



Preferred Customer Plus
(PC+) Program

Handbook



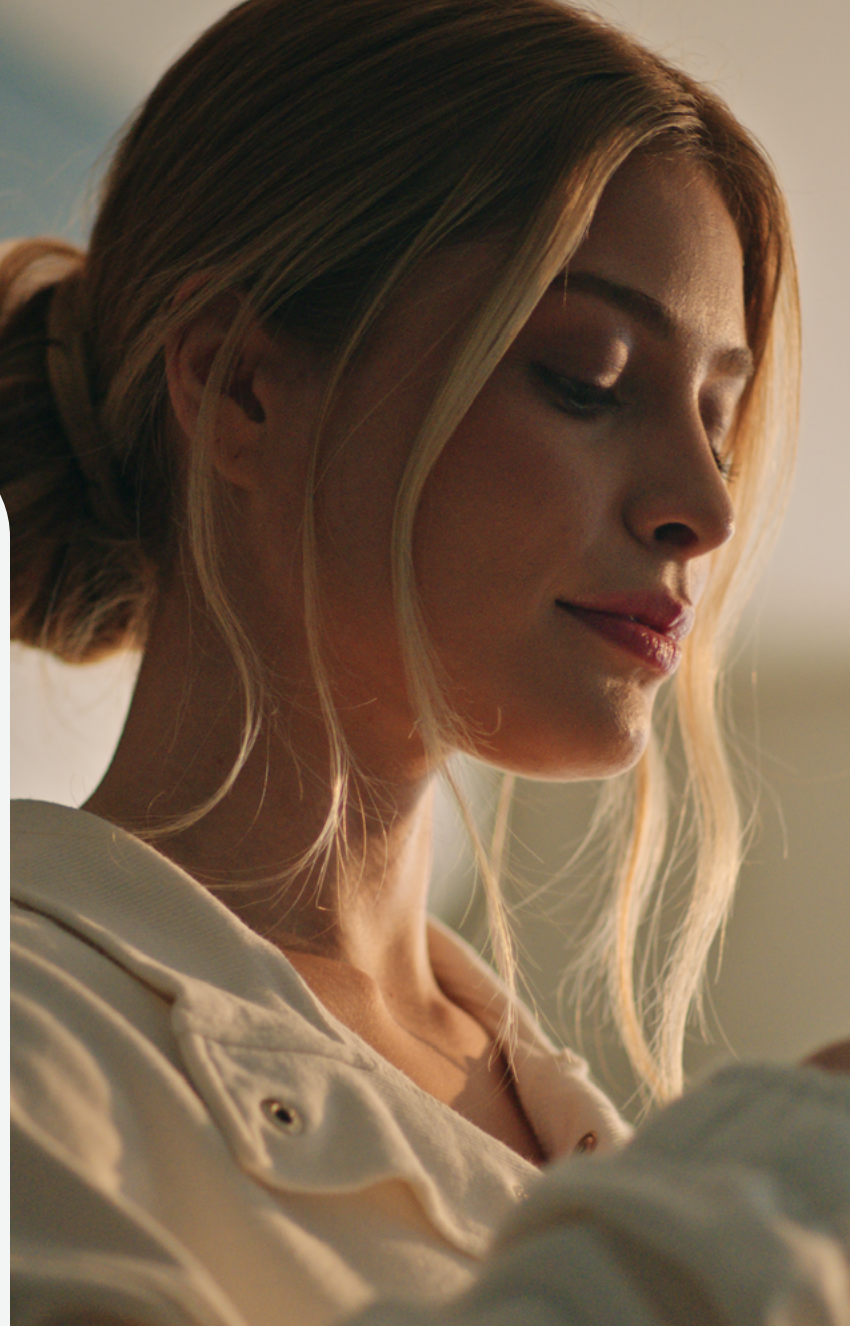


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OVERVIEW

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 receiving monthly product samples with their Monthly Subscription Order (MSO) and getting free product credits for referring customers who make purchases.

HOW TO JOIN THE PC+ PROGRAM

Retail and Preferred Customers may join the PC+ Program by paying the annual \$25/€25 sign-up fee and scheduling a MSO.

AFTER YOU ADD AN ITEM TO YOUR CART, SELECT “BECOME A PREFERRED CUSTOMER” FROM THE SHOPPING CART POP-UP. CHOOSE PC+, AND YOUR CART WILL AUTOMATICALLY ADD THE \$25 SIGN-UP FEE.

PRE-POPULATED CART BUILDER

PC+ Members can easily share LifeWave products they most enjoy with others by pre-populating a LifeWave virtual 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!

LOYALTY SAMPLES

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 11 months with their MSO.

On a PC+ Member's 12th MSO, they pick a full sized regular sleeve* or Alavida item as a thank-you for their loyalty.

*Excludes X39 & X49

LIFEWAVE SHARE PROGRAM

PC+ Members have access to our Share Program, which rewards them with \$100/€95 in free product credits every month when they share LifeWave products with their friends and family members.

Whether they refer three or more customers and those customers purchase qualifying LifeWave products, or refer two customers and also place a personal order as well, those free product credits just keep stacking up 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 up to 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.

START SHARING THE BENEFITS OF THIS INCREDIBLY REWARDING PROGRAM TODAY!

REFERRAL LINK

Make your customer's shopping experience a little more unique by giving them a personalized web address!

When you discover how LifeWave's products boost your daily power, your followers will want to know your secret. You'll be able to send them your personalized URL so they can see for themselves how LifeWave has the products and the opportunities they'll love!

SHARING THE LIFEWAVE LIFESTYLE IS NOW EASIER THAN EVER!

One of the many benefits PC+ Members get when they place a MSO is access to 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

After you complete your first purchase and become a PC+ Member, go to **BackOffice.LifeWave.com** and log in with your LifeWave username and password.

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 by clicking on the pencil icon to the right of the product name in either the "Regular Order Item" menu or the "Autoship Items" menu. Select your quantity on the next screen, then click on "Save changes."

STEP 5

When you've added all the products you'd like, click on "Go back to pre-populated cart builder" and then click the link icon in the "Go to link" column for the pre-populated cart you built. This will help you view the cart you've put together for your friends.

STEP 6

SHARE! Copy the link and share via email, social media, etc., or wherever you want to share the benefits of LifeWave products. You're now on your way to not only helping others live better, but you're one step closer to receiving your \$100/€95 product credit.

LOYALTY SAMPLES

For every month PC+ Members receive their Monthly Subscription Order, they will receive free samples of some of our most popular LifeWave products in sample sleeves for 11 months.

When a PC+ Member completes eleven months of consecutive MSO orders, on their twelfth month, they will receive a full-size regular sleeve of patches* or a single Alavida item.

*Samples may vary by country depending on availability.

PC+ Members will receive an email after their eleventh consecutive MSO to log in to their Back Office to select their preferred free full-sized regular sleeve* or Alavida item.

If a selection isn't made, a default item will be selected for them. If a PC+ Member cancels an MSO, the sample will be added to the next qualifying order.



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/€95 IN
FREE PRODUCT
CREDIT A MONTH!**

HERE'S HOW IT WORKS

- A PC+ Member refers three customers who place qualifying orders in a month.*
- The PC+ Member then receives \$100/€95 credit toward their MSO the following month. The more customers they refer, the more the PC+ Member can earn in product credits!
- A PC+ Member can qualify each month, as long as three or more customers they refer place orders, OR two referred customers place orders and the PC+ Member places an order as well.*
*The credit applies only to MSOs and covers only products, not shipping or tax.
- There's no limit on the number of \$100/€95 credits that a PC+ Member can earn in any given month! If the customers they refer purchase more qualifying products in that same month, or if they refer three more customers who make qualifying purchases, they receive another \$100/€95 credit that they can apply towards the purchase of any LifeWave item!
- PC+ Members can easily track their Share Program progress through their Back Office.

ENJOY WHOLESALE PRICING WITH THE CONVENIENCE OF A MSO!

As a part of the Preferred Customer + Program, PC+ Members receive the convenience of their favorite products delivered to their doorstep every month and discounts of up to 30% or more. It's an easy way to save!

TAKE ADVANTAGE OF WHOLESALE PRICING TODAY!

RETAIL CUSTOMER PRICING VS. PC+ WHOLESALE PRICING

PATCHES	1 SLEEVE	2 SLEEVES	3 SLEEVES
X39	Retail: \$149.95 / €142 / 77 BV PC+: \$99.95 / €95 / 43 BV	-	-
X49	Retail: \$149.95 / €142 / 77 BV PC+: \$99.95 / €95 / 43 BV	-	-
IceWave	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
Energy Enhancer*	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
Silent Nights	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
Y-Age Aeon	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
Y-Age Glutathione**	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
Y-Age Carnosine***	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
SP6 Complete	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
Alavida patches	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV
AcuLife	Retail: \$79.95 / €76 / 39 BV PC+: \$69.95 / €66 / 39 BV	Retail: \$74.95 / €71 / 39 BV PC+: \$59.95 / €57 / 31 BV	Retail: \$69.95 / €66 / 39 BV PC+ \$49.95 / €47 / 22 BV

*ENR Spark in Canada

**Y-Age Renew in Canada

***Y-Age Advance in Canada

ENJOY WHOLESALE PRICING WITH THE CONVENIENCE OF A MSO!

RETAIL CUSTOMER PRICING VS. PC+ WHOLESALE PRICING

LIFEWAVE SYSTEMS/BUNDLES

Y-Age System Kit	Retail: \$209.85 / €198 / 117 BV PC+: \$149.85 / €141 / 66 BV
X39/X49 Performance Bundle*	Retail: \$279.95 / €266 / 140 BV PC+: \$179.95 / €171 / 73 BV

SKIN CARE

Alavida Regenerating Trio	Retail: \$199.95 / €190 PC+: \$149.95 / €142
Alavida Facial Nectar	Retail: \$79.95 / €76 PC+: \$59.95 / €57
Alavida Nightly Restore Facial Creme	Retail: \$99.95 / €95 PC+: \$79.95 / €76
Alavida Revive Eye Cream	Retail: \$89.95 / €85 PC+: \$69.95 / €66

SUPPLEMENTS

	1 CONTAINER	2 CONTAINERS Price per unit	3 CONTAINERS Price per unit
Cellergize Morning**	Retail: \$79.95 / 35 BV PC+: \$69.95 / 27 BV	Retail: \$74.95 / 27 BV PC+: \$59.95 / 19 BV	Retail: \$69.95 / 20 BV PC+: \$49.95 / 13 BV

*X39/X49 Bundle in Canada

**Not available in all markets

LifeWave Preferred Customer Plus Program 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, except for Japan and South Korea.

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 \$25 / €25. 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 adds an item to their cart and goes to view it, they will see a button to Become a Preferred Customer. When they click that button, they can choose to continue the checkout process as a Guest, a Preferred Customer, or a PC+ Member.

After selecting PC+, they should go to the cart icon and select View Cart, where they will see the \$25/€25 enrollment fee is automatically added. They should click on Checkout and choose whether they are checking out as a Guest, if someone referred them, or log in if they are an existing customer.

Q4. WHAT IF A PC+ MEMBER FAILS TO PAY THEIR RENEWAL FEE ON THEIR ANNIVERSARY DATE BUT HAS AN ACTIVE MONTHLY SUBSCRIPTION ORDER?

A4. PC+ Members are automatically downgraded to Preferred Customer one week after their renewal date has passed if they haven't paid the renewal fee of \$25/€25.

Q5. HOW LONG DOES A PC+ MEMBERSHIP 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 MONTHLY SUBSCRIPTION ORDER AND PAYS THE \$25/€25 PC+ SIGN-UP FEE?

A7. They will be automatically upgraded to the PC+ Program.

LifeWave Preferred Customer Plus Program FAQs

Q8. IS THE ANNUAL SIGN-UP FEE REFUNDABLE?

A8. The fee of \$25/€25 must be paid on an annual basis on their anniversary date for a PC+ Member to remain a 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. CAN A PC+ MEMBER MISS OR SKIP ANY MONTHS IN A YEAR AND RETAIN THEIR PC+ BENEFITS?

A9. A PC+ member can miss or skip up to two months within a 12-month period without consequence.

Q10. WHAT IF A NEW PC+ MEMBER DOES NOT SELECT THEIR FREE FULL-SIZE SLEEVE BEFORE THE PROCESSING OF THEIR TWELFTH CONSECUTIVE MSO?

A10. A sleeve will be automatically selected for them.

Q11. CAN A PC+ MEMBER EARN MORE THAN \$100/€95 PRODUCT CREDIT IN A MONTH?

A11. Yes, they can! The more customers they refer who place orders, the more the PC+ Member can earn in product credits!

Q12. WILL A PC+ MEMBER'S SHARE PROGRAM CREDITS BE AUTOMATICALLY APPLIED TO ANY OF THEIR ORDERS?

A12. It will automatically apply to any MSO product orders but not MSOs for the renewal fee.

Q13. WILL THOSE CREDITS HAVE AN EXPIRATION DATE, OR CAN THEY BE USED AT ANY TIME?

A13. Credits will expire after two months.

Q14. WHAT HAPPENS IF A CUSTOMER THAT A PC+ MEMBER REFERS RETURNS THEIR ORDER?

A14. If a referred customer (i.e., "qualifier") returns an order, the person is no longer counted as a qualifier for the month in which the return order is created.

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 offers incentives 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 PC+ Member 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 and pay the renewal fee.

All Preferred Customer Plus accounts must be valid with a legitimate, individual owner. Anyone found creating (directly or indirectly) or otherwise benefitting 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.

