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## Country Focus

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### LifeWave – a revolution in medicine

AS the Romanian franchisee for LifeWave, Daniela Ungureanu is proud to offer this business opportunity to her fellow countrymen.

Having left the country 10 years ago in search of better economic prospects, she discovered direct selling in Italy where she joined LifeWave after three years' experience in the telecommunications sector.

Today, she and her partner Maurizio Monti run a LifeWave franchise (distributorship) in both countries helping people to improve their health through use of the company's unique products, and personal circumstances through the earnings potential.

"I learned a lot about direct selling that was previously unknown to me," said Daniela.

"We are both very attached to Romania and our dream was to find a good business to earn money and help others do the same and enable them to live with dignity."

LifeWave is an American company that operates in over 100 countries. Described as 'acupuncture without needles' the products consist of patches applied to the skin to relieve pain and re-energise the body. Users are said to feel rejuvenated and some remarkable case studies have been recorded.

The patches, another example of the growing science of biotechnology, are placed on traditional acupressure points and activated by body heat to help cells communicate with each other and so relieve a variety of ailments.

"The products combine nanotechnology with the ancient secrets of acupuncture – a revolution in medicine," added Daniela who points to her own experience of childhood scars noticeably fading after using the patches.

"The direct selling channel is helping share the results of this 'revolution' with as many people as possible as quickly as possible. Currently in Romania shops are shutting down almost every day. By contrast, direct selling and multi-level marketing business networks are evolving, their turnover growing from year to year. Companies like ours offer good products and a profitable reward plan which gives people confidence."

Based in Bacau, the company is growing fast and hopes to have a network of at least 1,500 Distributors within the next year.

“We are doubling our activities through expansion into the main cities and based on the start-up experience in other European countries, and a local market analysis, we believe this is a minimum target for our initial network.”

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