

PREFERRED CUSTOMER PROGRAM

The Preferred Customer program is a powerful incentive for our retail customers. It allows long-term and new customers to avail of special pricing without working the business. This program allows customers to see the financial benefits of being a member, and in time, they may decide to become a LifeWave distributor.

HOW IT WORKS

- A Preferred Customer is a customer who has an active auto-ship (Smart Delivery).
- The new programme allows these customers to avail of special pricing for as long as their auto-ship is active.
- To avail of this special pricing, when a new customer views the lifewave.com website, they will see two pricing options - one for retail customers and one for preferred customers.
- If they select the preferred customer pricing, they will be prompted to set up an auto-ship.

Pricing Details

Retail Customer

- 1 pack = \$79.95, 39 BV, \$30 retail profit
- 2 packs = \$74.95 each, 39 BV each, \$25 retail profit per pack
- 3 packs or more = \$69.95 each, 39 BV each, \$20 retail profit per pack

Preferred Customer

- 1 pack = \$69.95, 39 BV, \$20 retail profit
- 2 packs = \$59.95, 39 BV each, \$10 retail profit per pack
- 3 packs or more = \$49.95, 39 BV each, no retail profit

WHAT HAPPENS IF A PREFERRED CUSTOMER CANCELS THE AUTO-SHIP

- If a preferred customer cancels an auto-ship, they will automatically revert back to the retail customer pricing.
- They can set up another auto-ship if they wish to avail of the preferred customer pricing once again.