

# A Groundbreaking Approach to Nutritional Supplements

*Redefining a Product Category Through Rapid Results*



## The Business Case for Theta One and Theta Activate

By 2013, LifeWave was a successful health technology brand with product distribution in over 100 countries. As we approached our 10-year anniversary, Distributors and customers were more passionate than ever about the transformative powers of our company. Our products were big sellers in multiple regions, global manufacturing was firmly intact and the company had a generally positive outlook.

LifeWave had built a reputation on its non-transdermal [patch technology](#), the subject of over 70 research and clinical studies. But the Company didn't get where it was by resting on its laurels, and expanding product innovation was a natural progression of its vision for vibrant health.



Inventor, Founder and CEO, [David Schmidt](#), was already keen on entering the global nutrition market, with the caveat that the resulting product had to be as innovative and effective as our patches. Given the magnitude of the industry and the breadth of its product offerings, this would be a formidable challenge.

David and LifeWave President [Mike Collins](#) had always nurtured a strong relationship with our distinguished Leaders in the field. In keeping with this, they first consulted with our Advisory Board—comprised of top Leaders who've played a crucial role in LifeWave's success—on this critical strategic decision. These meetings provided the necessary insights to move forward with development.



In the global nutrition market, most people have to wait weeks or even months before experiencing a product's benefits. With that in mind, David and LifeWave's Health and Science Director, [Dr. Steven Haltiwanger](#), began devising a nutritional drink supplement to provide whole body health benefits. By carefully calculating target-specific formulas, the distinguishing factor would be its nutrient delivery system, designed to produce results within minutes of use.

These efforts led to the creation of Theta One and Theta Activate, a true paradigm shift in the industry. David and his team had invented a unique set of technologies that work together to produce rapid results for the majority of users.

### LifeWave now had its three-pronged product solution:

- ⊕ The fast results were an industry game changer.
- ⊕ Distributors were empowered with a captivating value proposition that could be validated face to face.
- ⊕ This product would help people feel benefits faster than ever before, without the use of drugs or stimulants.

Our Distributors were elated to say the least. They had a simple, powerful story to help build their LifeWave businesses, the perfect tool for live demonstrations, individual interaction and in-home party meetings. The potential was unlimited, as they could now leverage the customer's almost instant reaction with a product that essentially speaks for itself.

## A Dynamic Duo of Efficacy

Most supplements today lack a delivery system to help essential nutrients enter and work in our cells. This results in people not experiencing benefits for long periods of time. Together, the synergistic blend of Theta One and Theta Activate shatter that mold.

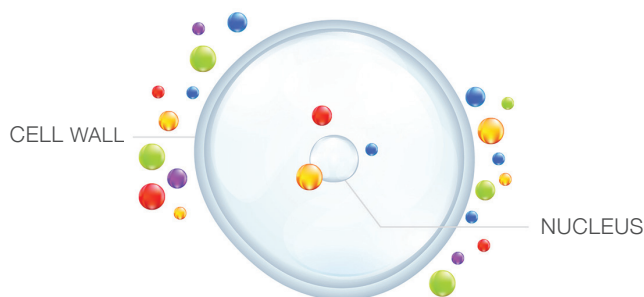
- ⊕ Theta Activate increases the absorption of Theta One's nutrients into the cells.
- ⊕ Once the nutrients are in the cells, Theta Activate speeds up metabolism, causing the nutrients to work right away.

Beyond producing rapid results—including boosted energy levels, mood elevation and greater mental clarity—Theta One's main long-term benefit is the promotion of a healthier and stronger body. It contains colostrum, which comes from bovine breast milk and is widely considered nature's first super food. Colostrum supports the body's natural restoration and cell repair through immune system protection and growth factors. The combination of these elements makes colostrum a prime source for keeping the body healthy and young.

Theta One contains two different forms of L-Arginine. This blend has been shown in clinical research to elevate levels of Nitric Oxide, an important molecule that provides a variety of health benefits. L-Arginine is also known to play an integral role in healing wounds, reducing inflammation and increasing endurance.

Other major ingredients include Goji Berry, which has long been used by herbalists to boost immune function. In traditional Chinese medicine, Goji Berry is known to increase strength and longevity as well as alleviating stress. What's more, Goji Berries have a higher protective potency than blueberries, pomegranates or raspberries. Theta One also contains the prebiotic [Nutriose](#), a natural origin fiber, and potassium, both of which contribute to overall vibrant health.

With an integral fusion of nutrients and a groundbreaking delivery system, Theta One and Theta Activate provide amazing results faster than ever before.



*Without Theta Activate*



*With Theta Activate*



## Outcome in the Field: Rapid Results and Record Sales

After 10 years of testing and developing efficacious products, the launch of Theta One and Theta Activate set a new benchmark for the LifeWave community. Among the highlights, LifeWave Ambassador and #1 New York Times bestselling author, Suzanne Somers, was a key presenter, which helped build momentum that quickly spread to crucial European markets.

### Upon release, we surveyed over 1000 participants to better gauge the rapid results:

- ⊕ Nearly 90 percent of those surveyed felt effects within minutes.
- ⊕ Effects included a boost in energy, increased alertness and mental clarity, and a lift in mood.
- ⊕ Nearly 100 percent said they would recommend the product to a friend.

The Company's existing product mix was now elevated to a whole new level. Once people actually experienced the associated benefits, we saw a huge increase in new Members and new customers. The natural bi-product of this visibility was a greater potential for Distributors to cross-sell our entire suite of products.

### On the sales front, 2014 was our most remarkable year to date:

- ⊕ Shortly after launch, distributor commissions increased by an amazing 70 percent.
- ⊕ Rave reviews came in from around the world.
- ⊕ The product made a huge impact in Europe, with sold-out launch events in Copenhagen, Warsaw, Munich and Lyon.
- ⊕ March 8-9 was the biggest sales weekend in LifeWave history, crushing our previous record by 44 percent.
- ⊕ A special product promotion in July resulted in the biggest sales day in LifeWave history.

In January of 2015, LifeWave received an official patent from the United States Patent and Trademark Office for Theta One and Theta Activate. This recognition represents yet another landmark achievement for David Schmidt, whose track record for developing pioneering products continues to be the backbone of our worldwide success.



*I've been using these non-drug patches—with incredible results—to manage pain, improve sleep, increase energy, suppress appetite, and even for overall detoxification. I highly recommend you try them, they've done wonders for me!*

Suzanne Somers  
LifeWave Ambassador



*I've tried a lot of nutritional supplements, and I'm always waiting for that feeling to happen...maybe tomorrow or next week. When I first tried Theta One, it happened within the first minute! I've never felt such an immediate burst of energy from any other product.*

Oscar Hernandez  
LifeWave Distributor