

Complaint to TGA: Lifewave Patches (priority critical)

Promoted by

Domain Name: FREEMOTION.COM.AU

Registrar WHOIS Server: whois.auda.org.au

Registrant Contact Name: Ian Hildebrand

Registrant Contact Email: iangav@westnet.com.au

Registrant: HILDEBRAND IAN GAVIN

Registrant ID: ABN 11360896956

Current details for ABN 11 360 896 956

Current details

Historical details

ABN details

Entity name:	HILDEBRAND, IAN GAVIN
ABN status:	Active from 21 May 2014
Entity type:	Individual/Sole Trader
Goods & Services Tax (GST):	Not currently registered for GST
Main business location:	QLD 4573

Also: <https://www.arvotherapy.com.au/life-wave-patches.html>

<https://www.facebook.com/pages/category/Community/LifeWave-Australia-145821748784318/>

<https://www.linkedin.com/in/bob-harding-a2198629/>

<https://www.facebook.com/acupatchequineaus/>

Etc.

Details of complaint:

These products have been the subject of [four previous upheld complaints](#) by the TGACRP yet they continue to be promoted as therapeutic goods. They also make therapeutic claims for serious diseases e.g. **CARNOSINE BOOSTER** for Alzheimer's disease (screen shots follow). The claims lack evidence and breach the [Therapeutic Goods Advertising Code 2018](#).

Several of these products (but not all) have been included on the ARTG (no: 273835 & 312860) in breach of the essential principle that a medical device must be suitable for its intended purpose.

Sponsor: Lifewave Inc - Acupuncture unit, home use, 15 Coolac Street, Cheltenham, VIC, 3192

ARTG Start Date: 2/01/2019

Intended purpose: LifeWave's X39 is intended to provide mild and temporary stimulation of acupressure points resulting in improvement of energy flow and overall vitality. The device is a non transdermal adhesive patch with a bead. When the patch is applied to a pressure point it

Complaint to TGA: Lifewave Patches (priority critical)

temporarily provides a mild and temporary stimulation resulting in improved energy flow and vitality.

The sponsor and advertisers have failed to perform due diligence on previous upheld complaints and commentaries about these devices:

- <http://scepticsbook.com/2009/08/01/lifewave-website-gets-a-smackdown-from-the-tga-for-misleading-advertising/>
- <http://scepticsbook.com/2009/03/14/miracle-patches-that-cure-everything-or-do-they/comment-page-3/>

Accordingly, I ask that the ARTG inclusion of these devices be cancelled and the [full force of the law](#) be applied to the sponsor and advertisers.

Dr Ken Harvey
MB BS, FRCPA, AM
Associate Professor

Public Health and Preventive Medicine
Monash University
Level 1, 553 St Kilda Rd
Melbourne VIC 3004
M: +61 419181910
E: kenneth.harvey@monash.edu
monash.edu

Also: medreach.com.au
2/02/2019

Complaint to TGA: Lifewave Patches (priority critical)



LifeWave Patches

[GoPatch Home](#)[Energy Patch](#)[Icewave](#)[FAQs](#)[About Lifewave](#)[Business Opportunity](#)[Prices](#)[Contact](#)

LifeWave Patches

A Breakthrough in Promoting Well Being Without Drugs!

Patches For: Sleep
Energy
Pain Relief
Weight Loss
Anti ageing



New Nano
Technology



The self-adhesive Energy patches utilize the principles of Oriental medicine and needlessly acupuncture to gently stimulate points on the body that have been used to balance and improve the flow of energy in the human body for thousands of years.

The result is a natural way of improving the quality of your life without any drugs, stimulants or needles entering the body.

Instead of \$89.95 spend
\$99.95 and become a
member.

So What Are They & How do They Work?

Lifewave patches communicate with the body through the human electromagnetic field. This is known as resonant energy transfer. It's Non-Transdermal. No drugs, No Chemicals, No Stimulants, Nothing enters the body. Lifewaves breakthrough patch Technology gently stimulates acupuncture points.

There are many clinical studies and the patches are manufactured in FDA-Registered facilities. Many famous athletes including David Beckham and Michael Phelps, Lance Armstrong use the patches for Endurance, more energy, and pain management etc.

<http://www.gopatch.freemotion.com.au/>

Complaint to TGA: Lifewave Patches (priority critical)

A frequency of light causes our body to make Vitamin D when we go out in the sun. Another frequency of light (UV) will cause our body to make melanin, the chemical that gives us a sun tan. LifeWave patches use this knowledge to **stimulate acupuncture points** on the body for improving the flow of energy and producing health benefits all within minutes of use!



ENERGY ENHANCER

Increase Energy/Stamina/Endurance

- Recovery Time-Faster
- Increase Mental Clarity/Focus
- Burn Fats up to 20% or more

Increase your body's energy levels without having to take stimulants.

Clinical studies have shown a 20% increase in energy and stamina within a few minutes of applying the patches.

To order, please visit www.lifewave.com
when prompted please enter my rep number 671775



ICEWAVE

Drug Free Pain Relief Within Minutes

Clinical studies show IceWave's effectiveness.
Can reduce soreness, and restore of range of motion to the injured area.

Icewave gets results.

Drug-free pain relief within minutes of use.

To order, please visit www.lifewave.com
when prompted please enter my rep number 671775



GLUTATHIONE BOOSTER

Often Experienced as Effective Within 24 Hours

Glutathione is so powerful that it is able to naturally detoxify the body, strengthen the immune system and turn back the hands of time.

Glutathione is found naturally in the human body.

However our levels of Glutathione start to decline with age. It is the master antioxidant and protects the body from many toxins.

Glutathione is known to improve athletic performance and to help us keep going longer.

The LifeWave Y-Age Glutathione patch is a new way to dramatically increase Glutathione levels in the body on a daily basis

To order, please visit www.lifewave.com
when prompted please enter my rep number 671775

<http://www.gopatch.freemotion.com.au/>

Complaint to TGA: Lifewave Patches (priority critical)



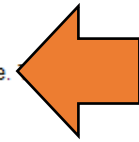
CARNOSINE BOOSTER

Carnosine Can Assit In The Anti ageing Process

Because LifeWave technology is capable of triggering metabolic changes within the cells, our Carnosine Booster goes to work right away and is effective even within the first 24 hours of use!

Carnosine is a naturally occurring nutrient in our bodies.

Studies on Carnosine show that it can protect the brain from plaque, one of the causes of Alzheimer's disease. also show that it protects our DNA better than any other nutrient. Carnosine has the unique ability to turn old cells into young and healthy cells! It can to accelerate wound healing through repair of connective tissue.



To order, please visit www.lifewave.com
when prompted please enter my rep number 671775



SILENT NIGHTS

Introducing Silent Nights

gently stimulate acupuncture points – literally improving the flow of energy in the body for improvement of sleep - within the first evening of use!

Imagine rapid, drug-free sleep.

Now imagine it's yours. Silent Night patches use new technology to stimulate acupuncture points on the body for improving the flow of energy and producing drug-free sleep within the first evening of use.

To order, please visit www.lifewave.com
when prompted please enter my rep number 671775



SP6 APPETITE CONTROL PATCH

If you are overweight, it is not your fault.

100 years ago the average person consumed about 16 pounds of sugar in their diet each year? During the 1980's the average person in the United States consumed about 75 pounds of sugar in their diet each year.

ThePrinciples of Acupressure To Control Appetite

SP6 utilises the ancient principles of acupressure to gently stimulate points on the body that have been used to balance and control appetite for thousands of years. The result is a natural decrease in hunger and sugar cravings – without any drugs, stimulants or needles entering the body!

To order, please visit www.lifewave.com
when prompted please enter my rep number 671775

*Our innovative patch regulates
your appetite by applying mild
pressure to acupressure points.*

<http://www.gopatch.freemotion.com.au/>