



---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): April 11, 2008 (April 10, 2008)**

**Lifevantage Corporation**

(Exact name of registrant as specified in its charter)

**Colorado**

(State or other jurisdiction  
of incorporation)

**000-30489**

(Commission File Number)

**90-0224471**

(IRS Employer Identification No.)

**6400 South Fiddler's Green Circle, Suite 1970, Greenwood Village, CO 80111**  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (720) 488-1711

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 7.01 Regulation FD Disclosure**

On April 10, 2008, Lifevantage Corporation issued a press release entitled, "Lifevantage Announces Sales Increase; Adds Media Powerhouse to National Television Advertising Campaign". The press release is attached as Exhibit 99.1 hereto, which is furnished under Item 7.01 of this report and shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

David Brown, President and Chief Executive Officer of Lifevantage Corporation, will present a business presentation during a 2005 Warrant Holder Conference Call on April 11, 2008. The business presentation is attached as Exhibit 99.2 hereto, which is furnished under Item 7.01 of this report and shall not be deemed to be "filed" for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act, regardless of any general incorporation language in such filing.

**Item 9.01 Exhibits**

99.1 Press release, dated April 10, 2008, entitled, "Lifevantage Announces Sales Increase; Adds Media Powerhouse to National Television Advertising Campaign".

99.2 Business Presentation

---

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: April 11, 2008

LIFEVANTAGE CORPORATION

By: /s/ Bradford K. Amman

\_\_\_\_\_  
Bradford K. Amman  
Secretary/Treasurer

---

## EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release, dated April 10, 2008, entitled, "Lifevantage Announces Sales Increase; Adds Media Powerhouse to National Television Advertising Campaign".
99.2	Business Presentation



**FOR IMMEDIATE RELEASE**

April 10, 2008

**NEWS**

OTCBB: LFPV

**LIFEVANTAGE ANNOUNCES SALES INCREASE; ADDS MEDIA POWERHOUSE TO NATIONAL TELEVISION ADVERTISING CAMPAIGN**

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFPV) [www.lifevantage.com](http://www.lifevantage.com), announced today that March sales of its revolutionary anti-aging supplement, Protandim®, reached the highest levels since November 2007. “Increased sales were seen in both direct and retail channels,” said David Brown President and CEO of LifeVantage, “and now, we’re excited to announce that for the first time in Company history, we will engage in a national branding and awareness campaign that will include network television commercials as well as aggressive online advertising.” Protandim first came to prominence after the natural product was featured on ABC News’ Primetime Live as a breakthrough “with the potential of adding years to people’s lives.”

The marketing effort is led by Los Angeles based Peter Baloff, an award-winning creative director with a reputation as one of the country’s most successful advertising strategists, best known for launching new companies and new brands utilizing results-driven advertising models.

To promote Protandim, LifeVantage has partnered with U.S. International Media, founded by legendary media buyer, Dennis Holt, the founder of Western Media, one of the world’s largest media buying companies. The campaign will initially target viewers of CNN, Headline News Network, Hallmark Television, Oxygen and The Travel Channel, all networks known to attract health-conscious consumers.

In addition, U.S. International Media’s interactive division will lead the online marketing effort. Their efforts will be supported by a complete website re-design by Ciplax, the premiere web design firm in Los Angeles, which specializes in search optimization. Ciplax’s impressive client list includes Century 21, Dell and Nike.

“We are committed to long-term branding,” says Mr. Brown, “by combining direct response advertising with state-of-the-art internet direct marketing strategies, we will subsidize our media budgets, allowing us to conduct ongoing campaigns. This is what it takes to build brand awareness and to insure geometric, then exponential growth.”

The initial television test features one-minute, two-minute and five-minute commercials, informing viewers that “Protandim is the only supplement in the world clinically proven to slow the rate of cell aging to the level of a 20 year old.” The commercials include scientifically supported 3-D medical animation and testimonials to present the story of this revolutionary supplement.

---

## **About Protandim®**

Protandim® is a unique approach to fighting the effects of cell-damaging free radical molecules which advance the aging process, including many of the diseases of aging. The patented dietary supplement increases the body's natural antioxidant protection by inducing the cells of the body to produce naturally occurring protective antioxidant enzymes, a process which is thousands of times more effective than traditional vitamin-mineral supplements. Free radical damage occurs when a person is subjected to environmental stresses and generally increases with age. Data from a peer-reviewed scientific study in men and women, sponsored by LifeVantage, show that after 30 days of taking Protandim®, the level of circulating toxins produced by free radicals decreased an average of 40 percent. With continued use, the decrease was maintained at 120 days. For more information, please visit the Protandim® product web site at [www.protandim.com](http://www.protandim.com) or contact Jan Strode at (619) 890-4040.

## **About LifeVantage Corporation**

LifeVantage Corporation is a publicly traded (OTCBB: LFN), science based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in Colorado, LifeVantage develops nutraceutical products, including Protandim, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit [www.protandim.com](http://www.protandim.com) or contact Jan Strode at (619) 890-4040.

*This press release contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. 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 including the risk that sales of our product may not continue at the levels discussed in this press release. These risks and uncertainties may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB for the year ended June 30, 2007, 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 press release. All forward-looking statements are based on information currently available to the Company, and the Company undertakes no obligation to revise or update these forward-looking statements.*

###

### **CONTACTS:**

#### **LifeVantage Corporation**

**Press Contact: Jan Strode**

**Telephone: (619) 890-4040**

LIFE VANTAGE

**LIFE VANTAGE™**

Investor Presentation  
April, 2008

www.LifeVantage.com  
Trading Symbol on OTCBB: LFTN

 Protandim®

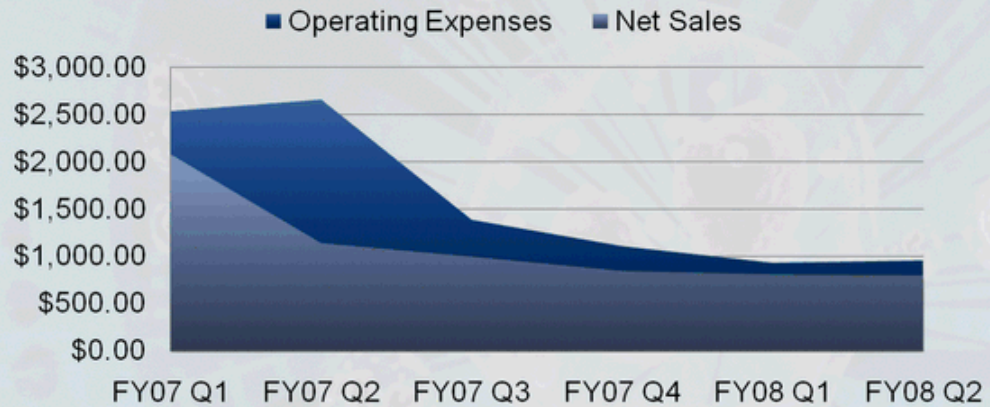


Statements in this presentation which are not statements of historical fact are "forward-looking statements" within the Safe Harbor provision of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on information available to, and the expectations and assumptions deemed reasonable by Lifevantage Corporation (the "Company") at the time this presentation was made. Although the Company believes that the assumptions underlying such statements are reasonable, it can give no assurance that they will be attained. Factors that could cause actual results to differ materially from expectations include the risks detailed under the caption "Risk Factors" in the Company's most recent Annual Report on Form 10-KSB, and risks identified in the Company's quarterly reports on Form 10-QSB and in other materials filed by the Company from time to time with the Securities and Exchange Commission.

## 2007: A Turn-Around Year

- ▶ \$100K Cash Flow Positive in First Six Months of FY 2008
- ▶ Q1/Q2 FY08: First Quarters of Increasing Cash Flow From Operations since 2005
- ▶ Expenses Drastically Reduced

### Convergence of Sales & Operating Expenses\*



\* In Thousands

\*\* Fiscal Year Ends June 30



## 2008: A New Direction

- ▶ New CEO and Management Team In Place
- ▶ Strong Product in High Growth Segment
- ▶ Aggressive Pursuit of New Sales Channels
- ▶ Rollout of Direct Response Commercials
- ▶ Targeted Advertising



Substantial International Licensing Agreement Announced in February.



## Management Team:



- ▶ David Brown, CEO
  - Seasoned Industry Veteran—Hired January '08
  - CEO & President, Metabolife International
    - Transitioned leading dietary supplement company from direct sales to retail channels
  - President, Natural Balance, Inc.
    - Directed expansion from health food channels to mass-market retail
    - Revenue growth of over 300% in 5 year period
    - Expanded sales internationally to 40+ countries

## Management Team Additions:

- ▶ **Peter Baloff, Marketing**
  - Authority on health/nutrition marketing
  - Produced over 200 commercials: Princess Cruises, Hallmark, Universal Pictures, Capital Records
  - Natural Products: Jenny Craig, Bally Total Fitness, Natural Balance, Interior Design (Nu-Skin)
  
- ▶ **Jan Strode, Corporate Communications**
  - Firestone Tire & Rubber: Handled all government affairs during critical tire recall
  - Sanyo Corporation: Managed global PR strategy
  - Hollis-Eden Pharmaceuticals (HEPH): National and International PR & regulatory affairs



## AGING progresses **slowly** when we're young...



...because a young body defends itself more **efficiently** by **creating ample amounts of antioxidants** to neutralize most of the free-radicals produced in the body.

As we grow older the AGING process  
**progresses rapidly**

and we age poorly  
because our bodies  
lose the ability to  
produce enough  
**antioxidants** to keep up  
with the amount of  
**free-radicals** ravaging  
our cells.

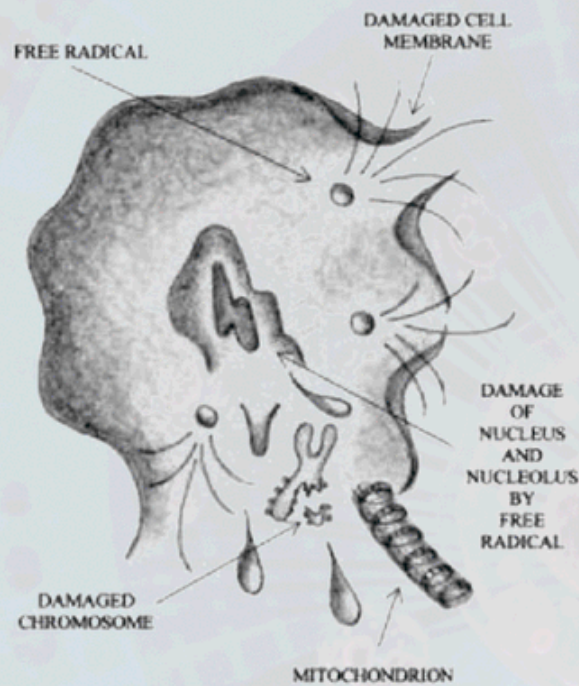


Free radicals are the same deadly molecules that cause **rust...** ( $O_2$ )

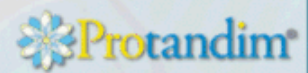


In a sense, aging is your body's way of rusting from the inside out.





This free-radical damage that causes aging is called **Oxidative Stress**

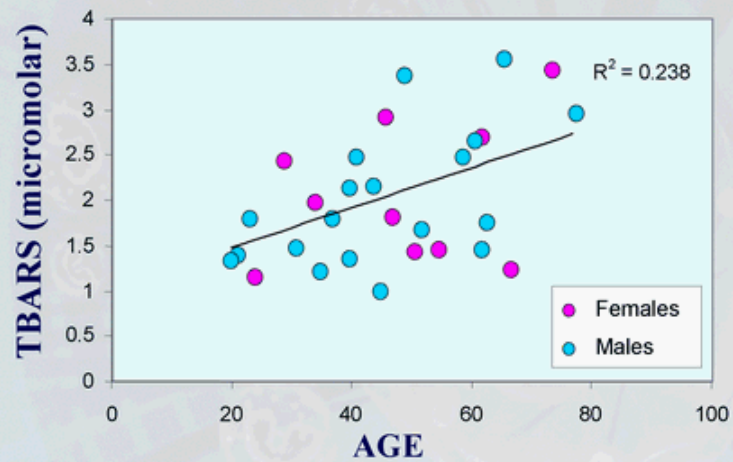


## The Product: Protandim<sup>®</sup>

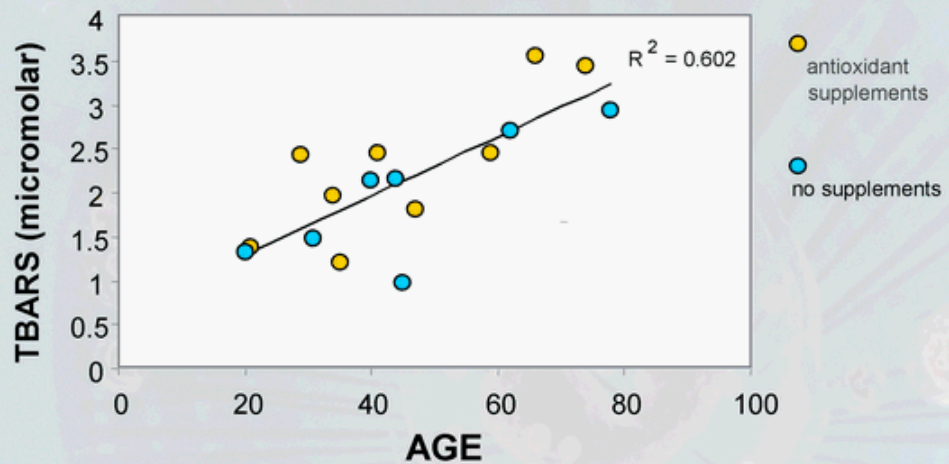
- ▶ Clinically proven, patented dietary supplement
- ▶ Increases the body's natural antioxidant protection at the cellular level



Oxidative damage caused by free radicals can be **measured** by the amount of toxins they produce. Those toxins are called **TBARS** and **increase with age**.

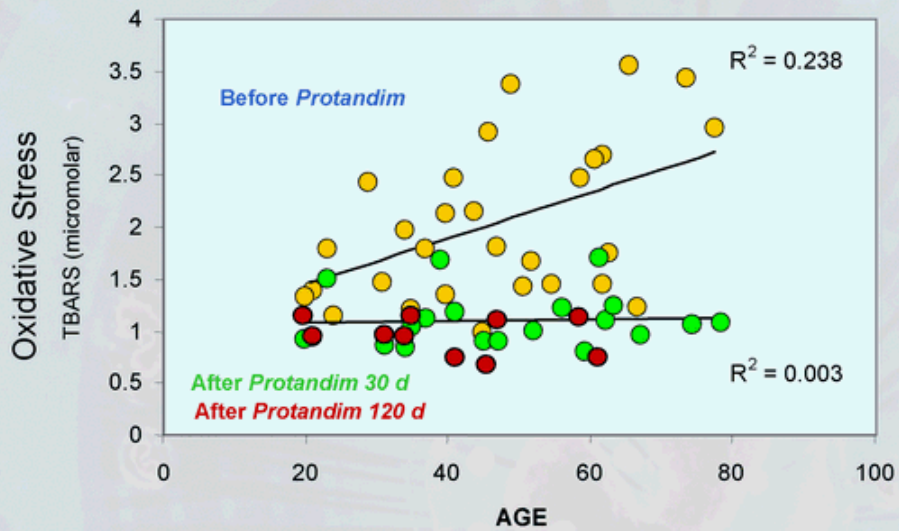


In a peer reviewed, published, human medical study, the amount of oxidative damage (TBARS) was measured in control subjects of all ages, many of whom were taking antioxidant supplements.



As shown, traditional antioxidant supplements in normal healthy humans do not affect the age-related increase in oxidative damage.

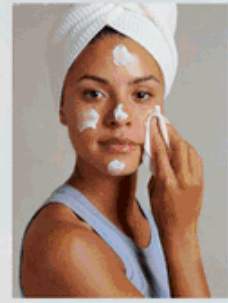
## Subjects who take Protandim for 30 days show significant decrease in TBARS



Among control subjects of **all ages**, the acceleration of aging as measured by the amount of oxidative damage (TBARS) has been **reduced** to the level of a 20 year old.

## The Market: Over **\$100 Billion** Per Year is Spent Fighting the **Aging** Process.

- ▶ Anti-aging supplements (about \$5 billion)\*
- ▶ Anti-aging services and related products (about \$50 billion)\*\*
- ▶ Other cosmetic products such as make-up (about \$50 billion)\*\*\*
- ▶ Exercise equipment (about \$5 billion)\*\*\*\*



\*2005, Nutrition Business Journal

\*\* 2007, Business Communications Co.

\*\*\*2006, Euromonitor International

\*\*\*\* 2007, Sporting Goods Manufacturers Association

## Sustaining Competitive Advantage: Existing & Future Research Ensures Barrier to Entry

➤ Over 20 Independent Human Clinical and Lab Studies Underway at Leading Institutions Including:

- University of Colorado
- Denver Health Medical Center
- Children's Hospital, Denver
- University of Florida
- University of Kentucky
- University of Michigan
- Louisiana State University

Patent No.: US 7,241,461,  
"Compositions for Alleviating  
Inflammation and Oxidative  
Stress in a Mammal"

**Topics Under Investigation:**

- Altitude sickness
- Skin cancer
- Photoaging of the skin
- Renal failure
- Osteoarthritis
- HIV/AIDS-associated lipodystrophy
- Pulmonary hypertension
- Periodontal disease
- Heart disease
- Coronary artery bypass graft failure
- Asthma
- Duchenne muscular dystrophy
- Metabolic syndrome
- Non-alcoholic fatty liver disease
- Optic neuropathy



# Sales & Marketing: Driving New Growth





# Licensing Agreement:

## ➤ Japan: Nutranomics

- Nutranomics: Leading US-based distributor into Japan; veteran of successful product launches in Asian market
  - Manufacture & MLM with in-country strategic partner
  - Manufacture product to precise Protandim® standards
  - Push product under their brand name in Japan through distributors
  - Also sell direct through Japanese retail channels



## Direct Response Marketing

- ▶ June 2005: 6-Minute Piece on Protandim® Aired on Primetime Live
  - Resulted in large sales volume, despite no direct call to action to customer



## Direct-Response Commercials

- ▶ Directed by award-winning Peter Baloff
- ▶ Expectation: Direct Response with strong call to action will drive large sales volume at low customer acquisition costs.





The logo for GNC LiveWell, with "GNC" in red and "LiveWell." in black, enclosed in a white rectangular box.

## Retail Channel: Optimize & Expand

- Existing Channels:
  - Strong avenues in place (GNC, Vitamin Cottage, Others)
  - Increase in-store promotion and education
- New Channels:
  - New CEO has strong contacts at major retailers
  - Goal: Market penetration into major health food retailers

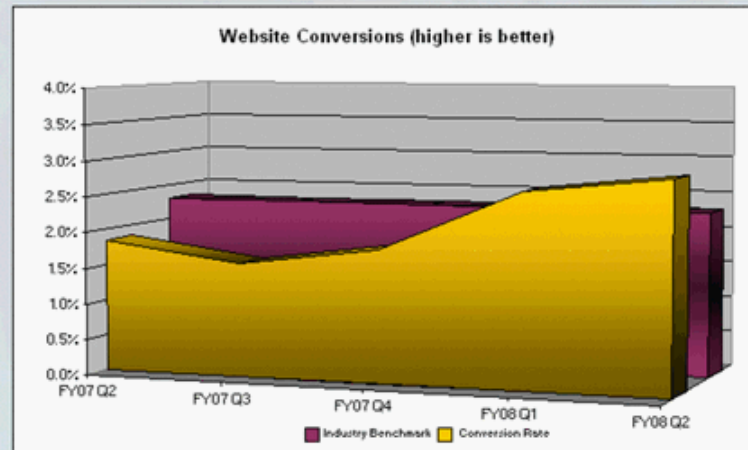
The logo for SuperSupplements, with "Super" in red and "Supplements" in orange.

The logo for drugstore.com, with "drugstore" in blue and ".com" in red, and the tagline "the uncommon drugstore" below.

The logo for Protandim, featuring a blue flower-like icon followed by the word "Protandim" in blue.

## Aggressive Online Strategy:

- Web Initiatives:
  - Increased web traffic through affiliates & SEO
  - Change look & appeal of website for increased conversion



## Market Comparable:

- ▶ Sirtris Pharmaceuticals (NASDAQ: **SIRT**)
  - \$330 Million Market Cap
  - R&D Stage Company
  - Resveratrol-based antioxidant solution
  
- ▶ LifeVantage (OTCBB: **LFVN**)
  - Aggressive & Experienced New Management
  - Patents & Clinical Data
  - Historical Revenue & High Growth Strategy
  - \$7 Million Market Cap

LIFEVANTAGE

LIFEVANTAGE™

**Thank You**

www.LifeVantage.com

LFVN.OB

Jan Strode

[janstrode@aol.com](mailto:janstrode@aol.com)

619-223-9915

