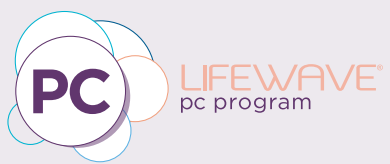




# PC



Preferred Customer (PC) Program

## HANDBOOK

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## OVERVIEW

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Our *Preferred Customer (PC) Program* opens new doors of opportunity for you to share in our amazing LifeWave products! As you meet and share LifeWave with people in your community, becoming a Preferred Customer is a great way to experience the life-changing benefits of our incredible products in a rewarding way.

Becoming a Preferred Customer unlocks wholesale pricing and offers the convenience of a Monthly Subscription Order, which is automatically delivered to your doorstep every month. Plus, as a Preferred Customer you can earn free LifeWave SWAG with our Loyalty Rewards program. You will also have access to our LifeWave In-Touch App, which is a great way to learn about the fantastic LifeWave products and share them with others.



## HOW TO BECOME A PREFERRED CUSTOMER

Anyone can become a Preferred Customer — with no sign-up fee — simply by placing a Monthly Subscription Order. This immediately gives them access to wholesale pricing on all LifeWave products and access to additional loyalty rewards!



## WHOLESALE PRICING & SUBSCRIPTION SAVINGS

When a customer places an Monthly Subscription Order, they automatically become a Preferred Customer and receive wholesale pricing. This means a discount of more than 30%! Plus, with no enrollment fee, that's money back in their pocket, with the convenience of their favorite products automatically arriving on their doorstep at the same time every month.



## LOYALTY REWARDS

The Preferred Customer Program rewards PCs who maintain their ongoing Monthly Subscription Order with FREE LifeWave SWAG and access to tools that will help them understand more about the LifeWave way of life.



## LIFEWAVE IN-TOUCH APP ACCESS

Preferred Customers 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 upgrading to the Preferred Customer Plus (PC+) Program and becoming a Brand Partner. The power of LifeWave in the palm of their hand!



## LIFEWAVE PRE-POPULATED SHOPPING CART

Preferred Customers can also easily share the LifeWave products they most enjoy with others by pre-populating a virtual LifeWave shopping cart with the products they recommend 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 Preferred Customer Program is a great way  
for people to begin their LifeWave journey.  
Start sharing the benefits of this incredibly rewarding program today!*

# LOYALTY REWARDS

## LET US SHOW YOU OUR APPRECIATION FOR YOUR LOYALTY!

We are excited to reward Preferred Customers for purchasing the products they know and love month after month. Through consistent Monthly Subscription Orders (MSO), Preferred Customer get exclusive LifeWave SWAG items. The longer they maintain their MSO, the more SWAG they receive.

### HERE'S HOW IT WORKS

3

After 3 months of receiving their Monthly Subscription Order, Preferred Customers will get an exclusive **FREE LifeWave SWAG** reward with the following month's order.

6

After 6 months of receiving their Monthly Subscription Order, Preferred Customer will again get a **FREE LifeWave SWAG** reward with the following month's order.

9

After 9 months of receiving their Monthly Subscription Order, Preferred Customer will get another exclusive **FREE LifeWave SWAG** reward with the following month's order.

12

After 12 consecutive months of receiving their Monthly Subscription Order, Preferred Customers will get a renewal of their Preferred Customer status and a **full-size regular sleeve of LifeWave patches**.

# CART BUILDER & REFERRAL LINK

## 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/\(yourname\)](https://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 Preferred Customers get when they place a Monthly Subscription Order is a virtual sharing tool. With our pre-populated cart builder, PCs can simplify shopping for LifeWave's life-changing products!

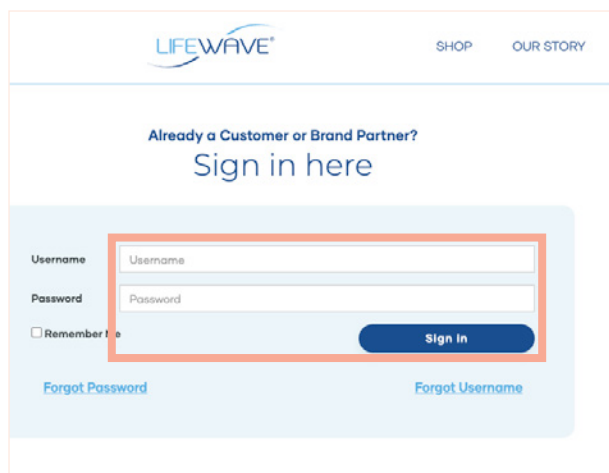
## PRE-POPULATED CART BUILDER

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

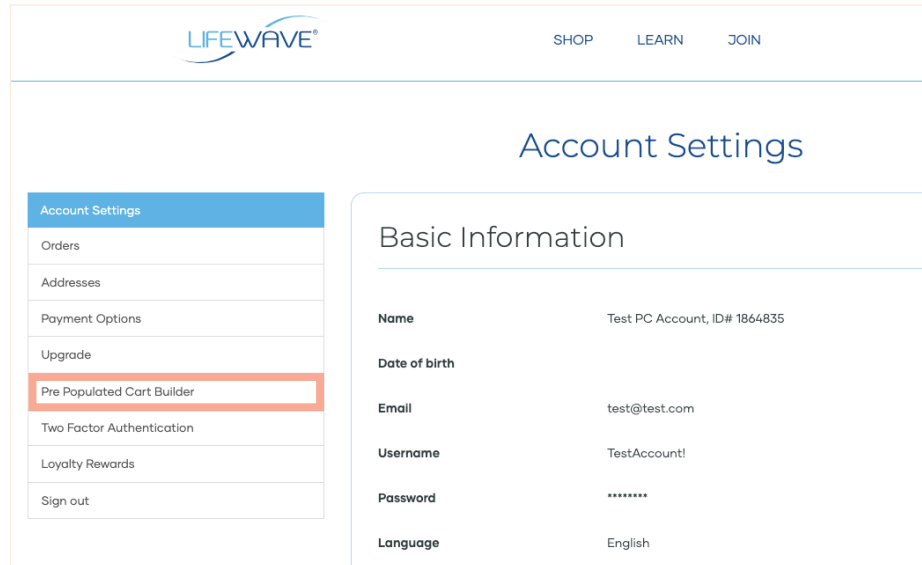
STEP  
1

Simply log in to your LifeWave account.



## STEP 2

In the Account Settings menu, click on **“Pre-Populated Cart Builder”**.



**Account Settings**

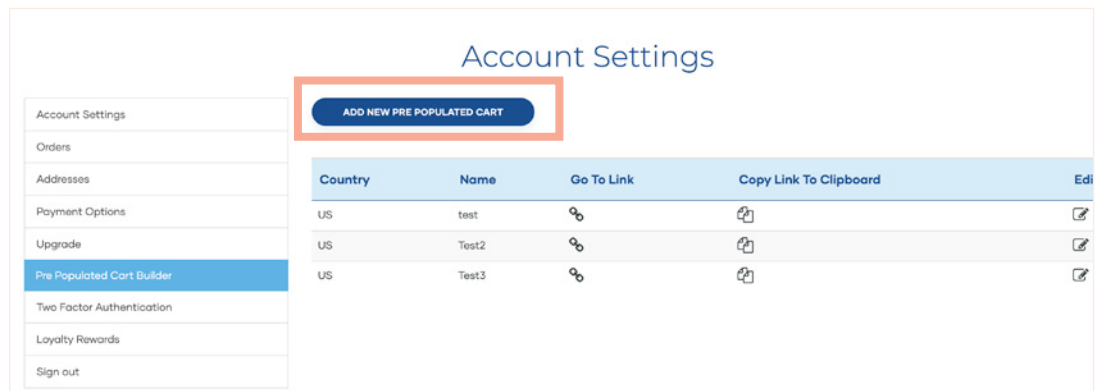
- Account Settings
- Orders
- Addresses
- Payment Options
- Upgrade
- Pre Populated Cart Builder**
- Two Factor Authentication
- Loyalty Rewards
- Sign out

**Basic Information**

<b>Name</b>	Test PC Account, ID# 1864835
<b>Date of birth</b>	
<b>Email</b>	test@test.com
<b>Username</b>	TestAccount!
<b>Password</b>	*****
<b>Language</b>	English

## STEP 3

Click on **“ADD NEW PRE-POPULATED CART”**.



**Account Settings**

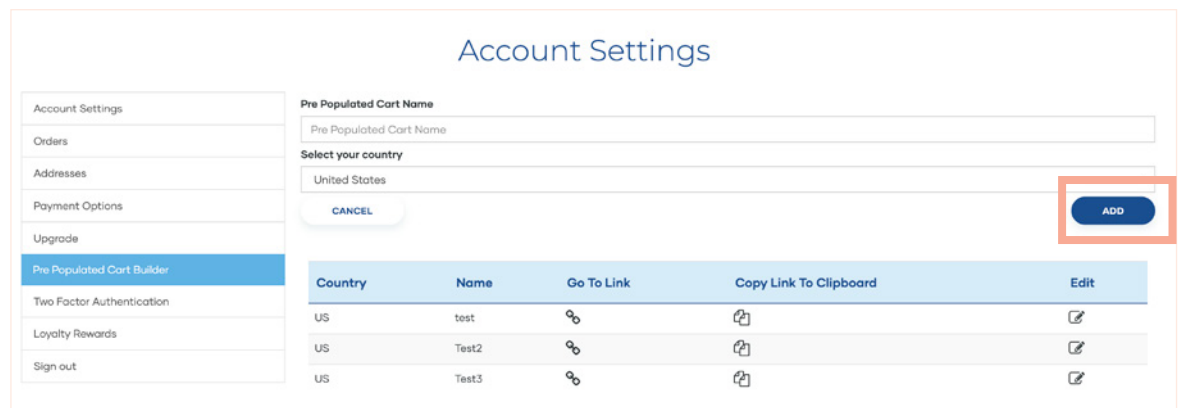
- Account Settings
- Orders
- Addresses
- Payment Options
- Upgrade
- Pre Populated Cart Builder**
- Two Factor Authentication
- Loyalty Rewards
- Sign out

**ADD NEW PRE POPULATED CART**

Country	Name	Go To Link	Copy Link To Clipboard	Edit
US	test			
US	Test2			
US	Test3			

## STEP 4

Name your cart and select a country, then click **“ADD”**.



**Account Settings**

- Account Settings
- Orders
- Addresses
- Payment Options
- Upgrade
- Pre Populated Cart Builder**
- Two Factor Authentication
- Loyalty Rewards
- Sign out

**Pre Populated Cart Name**

Pre Populated Cart Name

**Select your country**

United States

**CANCEL** **ADD**

Country	Name	Go To Link	Copy Link To Clipboard	Edit
US	test			
US	Test2			
US	Test3			

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.

### Pre Populated Cart Builder

**Name:** Test3  
**Country:** US  
**Order Sub Total:** \$0.00 USD  
**Auto Order Sub Total:** \$0.00 USD

EditDelete

Reminder: When building out a pre-populated cart link for a potential PC+ order, please ensure you include a regular item and the PC+ Annual fee alongside a Monthly Subscription Order (Autoship)

Regular Order Items+

Description	Item Code	Quantity	🔗 = Go To Link	
X39® & X49™ Performance Bundle	111121-US-CP	0	🔗	📄✎
AcuLife Patches	30001.022.001	0	🔗	📄✎
Silent Nights Patches	32001.022.001	0	🔗	📄✎
Y-Age Glutathione Patches	36001.022.001	0	🔗	📄✎
Y-Age Aeon Patches	36552.022.001	0	🔗	📄✎

Orders  
Addresses  
Payment Options  
Upgrade  
Pre Populated Cart Builder  
Two Factor Authentication  
Loyalty Rewards  
Sign out

EditDelete

Reminder: When building out a pre-populated cart link for a potential PC+ order, please ensure you include a regular item and the PC+ Annual fee alongside a Monthly Subscription Order (Autoship)

Regular Order Items+

Description	Item Code	Quantity	🔗 = Edit
X39® & X49™ Performance Bundle	111121-US-CP	0	🔗

### Edit Pre Populated Cart Item

X39® & X49™ Performance Bundle

Quantity  
1

CANCELSAVE CHANGES



## 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.

Account Settings

Orders

Addresses

Payment Options

Upgrade

**Pre Populated Cart Builder**

Two Factor Authentication

Loyalty Rewards

Sign out

### Pre Populated Cart Builder

**Name:** test 4 **Country:** US **Edit**

**Order Sub Total:** \$0.00 USD **Delete**

**Auto Order Sub Total:** \$0.00 USD

Reminder: When building out a pre-populated cart link for a potential PC+ order, please ensure you include a regular item and the PC Annual fee alongside a Monthly Subscription Order (Autoship)

Regular Order Items

Autoship Items

[Go back to pre populated cart builder](#)

### Account Settings

**ADD NEW PRE POPULATED CART**

Country	Name	Go To Link	Copy Link To Clipboard	Edit
US	test			
US	Test2			
US	Test3			
US	test 4			

## STEP 6

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

# WHOLESALE PRICING & SUBSCRIPTION SAVINGS

## ENJOY LIFEWAVE WHOLESALE PRICING WITH THE EASE AND CONVENIENCE OF A MONTHLY SUBSCRIPTION ORDER!

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!

## 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	<b>\$69.95 / €66 / 39BV</b>
Energy Enhancer	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
Silent Nights	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
Y-Age Aeon	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
Y-Age Glutathione	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
Y-Age Carnosine	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
SP6 Complete	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
Alavida	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>
AcuLife	\$79.95 / €76 / 39BV	\$74.95 / €71 / 39BV	<b>\$69.95 / €66 / 39BV</b>

## PREFERRED CUSTOMER PRICING

PATCHES	1 SLEEVE	2 SLEEVES	3 SLEEVES
LifeWave X39®	\$99.95 / €95 / 43BV		
LifeWave X49®	\$99.95 / €95 / 43BV		
IceWave	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
Energy Enhancer	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
Silent Nights	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
Y-Age Aeon	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
Y-Age Glutathione	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
Y-Age Carnosine	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
SP6 Complete	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
Alavida	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>
AcuLife	\$69.95 / \$66 / 39BV	\$59.95 / €57 / 31BV	<b>\$49.95 / €47 / 22BV</b>

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

\*Save a further \$10 on monthly subscription orders.

# FAQs

Q1: IN WHAT COUNTRIES IS THE PREFERRED CUSTOMER PROGRAM AVAILABLE?

A1: *The Preferred Customer Program is available in all our markets, with the exception of Japan.*

Q2: WHAT IS THE DIFFERENCE BETWEEN THE PC AND THE PC+ PROGRAM?

A2: *In addition to all the benefits available with the PC Program, for \$19.95 USD annually PC+ Members receive additional benefits, including access to the Share Program and monthly product samples.*

Q3: WHAT IF A PC PAID \$19.95 USD TO BECOME A PREFERRED CUSTOMER UNDER THE OLD PROGRAM? WILL THEY BE REFUNDED THEIR MONEY?

A3: *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.*

Q4: WHAT IF A PC MEMBER WANTS TO UPGRADE TO THE PC+ PROGRAM?

A4: *Once a Preferred Customer completes a Monthly Subscription Order, they will be given the opportunity to upgrade to Preferred Customer Plus for \$19.95 USD. Once they choose that option, they will be upgraded to the Preferred Customer Plus program.*

Q5: WHAT IF A PREFERRED CUSTOMER CANCELS THEIR MONTHLY SUBSCRIPTION ORDER?

A5: *They will be assigned to Retail Customer status and will no longer be able to receive PC benefits.*

Q6: WHAT IF PC MEMBERS HAVE FREE PRODUCT PROGRAM POINTS FROM THE OLD FREE PRODUCT PROGRAM?

A6: *Those with remaining Free Product Program points can apply them to eligible orders. Unused Free Product Program points will be automatically removed six months after they were added, so the sooner they apply those points to an order, the better.*

Q7: WHAT IF A PREFERRED CUSTOMER HAS LOYALTY POINTS FROM THE OLD PC PROGRAM? WILL THEY CARRY OVER TO THE NEW PROGRAM?

A7: *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.*

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Q8: WHAT MONTHLY SUBSCRIPTION ORDER (MSO) SCHEDULE IS NEEDED TO STAY QUALIFIED FOR THE FULL BENEFIT OF THE LOYALTY REWARDS?

A8: *A customer's first MSO will count as their first order, but it is the successive MSOs received that will count towards their Loyalty Rewards. For example, if a customer places an initial MSO, and then has two successful MSOs processed after that without missing or skipping a month, their LifeWave SWAG reward is unlocked and will be added to their next MSO (i.e., 4th).*

Q9: CAN A PREFERRED CUSTOMER MISS OR SKIP ANY MONTHS IN A YEAR AND RETAIN THEIR LOYALTY REWARDS?

A9: *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.*

Q10: WHAT MAKES A QUALIFYING ORDER FOR PURPOSES OF THE LOYALTY REWARDS?

A10: *For an MSO order to count towards the earning of loyalty gifts, it must contain products with a total of at least 39 BV.*

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# TERMS AND CONDITIONS

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

Preferred Customers may only have one (1) LifeWave account in which they actively engage with or have beneficial interest in. Multiple or duplicate Preferred Customers accounts for any individual is **prohibited**. LifeWave brand partners are prohibited from having additional accounts or participating in the Preferred Customer program beyond enrolling valid Preferred Customer accounts.

Preferred Customers 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 Program requires an active Monthly Subscription Order. Any Preferred Customer who cancels their auto-ship order will lose Preferred Customer status, forfeit all associated benefits, and be reclassified as a Retail Customer. If a reclassified customer wishes to rejoin and participate in the Preferred Customer Program again, they will be required to place another Monthly Subscription Order.

All Preferred Customer 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 program 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.

