

## *AcuLife Code of Ethics*

***Please read the Code of Ethics before you fill out your application to be an AcuLife independent distributor.***

1. “Do unto others as you would have them do unto you.” This means, for example, that if there is an AcuLife distributor with a booth set up and paid for at an equine event, it’s not permissible to sell AcuLife patches in the parking lot. The only exception is if you’re selling to your current customers.
2. The suggested retail pricing for a package of AcuLife patches is as follows:
  - One package (one month supply): \$89.95
  - 3-day Event Package: \$120
  - 2-day Event Package: \$90
  - 1-day Event Package/Per Set: \$12

A distributor may not advertise or sell AcuLife product on retail websites, including, but not limited to, eBay, Amazon, and Craigslist. This policy is strictly enforced and if broken can result in termination of your AcuLife distributorship.

3. A distributor is not allowed to set up a booth or patch horses at an equine event until a Certified AcuLife Trainer has properly trained them. Any distributor wishing to set up a booth at an equine event should be ready for an initial investment of at least \$1000 in order to present the approved marketing material for AcuLife. You can also create a partnership with a member of your team and share the expense necessary for proper AcuLife presentation.
4. No distributor is allowed to go to an equine event with another vendor from a different company and patch horses if there is already an AcuLife distributor on the premises with a rented booth space solely for AcuLife patches and other LifeWave, Inc. products. If you rent a booth at an equine event, it is your responsibility to ensure no other AcuLife distributor has rented a booth at the same event. In short, we only allow one AcuLife vendor per event. Exception: If two teams are working together, there may be one outside booth for horses and one inside booth for people.

5. Product education is a major component to owning a successful business. Therefore, all AcuLife distributors are HIGHLY encouraged to take advantage of the tutelage of a Certified AcuLife Trainer to learn the proper verbiage and protocols for applying patches to horses.
6. Clinics and training sessions are best executed when led by a Certified Trainer ONLY. Certified Trainers are responsible for teaching AcuLife distributors how to be successful.
7. Any AcuLife distributor can host a clinic. In fact, we encourage that this happens as soon as possible. The requirements to host a clinic and have one of our Certified Trainers conduct the clinic are as follows:
  - You must be a Gold level member or above
  - You must have at least 5 horses on site for demonstration
  - You must have at least 20 people confirmed to attend
  - You must have a covered arena or barn

If you don't have at least 20 people attend, you will be responsible for paying the hotel and fuel expense of the Certified Trainer.

8. When hosting a clinic, please keep in mind that the official trainer has been certified in AcuLife patch placement and knows how to conduct the clinic in a professional manner. As the host, it is your responsibility to be compliant with what the trainer is teaching. If you have different views or ideas, please discuss with the trainer in private. As the host, make sure no one is consuming alcohol while the clinic is being conducted. This clinic is the start of your new, lucrative business, and you want your guests to experience a professional presentation without any interruption. You only get one chance to make a great first impression, so make sure you do in order for your business to be more successful.
9. Cross-line recruiting is strictly prohibited and grounds for termination. Example: Having a distributor cancel their current membership and sign up again under your name, regardless of any reason. You must respect other distributor's connections. Example #2: If a distributor from Florida knows a person in Texas and sends that person to a clinic in Texas, do not try to encourage this person to enroll under you. Do unto others as you would have them do unto you.

10. All marketing materials developed outside of what can be purchased through LifeWave, Inc., should be sent to and approved by [customerservice@lifewave.com](mailto:customerservice@lifewave.com).

*This information will be updated as needed*