






2020 Preferred Customer Program Overview

COMPONENT	CUSTOMER BENEFIT	WHERE AVAILABLE	WHO IS ELIGIBLE?	DISTRIBUTOR BENEFIT
PC Pricing	Wholesale pricing w/o becoming a Distributor		All	<ul style="list-style-type: none"> • Customer Retention • Profit from each sale • PV(Personal Volume) to Distributor • BV(Business Volume) flows up the binary • PCs can join as Distributors when ready
PC Sampling Program	<ul style="list-style-type: none"> • Free Samples for 5 months • 2 Free sleeves at 6 months 	 (2020)	New PCs	<ul style="list-style-type: none"> • Customer Retention • Happy Customers • Introduces other LifeWave products
PC Introductory	Discounts of up to 20% off wholesale pricing	 (2020)	New PCs	<ul style="list-style-type: none"> • Earn Preferred PIBs(Product Intro Bonus) • PV to Distributor • BV flows up the binary
PC 3 & FREE Program	<ul style="list-style-type: none"> • Earn free product every month • Share the LifeWave experience 	 (2020)	All PCs	<ul style="list-style-type: none"> • Receive PV and profit from the 3 (or more) referral orders • Receive PV even when the customer gets free patches • A great new way to generate leads
PC Loyalty Rewards Program	<ul style="list-style-type: none"> • Earn discounts on future purchases • Free birthday gift 	 (2020)	All PCs	<ul style="list-style-type: none"> • Customer Retention • Happy Customers