



COMPLIANCE SOCIAL SHARING GUIDELINES



GENERAL SOCIAL SHARING GUIDANCE

BEST PRACTICES FOR
COMPLIANCE ACROSS ALL
SOCIAL PLATFORMS

SOCIAL PRODUCT CLAIMS

SAFEGUARD YOUR BUSINESS
WITH AUTHENTIC, COMPLIANT
PRODUCT ADVERTISING

SOCIAL OPPORTUNITY & LIFESTYLE CLAIMS

EFFECTIVELY SHARE YOUR
BUSINESS USING COMPLIANT
LIFESTYLE CLAIMS

LIFEWAVE SOCIAL SHARING GUIDELINES

At LifeWave, we believe in the power of authentic connection, empowered individuals, and a community that shines together.

As a Brand Partner, you are the face and voice of our mission—to Live Long. Live Well. Live Young. Social media is an incredible platform for you to share your journey, connect with others, and build a business. But just as importantly, it's a space where we all carry the responsibility of protecting the integrity of our brand and ensuring we stay compliant, consistent, and credible.

That's where we, your LifeWave Compliance Team, come in. We're not here to limit your growth—we're here to protect it. Think of us as your business partner and a tool in your toolbox for success, providing the resources, guidance, and clarity you need to build confidently and compliantly.

PURPOSE

To help protect our brand, ensure regulatory compliance, and support your success, we've established the following guidelines for how Brand Partners may represent the company, products, and business opportunity on social media.



GENERAL SOCIAL SHARING GUIDANCE

These guidelines have been crafted to help you do three essential things:

1

KNOW THE WHY

Get to know LifeWave’s mission, purpose, and the science behind our innovations. Be proud of the company you’re part of, and communicate it with purpose.

2

SHARE THE TRUTH

Use accurate, approved, and honest claims that reflect the real impact of our products and business opportunity. We don’t need to exaggerate—the truth is powerful enough.

3

GROW WITH CONFIDENCE

Build your business the right way—with clarity, integrity, and compliance—so you can scale sustainably and proudly represent a brand that’s committed to changing lives.



WHO WE ARE AND WHY IT MATTERS

LifeWave is more than a product—it's a movement powered by innovation, community, and science.

We're here to help individuals realize their highest potential, and we do that by upholding high product standards, ethical practices, and social responsibility.

Our purpose is to help you live in the light—to maximize your potential through life-enhancing technology that supports wellness, and enhances your life. Your role as a Brand Partner is to share that light, and our role in Compliance is to make sure nothing dims it along the way.



OUR ULTIMATE GOAL

We want to empower you to share LifeWave's life-changing mission with integrity, transparency, and confidence— while protecting your business, the brand, and the community we're all building together.

Let's keep it clear. Keep it honest. Keep it thriving. Together, we'll set a gold standard for how health and wellness can be shared on social platforms—with truth, purpose, and professionalism.

KNOW THE WHY

COMPLIANCE BEST PRACTICES	WHAT TO AVOID
<p>BE A PROMOTER</p> <p>Stay educated on LifeWave’s mission, purpose, and patented life technology so you can speak with clarity and conviction.</p>	<p>MISREPRESENTING SCIENCE</p> <p>Don’t reference studies, patents, or scientific facts in ways that are misleading or not aligned with company materials.</p>
<p>BE CONTENT COMPLIANT</p> <p>Rely on official marketing and educational materials to ensure accuracy of all shared information, and always follow approved, up-to-date language.</p>	<p>SHARING UNVERIFIED INFORMATION</p> <p>Avoid repeating hearsay or nonapproved stories, especially when they lack a scientific or official source.</p>
<p>BE TRUTHFUL</p> <p>Share only accurate, approved product and income claims. Include required disclaimers and avoid exaggeration.</p> <p>Make clear that success requires personal effort and commitment.</p> <p>Always disclose your LifeWave Brand Partner status. (e.g., #Ad or #LifeWaveIndependentBrandPartner)</p>	<p>UNAPPROVED CLAIMS</p> <p>Refrain from using unapproved claims about LifeWave’s products or business programs.</p> <p>Make clear that success requires personal effort and commitment.</p>
<p>BE AUTHENTICALLY YOU</p> <p>Share your story in a simple and authentic way using only approved claims and content.</p> <p>Speak from the heart, but within the guidelines.</p>	<p>EXAGGERATION</p> <p>Avoid overstating or embellishing experiences for yourself or others with LifeWave’s products or business opportunity.</p> <p>Omit content that seems too good to be true, is extreme, and/or not a typical experience for the average person.</p>
<p>BE PROFESSIONAL</p> <p>Represent yourself and LifeWave in a positive, uplifting, and respectful manner.</p>	<p>SPAMMY CONTENT</p> <p>Don’t overwhelm people with messages that feel pushy or overly promotional.</p>
<p>BE VIGILANT</p> <p>Protect your business by staying within company and regulatory guidelines—your long-term success depends on it.</p>	<p>HIDDEN AFFILIATIONS & BRANDING</p> <p>Never hide or downplay your connection to LifeWave—transparency builds trust.</p> <p>Don’t use company trademarks, logos, or branded images without prior permission.</p> <p>Steer clear of creating unofficial pages, profiles, or groups that imply they are managed by corporate.</p>

SHARE THE TRUTH

GROW WITH CONFIDENCE