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## FOR IMMEDIATE RELEASE

### **New LifeWave IceWave Patch Gets Rid of Pain Fast**

**(LA JOLLA, CA) (JUNE, 6, 2005)** – For fast, temporary relief of a myriad of body aches, pains and soreness, LifeWave, an international distributorship company that offers a unique line of products, has just introduced its next in a series of non-transdermal patches called IceWave.

Designed to ease joint pain and inflammation, general body aches, stiffness, soreness, swelling and bruising, the IceWave patch stimulates acupuncture points on the body to improve the flow of energy to produce drug-free pain relief within minutes of use.

“Because our bodies require a continuous flow of energy to maintain good health, when we are injured or in pain, that energy flow is interrupted,” explains David Schmidt, founder and CEO of LifeWave. “Using the IceWave patch helps restore the energy flow and delivers quick relief from pain.”

As part of ongoing research conducted since 2002, LifeWave has documented the pain relief delivered by the IceWave patches by comparing infrared imaging that shows areas of inflammation in various parts of the body such as the neck, shoulders and lower back. Within 5 minutes of applying the IceWave pain relief patches, a dramatic reduction in temperature and inflammation is visible. Overall results show that 34 out of 36 people taking part in one study responded with reduced inflammation in the painful area(s).

#### Proper Patch Usage

The IceWave patch placement protocol was developed after hundreds of hours of testing by Dr. Steven Haltiwanger, MD, and has come to be known as “The Haltiwanger Cross” from the way in which the patches are moved around the pain. For the best results, IceWave patches should be moved as instructed so that the maximum benefit in pain relief can be achieved by the user

Step one is to simply apply the one-inch circular white IceWave patch to the center of the chest and the tan IceWave patch to the site of pain. If the pain has not been reduced in 10 seconds, move the white patch to the 3 o'clock position. If pain has not been reduced in 10 seconds, move the patch to the 6 o'clock position. And finally, if pain has not been reduced in 10 seconds, move the patch to the 9 o'clock position. For all over the body pain, place a white patch on the bottom of right foot, and tan patch on bottom of left foot. A second set of patches may also be applied to the inside of the elbows.

Patches can be worn for up to 12 hours and are not to be reused once removed from the skin. Patch wearers are encouraged to drink lots of water while using the product. While LifeWave has shown the patch to be safe, patch-wearers who feel any discomfort at anytime should remove the patch immediately.

For more information on patch usage and to order the IceWave patch, visit <http://www.lifewave.com/icewave.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](http://www.lifewave.com). ###