

**Y-Age AEON Media Release\_24 January 2011**

**LIFEWAVE LAUNCHES NEW / TESTED / PROVEN ANTI-AGING Y-AGE AEON PATCH**

Company Ambassador Suzanne Somers Joins Hundreds of LifeWave Distributors for International Product Launch Event

SAN DIEGO, CA, January 24, 2011 /PRNewswire/ — LifeWave executives, company ambassador/best-selling author/health advocate Suzanne Somers and hundreds of its distributorship leaders and members recently gathered at the Ritz-Carlton Hotel in Laguna Niguel, California to usher in a new era in anti-aging with the global launch of the new Y- Age Aeon patch.

San Diego-based LifeWave is an international distributorship company that offers a unique line of homeopathic and acupressure products in the form of non-transdermal adhesive patches.

“After looking at results from seven separate research studies, as well as a focus group with more than 450 participants, we have proven that AEON will change lives for the better with a never before available anti-aging effect,” said David Schmidt, founder and CEO of LifeWave. “This product is about providing people with vibrant health and less stress today. The cumulative effects of this anti-aging effect show visibly with an improved appearance of the skin, and the internal effects (such as a bioelectrical balancing of the nervous system) are even more dramatic.”

During her appearance at the launch, Company Ambassador Somers challenged LifeWave members to go out and touch the lives of those who need Y-Age AEON. “Anti-aging isn’t just about helping people live longer,” said Somers. “It’s about living stronger, healthier and happier. That’s why the AEON patch places LifeWave at the forefront of an anti-aging revolution. It’s an absolutely new technology that dramatically improves quality of life for anti-aging benefits that you can start experiencing now.”

The new AEON patch is designed to help promote an “anti-stress” response in the body. The AEON patch contains no supplements or stimulants, and affects acupuncture points without the need for needles. Users of AEON can expect to experience more energy, less inflammation, and a general feeling of wellness. Longer term use has been shown to reduce the appearance of wrinkles.

“Our autonomic nervous system is perhaps the most important indicator of how our body handles stress,” explains Schmidt. “Our regulatory system controls most of the involuntary activities of our bodies such as digestion, metabolism and heart rate. The research we have conducted over the past year has shown that Y-Age AEON helps support the balance of the autonomic nervous system, ultimately decreasing the body’s stress response.”

With the use of the AEON patch, the clinical studies showed lowered heart rate variability and a balancing of the autonomic nervous system within just 10 minutes of patch application that resulted in a calm, stress-free state. Other studies showed infrared imaging which illustrated a decrease in inflammation in response to AEON. Still other clinical tests demonstrated that AEON lowers the body’s C- reactive proteins (which rise in response to inflammation) and is important because inflammation is often a symptom of stress and can damage healthy tissue and even DNA.

For more information on Y-Age Aeon visit <http://www.lifewave.com/marilynvine> Select Product – then Y-Age.

**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](http://www.lifewave.com).