
Global MasterMind

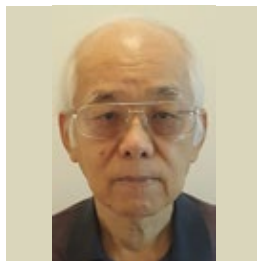
# GLOBAL MASTERMIND 2019 BOARD MEMBERS

In early 2019, we made the decision to create the Global MasterMind, an initiative to bring together key leaders from each important market across the world, rotating its membership from time to time, so as to work with our corporate team to help shape LifeWave's future.

This first leadership group has played a significant role throughout 2019, with advice and counsel on key decisions that have impacted all members. A special thanks and tip of the hat to all of these accomplished network marketing professionals:



**DAVE BAGUYO**  
PHILIPPINES



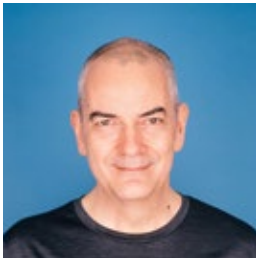
**YOSHI ENDO**  
JAPAN



**CHRISTINA FABRIN**  
DENMARK



**CHRISTINE GAY-GIRRBACH**  
FRANCE



**DAVID JUMPER**  
CANADA



**GILBERT LOUIS**  
CANADA



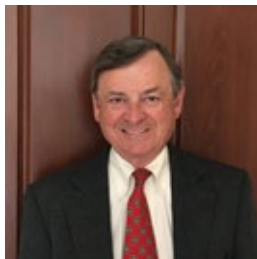
**KRZYSZTOF MARKOWSKI**  
POLAND



**ANTHONY MASSAWA**  
AFRICA



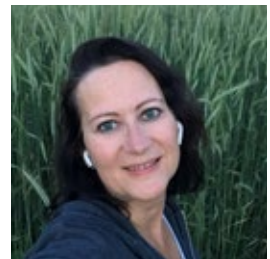
**LORENZO MC GREW**  
MEXICO



**CHUCK MICHEL**  
USA



**DR. JOAN NORTON**  
USA



**HERMINE OBERMANN**  
AUSTRIA



**PHIL STEINBERG**  
SWITZERLAND



**ROY SURJONO**  
INDONESIA



**JAN WIEGEL**  
GERMANY



**LISA WU**  
TAIWAN



# LIFEWAVE SENIOR PRESIDENTIAL DIRECTORS

Reaching our top director status is no small feat and we want to recognise those that have progressed through the ranks and achieved the top position of Senior Presidential Director.

Maybe you've heard the expression "See You at the Top." These members are there! Congratulations!

*\*Ranks are relevant as of August 2019*



BIRGIT  
BAUER-SEURING



GREGORY &  
ROBIN BLANC  
MASCARI



CARLOS  
BUSCARONS



JOHN  
CHANCE



PHILIPPE  
CHENUAUD



ANDERS  
DE LA COUR



RICK  
DE LUCA



YOSHI  
ENDO



KARLHEINZ  
MUELLER



FREDDY  
JØHNK



DAVID  
JUMPER



NICOLE  
KAPS



MANFRED  
KOHLRUSCH



FREDERIC  
LARCHE



SONJA M.  
LOFERER



GILBERT  
LOUIS



ISABEL  
MAIER



CHUCK  
MICHEL



MIGUEL  
MOLINA



DAGMAR  
MUELLER



ANNELIESE  
MÜLLER



MARION H.  
NELSON



YOSHIHIRO  
MIZUOCHI



SUSANNE  
PEDERSEN



ISAIA ROSARIO  
CASTORINA



JULIANA  
SURJONO



NICHOLAS  
TIVOLI



HERMINE  
OBERMANN-  
HAUSL



KURT WENDLER-  
ROTHENBERGER



JAN  
WIEGEL



HIROKUN



## THE RICHARD QUICK AWARD

Coach Richard Quick was a person of exceptional integrity. Past winners of this award have certainly embodied his lasting legacy. With a new winner set to be announced, we look back and honour the previous winners of this prestigious award.



DAVID JUMPER



CHUCK MICHEL



PHIL STEINBERG



MIGUEL MOLINA



PAUL NGUEMDJO TINWO

# LIFEWAVE CORPORATE APP

A simple and effective way to learn about the LifeWave opportunity is the 'LifeWave Corporate' App.

This all-in-one resource is a great business-building tool from LifeWave that makes learning and presenting easy. This app is a powerful tool for new and experience members alike; The perfect mobile resource, available at your fingertips wherever you are!

It's absolutely loaded with helpful, bite-sized pieces of information that you can use right now to share the story of who we are and what is possible... especially with X39™.

Easy to learn - ready when you and your team are to share the LifeWave Experience.

Available in a multitude of languages, this new app makes the perfect business-on-the-go tool.

Download today and start exploring!

## HOW TO DOWNLOAD:

- Simply go to your app store
- Search for 'LifeWave Corporate'
- Download the app for FREE!



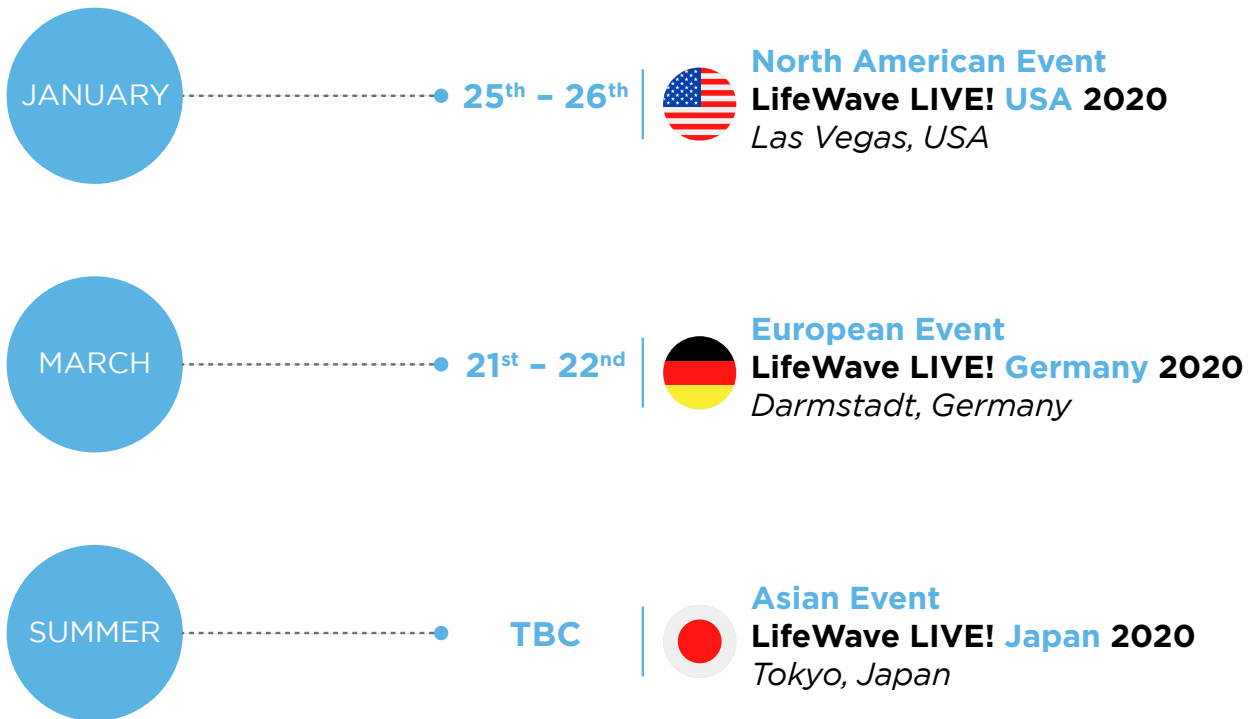


# LIFEWAVE EVENTS - THE 2020 TOUR

Great things happen when LifeWave people get together face-to-face. In our dynamic network, this is how solid business and personal relationships are created and nurtured, information is shared, ideas generated, and stunning entrepreneurial success begins. The 2020 LifeWave World Tour will be no exception!

The tour kicks off in January in Las Vegas, followed by our European meeting in Germany and ending in Tokyo, Japan in July. Join us as LifeWave Leaders, Members and Executives from around the globe come together for learning, sharing, camaraderie, and a lot more.

## ANNUAL EVENTS SCHEDULE



Without a doubt, 2020 is shaping up to be an opportune time to make incredible things happen for your business. See you at the events!



LIVE LONG. LIVE WELL.

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**Version:** 1

**Date:** 03 Oct 2019

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**Software:** InDesign CC 2019

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Inside - Condat Silk 170 gsm

**Colours Used:**

CMYK



6010 Foil