



9444 Balboa Ave., Suite 150
San Diego, CA 92123
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 Accepted as a Member in the Direct Selling Association

(San Diego) (June 22, 2011) – [LifeWave](http://www.LifeWave.com), (www.LifeWave.com) an international distributorship company in more than 90 countries that offers a full line of unique non-transdermal patch products, has been accepted as a member of the [Direct Selling Association](#) (DSA). The DSA is a national trade association for companies that manufacture and distribute goods and services directly to consumers. Only direct sellers of the highest caliber are admitted into the association.

Prior to acceptance, the DSA puts potential members through a year-long rigorous review process to determine whether the company has met all of the association's high standards. During the review process, the DSA examines all company marketing materials, contracts and manuals for compliance. In addition, the DSA contacts law enforcement and consumer protection agencies to determine the status of consumer complaints and legal and regulatory actions that may have been taken against the applicant.

"Our acceptance into the Direct Selling Association as a member provides independent validation for the high business standards that LifeWave has set for our company and members," said [David Schmidt](#), founder and CEO of LifeWave. "Our DSA membership provides our distributors and customers with the knowledge that they are conducting business with a company that is credible and ethical."

"The members of the Direct Selling Association pride themselves in their commitment to the highest standards in business ethics," said DSA's President Neil Offen. "By applying for membership in the association and going through a rigorous approval process, LifeWave is

saying they take their ethical obligations to their field sales force and to the ultimate customer seriously and are willing to make a public pledge to that effect.”

DSA’s Code of Ethics gives the direct selling industry one of the strongest self-regulatory codes in business today. All member companies are not only required to comply with the Code to be admitted to the association, but must also continue to uphold and promote the Code as a condition of continuing membership in the association. DSA’s Code is enforced by an independent code administrator who investigates and prescribes remedies in response to sales force and consumer complaints against member companies.

The Code itself includes provisions requiring truthful disclosure of product information regarding price, grade, quality, quantity and availability. The Code expressly prohibits pyramid schemes, deceptive or unlawful consumer or recruiting practices, misrepresentation of earning or sales potential, inventory loading and unreasonable entrance fees.

DSA members agree to conduct their business with the utmost levels of professionalism and abide by the Association’s [Code of Ethics](#).

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. ###