

# CODE OF ETHICS

The AXO Method embodies regeneration, empowerment, and transformation. This Code of Ethics reflects our commitment to excellence in wellness through precision, innovation, and care, whilst fostering an inclusive and empowering community.

## 1. CORE VALUES AND ETHOS

### 1.1 FOUNDATIONAL PRINCIPLES

**Regeneration:** Supporting natural healing and renewal

**Empowerment:** Enabling clients to achieve optimal wellbeing

**Transformation:** Facilitating meaningful personal change

**Innovation:** Advancing science-backed wellness solutions

**Excellence:** Maintaining gold standard in regenerative wellness

### 1.2 VISION AND PURPOSE

At AXO, we exist to create a world where wellness is not just a service but a deeply transformative experience. Guided by our commitment to scientific precision, empathetic care, and community connection, we aim to bridge the gap between modern innovation and timeless healing practices. Our purpose is to empower every individual we touch to rediscover their potential, build resilience, and thrive as the best version of themselves—while building a future where luxury wellness leaves a meaningful and lasting impact.

Our vision is to redefine luxury wellness by creating a global community rooted in transformative care, cutting-edge innovation, and intentional connection. We envision AXO as the gold standard for regenerative wellness, leading with science-backed solutions and inclusive practices, inspiring individuals to thrive, heal, and grow in every aspect of life.

## 2. PROFESSIONAL INTEGRITY

### 2.1 QUALIFICATIONS AND STANDARDS

At AXO Method, excellence isn't just a goal—it's our foundation. Our practitioners embody this through unwavering commitment to certification, continuous learning, and scientific precision. Every treatment honours our innovative methodology while respecting client confidentiality. This isn't just about maintaining standards; it's about elevating the art and science of wellness.

### 2.2 CLIENT CARE

At AXO Method, every touch has purpose, and every session is tailored to our clients. We believe in the power of transparent care — where science meets genuine connection.

Our commitment goes beyond the treatment room. We combine proven techniques with attentive listening, ensuring our clients' journey is both effective and empowering. Their choices guide our approach, while our expertise lights the way.

We're not just practitioners; we're their partners in wellness. Through honest dialogue and respectful care, we build relationships founded on trust and understanding. Because our client's transformation journey deserves both excellence and authenticity.

## 3. CONFIDENTIALITY AND PRIVACY

### 3.1 INFORMATION MANAGEMENT

We prioritise the utmost care and professionalism in handling sensitive information. We are committed to protecting all client data, ensuring that explicit consent is always obtained before sharing any details. Our records are maintained to the highest standards of security, and we strictly adhere to all applicable data protection regulations. Furthermore, we deeply respect the privacy of medical information, safeguarding our clients' trust every step of the way.

### 3.2 PROFESSIONAL BOUNDARIES

We are dedicated to maintaining professional and appropriate therapeutic relationships. We ensure that personal boundaries are respected at all times, preserving the dignity and comfort of every client. We are committed to avoiding dual relationships and preventing conflicts of interest, upholding the highest ethical standards in all aspects of our practice.

## 4. ETHICAL PRACTICE

### 4.1 NON-DISCRIMINATION

We treat all clients with equal respect, embracing diversity and inclusion as core values. We are committed to providing unbiased services and maintaining cultural sensitivity in every interaction.

Additionally, we actively support accessibility in wellness, ensuring our approach is welcoming and inclusive for all.

## 4.2 INFORMED CONSENT

We prioritise transparency by providing clear information about all treatments. We take the time to explain expected outcomes and discuss any potential risks, ensuring clients are fully informed. Explicit agreement is always obtained, and we wholeheartedly respect the right of every client to decline treatment at any stage.

# 5. PROFESSIONAL RESPONSIBILITY

## 5.1 QUALITY ASSURANCE

We are committed to maintaining the highest standards in all treatments. We adhere to established protocols and exclusively use approved materials and techniques. Every treatment is documented with precision, and we actively seek regular feedback to ensure continuous improvement and exceptional client care.

## 5.2 HEALTH AND SAFETY

We prioritise creating a safe and secure treatment environment for every client. We strictly follow hygiene protocols, conduct thorough health screenings, and ensure all equipment is meticulously cleaned. Client wellbeing is at the heart of everything we do, and we are dedicated to upholding the highest standards of safety and care.

# 6. BUSINESS ETHICS

## 6.1 TRANSPARENT PRACTICE

We are committed to transparency and integrity in all client interactions. We provide clear pricing, uphold honest marketing, and adhere to fair billing practices. Appointments are honoured with the utmost professionalism, and we ensure cancellation policies are communicated and respected to maintain trust and clarity.

## 6.2 BRAND INTEGRITY

We are dedicated to upholding the integrity of our brand. We strictly follow brand guidelines, safeguard intellectual property, and maintain a professional image at all times. Our actions

reflect the company's core values, ensuring we represent AXO Method with respect and authenticity in every interaction.

## 7. LEGAL AND REGULATORY COMPLIANCE

### 7.1 PROFESSIONAL REQUIREMENTS

We are committed to the highest standards of professionalism and compliance. We ensure all practitioners maintain up-to-date certifications and valid insurance. We strictly adhere to local regulations, report incidents appropriately, and keep accurate records to uphold safety, accountability, and trust.

### 7.2 ETHICAL VIOLATIONS

We prioritise ethical practices and the well-being of our clients. We promptly report any concerns and fully cooperate with investigations when necessary. We are dedicated to preventing misconduct and ensuring that all actions protect the public interest, maintaining the highest standards of integrity and professionalism.

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This Code of Ethics represents our commitment to excellence in wellness and professional practice. All AXO Method practitioners pledge to uphold these principles, contributing to our vision of transformative care and scientific innovation in luxury wellness.