



# COMPLIANCE SOCIAL PRODUCT CLAIMS



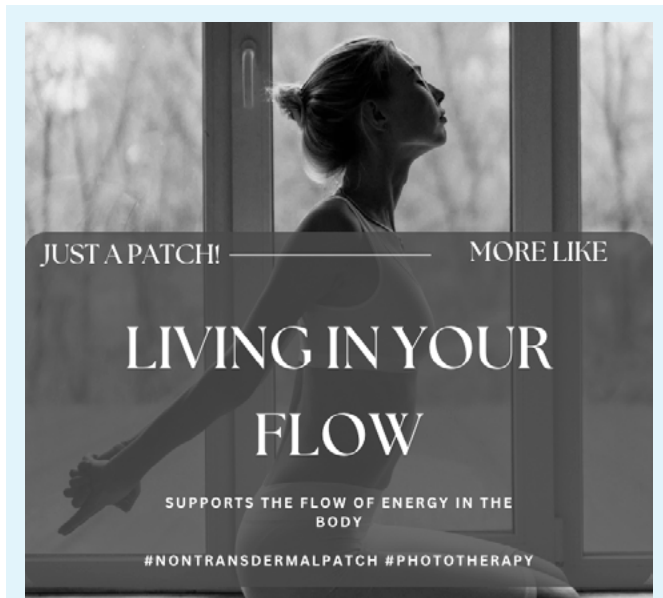
When sharing your experience with LifeWave's health and wellness products on social media, it's essential to follow [LifeWave's Product Claim Guidelines: What you Can/Cannot Say](#) to protect your business. Your posts should reflect your genuine personal experience without making medical claims or implying guaranteed results. The following section includes clear guidance on what to avoid and what to aim for, along with real-world examples of social media captions that follow (or break) the rules.

These phrases highlight general wellness while avoiding medical or therapeutic claims. Each LifeWave product has specific approved messaging, so be sure to follow our [LifeWave's Product Claim Guidelines: What you Can/Cannot Say](#) to stay within what's allowed. Refer to the chart below for key dos and don'ts to guide your social media messaging.

	COMPLIANCE BEST PRACTICES	WHAT TO AVOID
X39®	<ul style="list-style-type: none"> <li>• New technology stimulates the skin with low levels of light, resulting in improved energy flow</li> <li>• Supports improved exercise performance</li> <li>• Supports improvements in strength and stamina</li> <li>• Supports overall health and well-being</li> <li>• Supports copper peptide production</li> <li>• No drugs or stimulants</li> <li>• Patented form of phototherapy</li> <li>• Non-Transdermal Patch</li> </ul>	<ul style="list-style-type: none"> <li>• Supports healthy stem cell activity</li> <li>• Heals Autism and ADHD</li> <li>• Aging is not inevitable X39 supports healthy stem cell activity to restoration, and rejuvenation</li> <li>• By naturally elevating a copper peptide produced by the body, X39 boosts vitality and overall health and wellness</li> <li>• I use this on my pet (cat, dog, etc.)</li> </ul>
X49®	<ul style="list-style-type: none"> <li>• Promotes performance, strength, and stamina</li> <li>• Supports maintaining a healthy cardiovascular system through exercise</li> <li>• Reduce recovery time following exercise</li> <li>• Supports maintaining a healthy weight through diet and exercise programs</li> <li>• No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces muscle soreness and promotes faster recovery from exercise</li> <li>• Supports a healthy cardiovascular system</li> <li>• Improves performance, strength, and stamina</li> <li>• Supports fat loss when used in tandem with a healthy diet and exercise program</li> <li>• Supports relief of minor aches and pains</li> <li>• Supports healthy stem cell activity</li> </ul>
ICEWAVE®	<ul style="list-style-type: none"> <li>• Release negative energy and reclaim your active spirit, so you can live in harmony with the principles of holistic wellbeing</li> <li>• Fast-acting and non-addictive</li> <li>• Convenient and easy to use No drugs, or stimulants</li> <li>• Patented form of phototherapy</li> </ul>	<ul style="list-style-type: none"> <li>• IceWave is specifically designed to provide relief at the source of aches, pains, and discomfort</li> <li>• Supports relief of minor aches and pains, without addictive properties</li> <li>• Improves range of motion</li> <li>• Provides fast relief</li> <li>• I use this on my pet [cat, dog, etc.]</li> </ul>

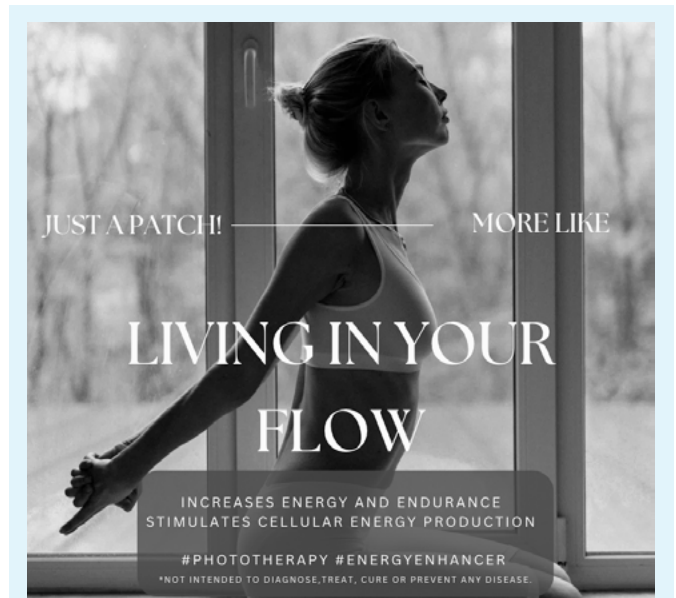
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">CELLERGIZE MORNING</p>	<ul style="list-style-type: none"> <li>• Contains ingredients to supports healthy stem cell activity*</li> <li>• Complements LifeWave’s line of nontransdermal patches*</li> <li>• Provides nutrients known to support overall health and wellness*</li> <li>• Designed with a blend of key ingredients to revitalize your wellbeing*</li> <li>• Utilizes ingredients known to support health and vitality of human cells*</li> </ul> <p><b>Use this disclosure:</b> *These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.</p> <p><b>Product Features:</b></p> <ul style="list-style-type: none"> <li>• No artificial sweeteners, flavors, or colors</li> <li>• No-GMO</li> <li>• Gluten free</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Do not claim</b> that Cellergize Morning cures, treats, prevents, or mitigates any disease or medical condition.</li> <li>• <b>Do not describe</b> the supplement as having drug-like effects or therapeutic benefits. Or that it is better or replaces any prescribed drug by a physician.</li> <li>• <b>Do not assert</b> benefits not supported by scientific evidence or approved content. Example: “Clinically proven to enhance endurance.”</li> <li>• <b>Do not exaggerate</b> the role or benefits of any ingredient in the supplement. Example: “Contains superfoods that guarantee perfect health.”</li> <li>• <b>Do not compare</b> Cellergize Morning to other products unless there is verified data and regulatory approval. Example: “Better than any other morning supplement on the market.”</li> <li>• <b>Do not promise</b> specific outcomes, especially those that cannot be universally achieved. Example: “See results in just three days!”</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">KEY GUIDELINES</p>	<ul style="list-style-type: none"> <li>• Use phrases like “supports,” “promotes,” “helps maintain,” or “may help.”</li> <li>• Only share personal testimonials that are truthful, typical, and do not mention diseases.</li> <li>• Keep messaging focused on general wellness and lifestyle support—not medical results.</li> </ul>	<ul style="list-style-type: none"> <li>• Never say a product treats, cures, or prevents a medical condition.</li> <li>• Avoid words like “heal,” “reverse,” “diagnose,” or “instant fix.”</li> <li>• Using before/after images that imply unapproved medical benefits or unrealistic results.</li> </ul>

## COMPLIANCE BEST PRACTICES

**Caption:**

*Since I started using Energy Enhancer, my mornings feel different. I am able to tackle the day and stay focused on what matters most. #LifeWave #independentbrandpartner*

## WHAT TO AVOID

**Caption:**

*Just a Patch! – More like living in your flow  
Increases energy and endurance.  
Stimulates cellular energy production.  
#Cellularenergy #Endurance  
\*Not Intended to diagnose, treat, cure or prevent any disease.*

## GREEN LIGHT: WHAT IS ACCEPTABLE

- Focus on Personal Experience—Without Medical or Performance Claims:
- Share how a product fits into your daily wellness routine without making specific claims.

**Stick to Approved Language:**

- Use company-provided wording or compliance-approved phrases. For example, refer to “supporting general wellness” rather than “boosting energy” or “improving endurance.”

**Safe Hashtags:**

- Choose neutral or lifestyle-based hashtags that reflect your journey without implying results. Examples include: #DailyHabits #WellnessJourney #MyRoutine #HealthyChoices #NaturalLiving #HolisticHealth #WellnessPatch #EnergySupport #HealthyHabits #EnergyEnhancer #nontransdermal #LifeWaveIndependentBrandPartner #Phototherapy

**When in Doubt, Keep It Simple:**

- Compliant posts are clear, honest, and don’t promise results. If a claim sounds too good to be true, it probably isn’t allowed.

## RED LIGHT: WHAT TO WATCH FOR

**Unapproved Product Claims:**

- Phrases related to cellular energy production, endurance, or increased energy are not permitted. These statements go beyond what is allowed and may be considered drug or structure/function claims, which can trigger regulatory scrutiny.

**Disclaimers Don’t Fix Noncompliance:**

- Simply adding a disclaimer (e.g., “results not typical” or “not evaluated by the FDA”) does not make an unapproved claim compliant. The core message must be acceptable on its own.
- When applicable, use disclaimers as large as the ad copy for effectiveness.

**Risky Hashtags:**

- Even hashtags can be problematic. Avoid hashtags that imply health benefits, product outcomes, or income promises—like #EndlessEnergy, #CureFatigue, or #WellnessWealth. These are still considered implied claims and can put your post—and the company—at risk.

## COMPLIANCE BEST PRACTICES

## WHAT TO AVOID



**Caption:**

Every morning I put on X39. One small patch, a simple way to feel ready for the day.  
#SelfCareEssentials #independentbrandpartner



**Caption:**

My Daily Wellness Routine.  
Mindful moments start here. Whether you're centering through breath or sipping your favorite drink. Let X39 be the soul of your daily wellness routine. Experience the balance of acupressure and acupuncture well-being— all through the simplicity of a single patch.  
#Painfree #Healing #HealingJourney #CureFatigue #StemCellactivation #MentalHealthCure #MiracleCure

### GREEN LIGHT: WHAT IS ACCEPTABLE

- **No disease or medical terms**
- **No claims of curing, healing, or treating**
- Focuses on **routine, balance, and lifestyle**
- Uses **personal, reflective language**
- Hashtags support **general wellness**, not medical outcomes

**Compliance Best Practices:**

- Share your **routine**, not results
- **Avoid trigger words** like “cure,” “pain,” or condition names
- Use **broad, lifestyle-focused hashtags**
- Keep it **real, personal, and compliant**
- **Avoid hashtags** that name specific conditions or imply treatment.
- Stick to **general lifestyle or motivation tags** (e.g., #HealthyHabits, #MorningRoutine).
- Focus on **personal experience** without promising specific outcomes.
- Never use **clinical-sounding language** without approved substantiation. When in doubt use LifeWave’s Advertising Guidelines.

**Safe Hashtags:**

#WellnessJourney #MindfulLiving  
#SelfCareEssentials #WellnessPatch  
#Wellnessritual #Phototherapy  
#DailyWellnessRoutine  
#LifeWaveindependentbrandpartner

### RED LIGHT: WHAT TO WATCH FOR:

- Claims—whether explicit or implied—that suggest a product **diagnoses, treats, prevents, or cures** health conditions are often not **approved** by regulators (like the FDA or FTC) and may breach company policies.
- This includes **hashtags** and **phrasing** that:
  - Imply medical efficacy
  - Promise unverified wellness outcomes
  - Use disease names or clinical terms without evidence
  - Unauthorized Claims: Words like “cure,” “miracle,” “stem cell” can be misleading

**Risky Hashtags:**

- Implied medical claims like #PainFree, #CureFatigue, #MentalHealthCure, #ADHD, and #MiracleCure suggest therapeutic benefits.
- Terms like “stem cell activation” and “cure” are regulated and require scientific evidence or approval.
- These hashtags can be interpreted as health claims, even if not stated outright in the caption.

## COMPLIANCE BEST PRACTICES

## WHAT TO AVOID



**Caption:**

Fuel your adventure with purpose. Cellergize Morning fits right into your active lifestyle—whether you're on a trail or just tackling your day. #independentbrandpartner



**Caption:**

“Struggle with *inflammation, fatigue, or poor digestion*? Our Cellergize supplement is *clinically proven to eliminate toxins, heal your gut, and boost your metabolism fast*. One scoop a day keeps *health problems* away. ‘Do it for your future self.’ Tap the link to order now—your body will thank you!”

### GREEN LIGHT: WHAT IS ACCEPTABLE

- Steers clear of specific disease or health claims (e.g., cures, prevents, treats).
- Avoids exaggerated or unproven benefits.
- Conveys descriptive and lifestyle-focused language (e.g., “active,” “adventure,” “wellness”)
- Maintains encouraging, non-prescriptive tone
- Shares hashtags that support healthy living, not treatment

**Compliance Best Practices:**

- Promote the experience, not the outcome
- Use language like fuel, energy, support, balance
- Keep it uplifting, relatable, and non-medical
- Stick to supportive, general wellness language—focus on how the product fits into a healthy lifestyle, not what it “fixes.”

**Safe Hashtags:**

#StartYourDayStrong #InvestInYou  
 #AdventureReady #ActiveLifestyle #HealthyHabits  
 #SupplementYourDay #MLMLife #HikingFuel  
 #EverydayEnergy #BeTheLight

**Follow LifeWave’s Advertising Guidelines**

**Approved Language Examples:**

- Contains ingredients to support healthy stem cell activity vs. Stem Cell Activation
- Utilizes ingredients known to support health and vitality of human cells vs. Cellular Health

### RED LIGHT: WHAT TO WATCH FOR

**Unapproved Product Claims:**

- **Unapproved disease/treatment claims:** “eliminate toxins,” “heal your gut,” “cures inflammation,” “Detox” and “reverse fatigue” imply the product treats or prevents disease, which is not allowed unless it’s a drug.
- **Misleading structure/function claims:** “clinically proven”, “fix your health” requires substantiated scientific evidence and may mislead if not true or if results are overstated.
- **Implied guaranteed outcomes:** Statements like “One scoop a day keeps health problems away” overpromise product effects. Suggests treatment or prevention of real health conditions.

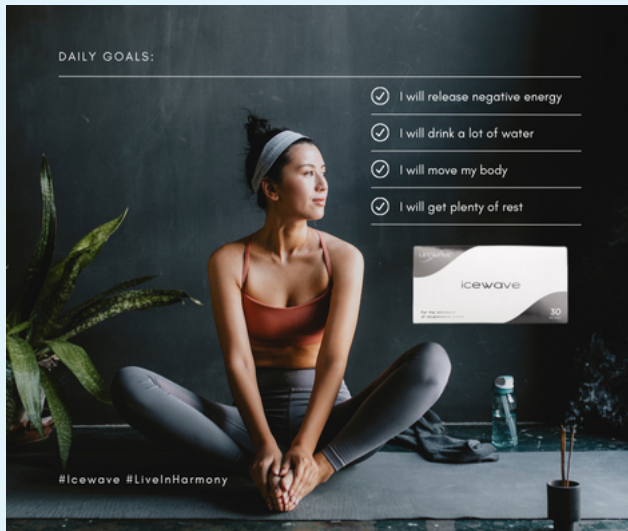
**Risky Hashtags:**

#CuresInflammation #BoostsMetabolism  
 #HealsYourGut #DetoxNaturally #ReverseFatigue  
 #FixYourHealth #ClinicallyProven  
 #SupplementThatHeals#StemCellActivation  
 #Cellularhealth #StemCellactivation

- See all hashtags in red above. Use company specific approved language.
- Terms like “heal,” “cure,” “clinically proven,” or “detox” Promises of quick results or guaranteed benefits.

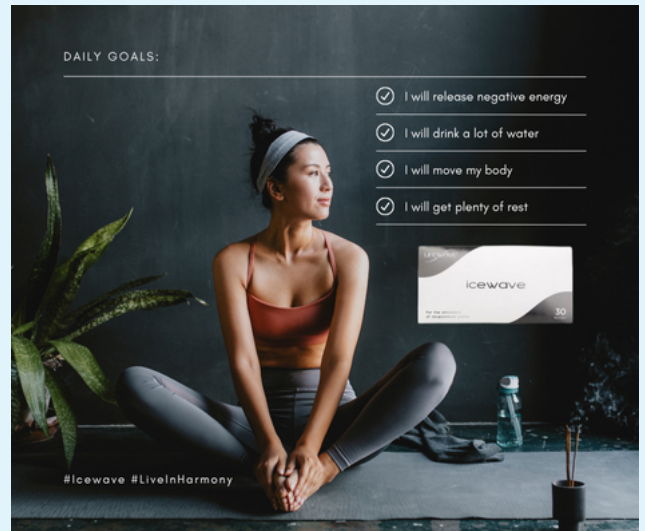
## COMPLIANCE BEST PRACTICES

## WHAT TO AVOID



### Caption

*I'm supporting my goals one mindful step at a time. Whether it's staying hydrated, moving my body, or setting positive intentions — I'm choosing balance every day. #independentbrandpartner*



### Caption

*“Ever since I started using this patch, my **pain is gone**, my energy is back, and I finally feel like myself again. **No more meds, just natural healing.** #LifeChanger”*

## GREEN LIGHT: WHAT'S ACCEPTABLE

- Avoids mention of illness or symptoms
- Focuses on **routine, intention, and balance**
- Uses **tone that is personal, reflective, and lifestyle-driven**
- Shares hashtags that promote **wellness and self-care**, not treatment

### Compliance Best Practices:

- Emphasize **healthy habits**, not health solutions
- Use **uplifting language** (e.g., support, balance, intention)
- Share **what you do**, not what the product “fixes”
- Talk about how you feel supported or balanced—not “fixed.” Stick to general wellness language without health outcome promises.

### Safe Hashtags:

#LiveInHarmony #DailyWellness  
 #MindfulMovement #IntentionalLiving  
 #SelfCareRoutine #BalanceOverBurnout  
 #Icewave #LifeWaveindependentbrandpartner

## RED LIGHT: WHAT TO WATCH FOR

- Claims to relieve or eliminate pain
- Implies **medical substitution** (“no more meds”)
- Suggests a **curative or transformative effect**
- Uses language that may **discourage medical care or medications**

### Risky Hashtags:

- #NoMorePain #AllNaturalHealing #MiraclePatch  
 #Painrelief #Healing
- #NoMorePain and #MiraclePatch make unverified health promises
  - #AllNaturalHealing #Painrelief #Healing
  - Hashtags that suggest treatment, cure, or guaranteed results