



1020 Prospect St. Suite 200
La Jolla, CA 92037
www.lifewave.com
(866) 420-6288

Contact: Mary Schmidt-Krebs, APR
mary@mesaincorporated.com
760-931-0775

Allison Klare
aklare@lifewave.com
858-459-9876 Ext. 306

FOR IMMEDIATE RELEASE

LifeWave Unveils Bold Look with New Packaging/Marketing Materials

(San Diego) (March 2011) -- Modern, sophisticated, and functional -- after months of design and development, LifeWave, an international distributorship company in more than 90 countries that offers a full line of unique non-transdermal patch products, recently launched the next generation of its visual identity. LifeWave's new packaging is both striking and more functional and includes a new patch design, an attractive and informative all-product brochure and easy-to-use instruction booklets for each patch product. The new materials are available in 11 languages.

"LifeWave has devoted considerable time and resources to this identity update, and we have taken every packaging and design detail into consideration," said LifeWave Founder and CEO David Schmidt. "The result is a new look that is efficient, sophisticated and innovative."

Highlights of the packaging include new sleek and streamlined envelopes that are sturdy, reclosable and help users keep patches organized and easily accessible. All packages contain 30 patches and are a standard 1 ½ inch round. A new All-Product brochure was also produced that provides an overview of the LifeWave patch technology as well as a summary of the benefits of each patch. A new Instructions-for-Use booklet for each patch product provides usage information as well as proper patch placement procedures.

For more information on LifeWave visit www.lifewave.com.

About LifeWave

Founded in 2004 by David Schmidt, creator of the LifeWave patch technology, LifeWave was created on the principle of breakthrough personal-improvement technology that helps people all over the world to "Live Long, Live Well". Based in San Diego, California, LifeWave has grown into an international company with distributorship in more than 90 countries. For those who want to share in the LifeWave mission, the company offers a full line of unique non-transdermal products that create a world-class financial opportunity.

LifeWave products are designed to stimulate acupuncture points that are known to improve the flow of energy through the body. The LifeWave product line includes [Y-Age Aeon](#), [Energy Enhancer](#), [IceWave](#), [SP6 Complete](#), [Silent Nights](#), [Y-Age Carnosine](#) and the [Y-Age Glutathione](#) patches.

LifeWave is privately held and is listed in the 2010 [Inc. Magazine](#) Top 5,000 Companies. For more information on LifeWave, visit www.lifewave.com.

###