



LifeVantage Further Expands in Europe, Launches in Spain

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SALT LAKE CITY, March 19, 2019 (GLOBE NEWSWIRE) -- As part of an ever-growing footprint in Europe, LifeVantage (Nasdaq:LFVN) has opened for business in Spain. The new market opened over the weekend as part of the company's European Leadership Academy in Barcelona, which played host to a capacity crowd.

"We are extremely pleased with the interest we are seeing in Spain, and we anticipate a strong launch out of the gate with participation from all over the world," said LifeVantage Chief Sales Officer Justin Rose.

Spain is open for both distributor enrollments and customer orders. LifeVantage will initially offer its flagship Protandim Nrf2 Synergizer® supplement, its TrueScience® Beauty System, its Omega+ fish oil supplement, and its probiotic supplement known in Europe as Pro+. Protandim Nrf1 Synergizer® is also scheduled for release later this year.

In addition to Spain, LifeVantage now has a European presence in the United Kingdom, Germany, Netherlands and Austria. The company also has plans to expand into Belgium and Ireland in the coming months. Select LifeVantage products are currently available in both countries – as well as France and Italy – on a not-for-resale basis as part of the company's Global Customer Acquisition Program.

"As a health and wellness company, it's always rewarding to see our biohacking community expand and our products become more readily available," said LifeVantage CEO Darren Jensen, "but there's an extra energy and excitement when you open a market [known for its healthy lifestyle](#) like Spain."

With a population of 50 million, Spain currently boasts [one of the world's highest life expectancies](#) at 83 years.

With the addition of Spain, LifeVantage now serves 13 markets in North America, Europe, Australia, and Asia.

About LifeVantage

LifeVantage Corporation (Nasdaq:LFVN) is a pioneer in Nutrigenomics – a new science dedicated to biohacking the human aging code. The company is engaged in the identification, research, development, and distribution of advanced nutraceutical dietary supplements and skin and hair care products, including Protandim®, a line of scientifically-validated dietary supplements; TrueScience® Beauty and Hair Care Systems; Petandim™ for Dogs, a companion pet supplement formulated to combat oxidative stress in dogs; Axio® Smart Energy Drink mixes; PhysIQ™, a Smart Weight Management System; and Omega+, a 3-in-1 fish oil supplement. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, visit www.lifevantage.com.

Forward Looking Statements

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe", "hopes", "intends", "estimates", "expects", "projects", "plans", "anticipates", "look forward to", "goal", "may be", and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding our future growth and projected success in certain markets. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contained in such statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These risks and uncertainties include, among others, those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's Quarterly Report on Form 10-Q under the caption "Risk Factors," and in other documents filed by the Company from time to time with the Securities and Exchange Commission. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this document. All forward-looking statements are based on information currently available to the Company on the date hereof, and the Company undertakes no obligation to revise or update these forward-looking statements to reflect events or circumstances after the date of this document, except as required by law.

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