

FLORENCE

PRESIDENTIAL TRAVEL INCENTIVE

Few places in the world match the elegance and vitality of Florence. Marvel at the breathtaking Duomo, stand before the statue of David, and watch the city glow with sunsets from Piazzale Michelangelo. Stroll through world-class boutiques, shop for a custom-tailored leather jacket, or bring home handcrafted jewelry from the Ponte Vecchio. Add in the rolling hills and vineyards of Tuscany, authentic Italian cuisine, and mornings that begin with cappuccinos at lively cafés, and you'll discover Italy at its very best—an unforgettable journey we've designed just for you.

Trip Location
Florence, Italy

Trip Dates
Top 10: 3-5 June 2026
All: 5–10 June 2026

Qualification Period
27 October 2025
12 April 2026

Qualification Criteria

All Qualifiers

Achieve and maintain the Paid Rank of 1-Star Presidential or higher for 70% (17 of 24 weeks) during the qualification period.*

Top 10 Qualifiers | Santa Margherita, Italy

For our very top achievers, the adventure begins in Santa Margherita Ligure, a crown jewel of the Italian Riviera. Pastel villas overlook sparkling turquoise waters, and palm-lined cobblestone streets invite leisurely strolls along the waterfront. Chic beach resorts and seaside cafés provide the perfect places to unwind, while scenic coastal trails above the Ligurian Sea reveal breathtaking views and timeless Mediterranean charm. This rare, curated escape sets the stage for Florence and unfolds in the exclusive company of David, Meredith, and the who's who of LifeWave—crafted entirely for our most accomplished Brand Partners.

Trip Location: Santa Margherita, Italy
Trip Dates: Sunday, June 3, 2026 – June 5, 2026

Achieve and maintain the Paid Rank of 1-Star Presidential or higher for 85% (21 of 24 weeks) during the qualification period* AND be in the top 10 of OL3L volume.

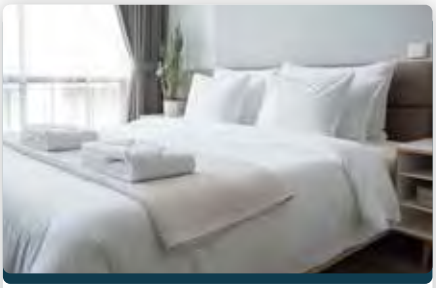
**Full requirements for Qualified Downline Volume (QDV) and Personal Volume (PV) apply, as well as the Maximum Volume Rule.*

Trip Attendance Guidelines



Air Travel

All 1-Star Presidentials or higher who qualify for this trip will earn a trip for two and two flight reimbursements. Once you are registered for the trip, you will be responsible for booking your own round-trip flight(s). We will reimburse you up to $2,500 per person ($2,500 for qualifier + $2,500 for guest). Reimbursement will be issued 30 days after the close of the trip, and only after receipts have been submitted to events@lifewave.com.



Accommodations

Trip qualifiers will be provided with accommodations in a standard guest room, double-occupancy, at the host resort during the program dates. Any extension to these dates will be handled individually with the resort based on availability, and at the cost of the qualifier.



Airport Transfers

Ground transportation will be provided between the airport and the resort on official arrival and departure days. Anyone arriving prior to or staying past the program dates will be responsible for their own transfers.

Meals

Most meals are provided. Please see the trip itinerary, when available, for details. We recommend being prepared to cover a couple of meals during the trip as well as meals on your travel days to and from the program.

Cash-In-Lieu

LifeWave does not offer cash-in-lieu of attendance.

Incidental Charges

No incidental charges are covered by LifeWave. Upon arrival at the resort, you will be asked to present a credit card to be kept on file for incidental charges, and most resorts will place a hold on this card for the duration of the stay.

Transfers

All earned trips and flight credits are nontransferable and have no cash value.

Activities

We want you to experience the features of this amazing destination; therefore, some group activities will be provided, and you will also get some free time to explore on your own. More details will be made available after qualification.

Tax Reporting

The cost of accommodations, meals, gifts, prizes, and activities will be reported to the tax authority where required.

Terms and Conditions:
For active LifeWave Brand Partners only. Qualification period starts on Monday, October 27, 2025, and finishes on April 12, 2026. LifeWave's policies and procedures are applicable to all member activities related to this promotion. Participants must be active and in good standing with the company to be eligible. The company maintains the right to, at its sole discretion, alter or change any terms, conditions, or elements of this promotion as it deems necessary or as dictated by applicable laws, regulations, or policies. The company also maintains the right to, at its sole discretion, disqualify anyone for any reason.