

LIFEWAVE INDEPENDENT DISTRIBUTOR: OVERVIEW GUIDELINES FOR YOUR MARKETING MATERIALS

As with any successful company, it's crucial to maintain a consistent brand image across all printed and online marketing materials. In an effort to maintain purity of the LifeWave brand, we have some simple guidelines for you to follow below. These guidelines are categorised for print materials and online materials, respectively.

All of your printed marketing materials must follow these guidelines:

- "LifeWave Independent Distributor" prominently displayed.
- LifeWave Independent Distributor logo prominently displayed only in its original form (no alterations).
- LifeWave Home Office to assess and approve all images. Please send your request to the Customer Service Department.
- All product claims must match those on LifeWave.com.
- No cross branding with other companies. Only LifeWave products and branding may appear in your marketing materials.

All of your online marketing materials and websites must follow these guidelines:

- "LifeWave independent Distributor" prominently displayed.
- LifeWave Independent Distributor logo prominently displayed only in its original form (no alterations).
- LifeWave Home Office to assess and approve all images. Please send your request to the Customer Service Department.
- All product claims must match those on LifeWave.com.
- The use of online shopping carts, other than the LifeWave Member Back Office, to sell LifeWave products is strictly prohibited, as this form of selling precludes the personal contact that should be present in a networking environment.
- The sale of LifeWave products on other online retail platforms (such as Amazon.com or eBay.com) is strictly prohibited.
- No cross branding with other companies. Only LifeWave products and branding may appear on your website and in your online marketing materials.
- No links to third-party websites - only links to other LifeWave websites are acceptable.
- Must link back to your replicated LifeWave website.

LifeWave Compliance Team have the right to request that a website or material no longer be used if LifeWave is not represented as per our guidelines; if there is incorrect or unclear information going to the consumer; or for any other reason explained by the Compliance Team. If this request is not followed within the timeline advised by the Compliance Team the member may be suspended.