



2024 U.S. Earnings Disclosure

Participating in LifeWave®

As a LifeWave Brand Partner, you can participate by:

- Selling LifeWave products to your customers
- Developing LifeWave Preferred Customers who purchase products every month
- Finding others who want to consume or sell LifeWave products
- Buying LifeWave products at a discount for your own or household use

Cost to Register and Renew

You do not need to purchase products to become or remain a LifeWave Brand Partner. The enrollment fee is \$25, with an annual renewal fee of \$25.

Direct Selling as a Brand Partner

The LifeWave opportunity is based on product sales. As a LifeWave Brand Partner, you cannot earn commissions by merely sponsoring or recruiting others. You can earn by:

- Applying retail markup on LifeWave products you sell to customers
- Earning sales commissions based on your product sales and the product sales of LifeWave Brand Partners in your sales organization.

Your success in the LifeWave sales opportunity will vary. Many factors are involved, including your customer base, networking skills, business experience, effort, persistence, and the quality and extent of your sales organization.

Your Earnings

21% of registered and active LifeWave Brand Partners received a commission payment from LifeWave in at least one month of 2024 for sales that occurred in 2024. The expenses a LifeWave Brand Partner incurs in the operation of his or her LifeWave business vary widely. Expenses for Brand Partners can be several hundred or thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include promotional expenses, product samples, training, travel, telephone costs, Internet costs, business equipment, and miscellaneous expenses.

- 34% of LifeWave Brand Partners did not earn any compensation during the year because they were not active. An “active LifeWave Brand Partner” is a LifeWave Brand Partner who has purchased products, sponsored another LifeWave Brand Partner, or earned commissions during 2024.

The following statistics are for all U.S. LifeWave Brand Partners in 2024.

The average earnings for all U.S. Brand Partners in 2024 who were active at any time during 2024 was **\$651 before expenses.**

Rank	Percent of all Brand Partners	Percent of active Brand Partners	2024 Annual Income for all Brand Partners				2024 Annual Income for active Brand Partners				Average Months to Achieve Rank*
			High	Low	Average	Median	High	Low	Average	Median	
Brand Partner	94.41%	92.48%	\$17,871	\$0	\$23	\$0	\$17,871	\$0	\$36	\$0	-
Manager	4.67%	6.21%	\$92,218	\$10	\$1,368	\$655	\$92,218	\$10	\$1,553	\$820	4
Director	0.74%	1.04%	\$185,553	\$15	\$8,108	\$4,608	\$185,553	\$15	\$8,738	\$5,219	9
Senior Director	0.07%	0.10%	\$66,956	\$100	\$19,023	\$15,371	\$66,956	\$100	\$19,948	\$16,076	13
Executive Director	0.04%	0.06%	\$142,006	\$2,893	\$44,869	\$41,905	\$142,006	\$2,893	\$46,218	\$42,143	19
Presidential Director	0.03%	0.04%	\$266,006	\$3,840	\$88,715	\$75,005	\$266,006	\$3,840	\$88,715	\$75,005	23
Senior Presidential Director	0.05%	0.07%	>\$3 Million	\$4,766	\$491,345	\$235,005	>\$3 Million	\$4,766	\$506,510	\$239,262	27

*Measured from the date of enrollment.

If It Doesn't Work

You can cancel your agreement with LifeWave at any time. Through LifeWave's 90-day Money-Back Guarantee, you can obtain a full refund, excluding shipping costs, by canceling and returning your initial order within 90 days of purchase. For subsequent product purchases, you may also receive a full refund, excluding shipping costs, by returning all unopened products within 30 days of purchase. You may also receive up to a 90% refund by returning the products within one year from the purchase date.