

# GENAI CONTENT SOLUTIONS FOR HEALTH & WELLNESS



## ACCELERATE SPEED-TO-SHELF

Generate compliant, brand-right copy, attributes, and campaigns instantly to reduce agency reliance and production costs.

## STRENGTHEN BRAND TRUST

Claims, labels, and descriptions are generated from governed master data for accurate, transparent, audit readiness.

## EMPOWER GLOBAL EXECUTION

Translate, localize, and syndicate compliant content across brands, markets, and languages in real time.

## CONTINUOUS INTELLIGENCE

Agentic AI automates enrichment, approvals, and publishing, keeping content aligned with regulatory and consumer demands.

Built on the AI-native ONE<sup>SM</sup> Platform, Digital Wave Technology's GenAI Content Solutions help brands create, validate, and activate product copy, attributes, review insights, and digital ads with accuracy and speed. With Generative AI, Agentic AI, and governed master data working together, your content becomes intelligent, compliant, and instantly ready to deploy across every retail, ecommerce, and digital shelf.

## KEY FEATURES

- **Generate Product Copy & Campaigns:** Create SEO-, AEO-, and GEO-optimized descriptions, short-form copy, and ads aligned with your brand's standards and compliance requirements.
- **Extract & Enrich Attributes with AI:** Automatically generate and validate structured product details, claims, and certifications from trusted sources for accuracy and completeness.
- **Translate & Localize Globally:** Adapt content across languages and regions using built-in regulatory and cultural intelligence to maintain relevance and precision.
- **Automate Workflows with Agentic AI:** Deploy intelligent agents to enrich data, route approvals, and publish content automatically across multiple channels.
- **Analyze Reviews & Surface Insights:** Turn customer feedback into actionable intelligence to refine messaging, enhance product content, and optimize campaigns.
- **Enforce Compliance Guardrails:** Apply embedded regulatory checks, audit trails, and role-based approvals to ensure every asset is compliant and traceable.



# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Lead the next era of intelligent content. Digital Wave's GenAI Content Solutions do more than generate copy — they activate data into governed, intelligent execution. Built on the ONE<sup>SM</sup> Platform. Powered by AI. Designed for Health and Wellness growth.*

## UNIFIED DATA FOR ACCURACY

Unlike standalone AI tools, Digital Wave's GenAI is embedded in the ONE Platform with a governed master data foundation. Every asset — from product copy to advertising — is created from verified information, ensuring consistency and compliance.

## TAILORED FOR HEALTH & WELLNESS BRANDS

The solution supports ingredient transparency, claims validation, and regulated labeling, helping companies meet stringent industry standards with confidence and speed.

## FUTURE-READY AUTOMATION

GenAI and Agentic AI continuously learn and adapt, automating campaign execution, localization, and regulatory readiness. Your brand gains the agility to deliver content faster, smarter, and more transparently across every digital and retail channel.



# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONE<sup>SM</sup> Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



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