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FOR IMMEDIATE RELEASE

LifeWave's New Y-Age Carnosine Patch Helps Keep Body Young

(LA JOLLA, CA) (July, 10, 2006) – The newest in the series of non-transdermal patches is the LifeWave Y-Age Carnosine patch created by the company's Founder and President David Schmidt as a simple way to elevate the body's Carnosine levels. Carnosine is an antioxidant found naturally in the human body that plays an important role in overall health and athletic performance, accelerates wound healing, and helps minimize fine lines and wrinkles

A privately held company, LifeWave is an international distributorship company that offers a unique line of products in the form of adhesive patches now sold in 84 countries.

"We created the Y-Age Carnosine patch to help supplement our body's Carnosine levels which decline naturally with age," said Schmidt. "Clinical research on Carnosine has produced some amazing and dramatic results including the knowledge that it may be one of several nutrients for keeping the body young as we grow older."

In 2005, LifeWave completed a bioelectrical impedance study of LifeWave Carnosine patches using an Electro Interstitial Scanning (EIS) system. This study showed that cellular physiologic organ function (status), improved in eight of the ten tested organs. Other studies conducted around the globe on Carnosine show that it can protect the brain from plaque, one of the causes of Alzheimer's disease, and that it protects the body's DNA better than any other nutrient. Carnosine is known to accelerate wound healing through the repair of connective tissue. Patents have been issued for using Carnosine to improve athletic performance because it helps to prevent the build up of lactic acid in muscles

Proper Patch Usage

Using one at a time, place the Y-Age Carnosine one-inch circular patch in the middle of the sternum on clean, dry skin in the morning. Patches may be worn for up to 12 hours before discarding and are not to be reused once removed from the skin. Patch wearers are

encouraged to drink lots of water while using the product. LifeWave recommends using the Y-Age patch Tuesday, Thursday, and Saturday. While LifeWave has shown the patch to be safe, patch-wearers who feel any discomfort at anytime should remove the patch immediately. The Carnosine patches may only be worn with the Energy Enhancer and IceWave patches. The Carnosine patches are not to be worn with Glutathione, SP6 or Silent Nights patches.

For more information on patch usage and to order the Y-Age Carnosine patch, visit <http://www.lifewave.com/yage.asp> or call (866) 420-6288.

About LifeWave

Founded in 2004 by David Schmidt, creator of the LifeWave patch technology, LifeWave was founded on the principle of breakthrough personal-improvement technology that helps people all over the world to feel great and live well. Based in La Jolla, CA, LifeWave has grown into an international distributorship company in 84 countries and offers a full line of unique products that create a world-class financial opportunity for those who want to share in the LifeWave mission.

LifeWave products are designed to apply a mild and temporary pressure to acupuncture points that are known to improve the flow of energy through the body. The LifeWave product line includes Energy Enhancer, Ice Wave, Carnosine, SP6, Silent Nights and the new Y-Age Glutathione patches.

LifeWave is privately held and is listed in the 2009 Forbes Top 5,000 Companies. For more information on LifeWave, visit www.lifewave.com. ###