



LIFEWAVE X₂O™ MESSAGING MADE SIMPLE

As a LifeWave Brand Partner, how you describe LifeWave X₂O shapes customer understanding and trust. This guide outlines the approved messaging you can confidently use when introducing, promoting, or answering questions about LifeWave X₂O Light-Infused™ Water.

WHAT IS LIFEWAVE X₂O?

LifeWave X₂O is the first and only water technology system that infuses water with light – making light available to the body through the water you drink. It transforms ordinary water into a powerful wellness medium, infused with light to optimize hydration at the cellular level – energizing, restoring, and renewing from within.

HOW DOES LIFEWAVE X₂O WORK?

Using patented light-infusion technology, LifeWave X₂O energizes every drop of water – releasing light into the body and making it available internally in a way never before possible, supporting the body at the cellular level. Supported by advanced dual-stage filtration and hydrogen enrichment, LifeWave X₂O doesn't just purify, it optimizes. Working behind the scenes, the system delivers clean, energized water that supports energy, detoxification, and overall well-being. Designed for those who expect more from their water – and more from their health – LifeWave X₂O redefines what water can be.

MESSAGING PILLARS

Use language that reflects LifeWave X₂O's innovation, uniqueness, and category-defining qualities.

Light-Infusion Technology

- X₂O is the first and only water technology system that infuses water with light – using a patented light-infusion process to energize every drop.
- For the first time ever, light is made available to the body internally through the water you drink.
- It's hydration with purpose, powered by light*.

Advanced Dual-Stage Filtration System

- The Primary Filter forms the core of LifeWave X₂O's contaminant-reduction system. Created from a powerful filter system that is designed to reduce a broad range of impurities found in municipal tap water.**
- Hydrogen enrichment adds antioxidant properties.

Enlightened Water, Elevated Hydration

- LifeWave X₂O optimizes hydration at the cellular level
- Designed to help optimize the body's physiological functions, with some reporting noticeable changes upon consumption.
- LifeWave X₂O is designed to amplify the benefits of your favorite LifeWave products.

YOU'RE SHARING MORE THAN A PRODUCT

When you talk about LifeWave X₂O, you're not just promoting a water system, you're introducing a breakthrough wellness experience. Stick with this approved messaging to build curiosity and trust. Let the light do the work. Let your story bring it to life.

***Hydrogen claims disclaimer:** There are potential benefits of hydrogen-rich water on various aspects of health, including exercise capacity, physical endurance, and oxidative stress. While the initial research looks promising, more studies are needed to fully understand the extent of these benefits and the mechanisms behind them.

****Our Primary Filter technology is currently undergoing accredited laboratory testing, state registrations, and full NSF certification. The Primary Filter was previously tested to remove all major water contaminants. In order for us to make formal written claims, the filter requires additional testing in our product configuration. We have selected this premium filter to best integrate with our technology, as well as with the secondary filtration and Hydrogen stages.**

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