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FOR IMMEDIATE RELEASE

ALAVIDA REGENERATING TRIO
A New Era in the Science of Skin Care.

**LifeWave Launches Alavida Skin Care
A Groundbreaking, Inside Out, Outside In Approach
to Healthier, Younger-Looking Skin**

SAN DIEGO, Calif., October 12, 2015—On a daily basis, our skin comes under attack in two ways: from the outside in and the inside out. External elements such as environmental exposure can cause dehydration and increases the signs of aging. On the inside, naturally occurring oxidative stress breaks down the body's ability to protect and restore the skin's healthy, youthful appearance.

Until now, skincare companies have only focused on 50 percent of the problem—treating skin from the outside in with moisturizers, ointments and other topical formulas. By addressing skin care from the inside out and the outside in, LifeWave offers the first solution that addresses 100 percent of the problem.

At the heart of this revolutionary approach is the Company's patented patch technology. The world leader in phototherapy patches, LifeWave's proprietary technology uses light to provide a wide range of health and wellness benefits. After years of research and development, LifeWave scientists have now found a way to apply the healing properties of phototherapy to skincare.

According to LifeWave CEO and Founder, David Schmidt: "Light plays an important role in the health of the human body, and the science of phototherapy has been in use for well over 100 years. So using light to illicit very specific reactions within the body is a highly effective and fast way to improve overall health."

Using light emitted by the body's own heat, The Alavida Phototherapy Patch stimulates the skin to specifically help reduce oxidative stress and preserve antioxidants inside the body. So without using any drugs or chemicals, the patch helps promote the regeneration of the skin's radiance from the inside out.

"We conducted a huge study on the Alavida Phototherapy Patch and all of the markers show a reduction in oxidative stress and free radicals," says Dr. Thorton Streeter, DSc for the Centre for Biofield Sciences. "This is a fantastic endorsement for LifeWave, a perfect kind of skin care that inspires the body to heal itself."

Developed with a 30-year cosmetic industry veteran, the Daily Refresh Facial Nectar and Nightly Restore Facial Crème complete the Alavida Regenerating Trio. Both of these topical formulas contain 98.6% naturally-derived, plant-based ingredients and both provide hydrating, anti-aging benefits. One of the key ingredients is microalgae oil, which is rich in DHA, provides a superior increase in skin elasticity, and is clinically shown to help hydration and restore damaged skin.

Working together, the Alavida Regenerating Trio provides substantial results, which are well supported by clinical studies conducted in July of 2015. Among the study results: 100 percent of subjects saw an immediate, significant improvement in skin hydration; nearly 90 percent reported significant, overall

improvement in appearance after three weeks; over 70 percent experienced significant improvement in skin firmness after three weeks, and nearly 80 percent showed significant improvement in skin radiance after six weeks.

“If you really want to have radiant and beautiful looking skin, you need to first have healthy skin,” says David Schmidt. “With the Alavida Phototherapy patch, you can improve the appearance of your skin, by improving its health from the inside out. Combine that with the Nectar and Crème, which work from the outside in, and you have an entirely new approach to skin care.”

About LifeWave

Founded in 2004, LifeWave is a health technology company with product distribution in over 100 countries. LifeWave’s product line includes patented, proprietary patch technology that provides a myriad of health benefits without the need for drugs, stimulants or needles entering the body. LifeWave also offers a breakthrough, caffeine-free, stimulant-free nutrition line, which produces results within minutes of use. Headquartered in San Diego, California, LifeWave is a privately held company and a member of the Direct Selling Association (DSA). For more information, visit www.lifewave.com. Like LifeWave on Facebook.

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