
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): November 30, 2007 (November 30, 2007)

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

Not Applicable

(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))
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Item 7.01. Regulation FD Disclosure

On November 30, 2007, the Company will give a business presentation at its 2007 Annual Meeting of Shareholders. The business presentation 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 (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 of 1933 or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01. Financial Statements and Exhibits

Exhibit 99.1 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: November 30, 2007

LIFEVANTAGE CORPORATION

By: /s/ Bradford K. Amman

Bradford K. Amman
Secretary and Treasurer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Business Presentation

LIFEVANTAGE

LIFEVANTAGE

ANNUAL MEETING OF SHAREHOLDERS
November 30, 2007

**Helping people
reach their health and wellness goals
through science-based solutions**

November 30, 2007

LifeVantage Corporation
Annual Meeting of Shareholders

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LIFEVANTAGE

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.



November 30, 2007

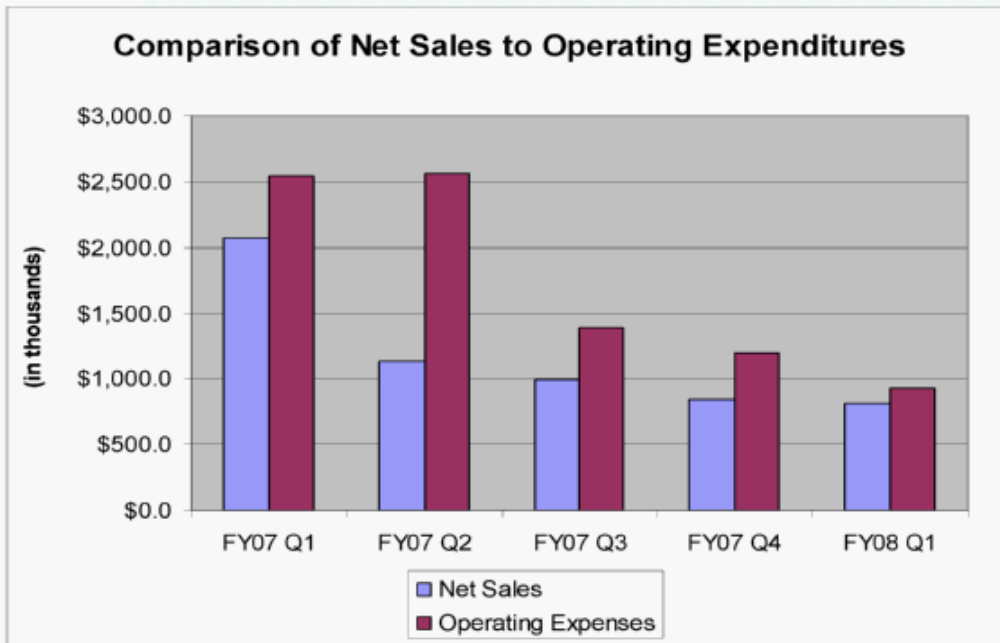
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FY 2007 - A Turn Around Year

- **Cash burn reduced significantly**
- **Personnel cut to bare minimum**
- **Most marketing programs were scaled back**
- **Direct sales to customers declined**
- **Share price declined**
- **Re-price of 2005 warrants**
- **Launched Fall 2007 funding**
- **Expenses under control by year end**

Sales/Expense Gap Reduced



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First Quarter - FY 2008

- **Funding is complete**
- **Positive cash flow from operations**
- **Management changes**
- **A switch to “direct response marketing”**
- **Declining revenue trend is flattening**
- **Patent received by LifeVantage**

Breakthrough Technology – Patent granted

First Patent Granted: July 10, 2007



US007241461B2

<p>(12) United States Patent Myhill et al.</p> <p>(54) COMPOSITIONS FOR ALLEVIATING INFLAMMATION AND OXIDATIVE STRESS IN A MAMMAL.</p> <p>(75) Inventors: Paul R. Myhill, Castle Rock, CO (US); William J. Driscoll, Englewood, CO (US)</p> <p>(73) Assignee: Lifeline Nutraceuticals Corporation, Englewood, CO (US)</p> <p>(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days. This patent is subject to a terminal disclaimer.</p> <p>(21) Appl. No.: 11/088,323</p> <p>(22) Filed: Mar. 23, 2005</p> <p>(65) Prior Publication Data</p>	<p>(10) Patent No.: US 7,241,461 B2</p> <p>(45) Date of Patent: *Jul. 10, 2007</p> <p>Al-Shaar, "C-Reactive Protein and Risk of Colon Cancer," <i>JAMA</i>, 2004, vol. 291, No. 23, pp. 2818-2819.</p> <p>Anderson, et al., "Differential Response of Human Ovarian Cancer Cells to Induction of Apoptosis by Vitamin E Succinate and Vitamin E Analogue, α-TEA," <i>Cancer Res.</i>, 2004, vol. 64, pp. 4263-4269.</p> <p>Baker, et al., "Reduced RBC Versus Plasma Microvascular Flow Due to Endotoxins," <i>Circul. Shock</i>, 1986, vol. 30, pp. 127-139.</p> <p>Barbosa, et al., "Decreased Oxidative Stress in Patients with Ulcerative Colitis Supplemented with Fish Oil ω-3 Fatty Acids," <i>Nutrition</i>, 2003, vol. 19, pp. 837-842.</p> <p>Bhattacharya, et al., "Antioxidant Activity of Glycosithanols from <i>Withania somnifera</i>," <i>Ind. J. Exper. Biol.</i>, 1997, vol. 35, pp. 236-239.</p> <p>Bhattacharya, et al., "Antioxidant Activity of <i>Bacopa monnieri</i> in Rat Frontal Cortex, Striatum and Hippocampus," <i>Phytother. Res.</i>, 2000, vol. 14, pp. 174-179.</p> <p>Bogarty, et al., "Biological Profiles in Subjects with Recurrent Acute Coronary Events Compared with Subjects with Long-standing Stable Angina," <i>Circulation</i>, 2001, vol. 103, pp. 3062-3068.</p> <p>Bolibar, et al., "Short-term Prognostic Value of Lipid Measurements in Patients with Angina Pectoris," <i>Thromb. Haemost.</i>, 2000, vol. 84, pp. 955-960.</p> <p>Dose, et al., "Membrane Lipid Peroxidation by UV-A: Mechanism</p>
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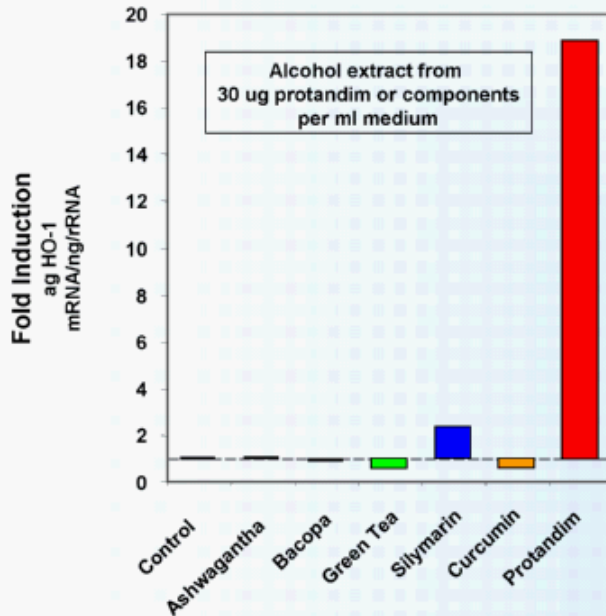
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Research Technology – Patent Received!

Antioxidant gene induction by Protandim and its components in human brain-derived cells



No single ingredient alone shows significant gene induction.

All five ingredients together (the patented Protandim[®] formula) produced a substantial increase in the expression of this antioxidant gene.

The Protandim[®] formula works *many times more effectively than the sum of its parts*.

This remarkable synergy provides the basis for intellectual property rights.

The Body of Science is Growing

- The Protandim® breakthrough study has spawned many additional independent studies using Protandim®.
 - Universities and institutions conducting research include:
 - University of Colorado
 - Denver Health Medical Center
 - Children's Hospital, Denver
 - University of Florida
 - University of Kentucky
 - University of Michigan
 - Louisiana State University
 - Ohio State University
 - Vanderbilt University
 - Glamorgan University, Wales
 - Sahlgrenska University Hospital, Göteborg, Sweden
 - University of Toronto/St. Michael's Hospital, Canada
 - University Hospital, Brno, Czech Republic
 - Mexican Institute of Social Security, Mexico City
 - The topics under investigation or in planning stages deal with the alleviation of oxidative stress under the following conditions:
 - 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 Overview

- Direct response approach
 - Measurable, offer oriented, drive new users
- Strategic focus on Customer Acquisition and Retention
 - Our View of the Customer
 - Online: Strategy, Acquisition and Retention
 - Interview Style TV
 - Retail Distribution
 - Advertising and Public Relations

Our View of the Customer

- **Why it matters**
 - Shape the message, choose the medium
 - Establish lifetime value of a customer
 - Base marketing decisions on cost of acquisition
- **Loyal Auto-Shippers**
 - Core business



Our View of the Customer

- **Loyal Non-Auto-Shippers**
 - Resist auto-ship
 - We meet them on their terms



Our View of the Customer

- **Free Trial Customers**
 - **Sample, then educate**



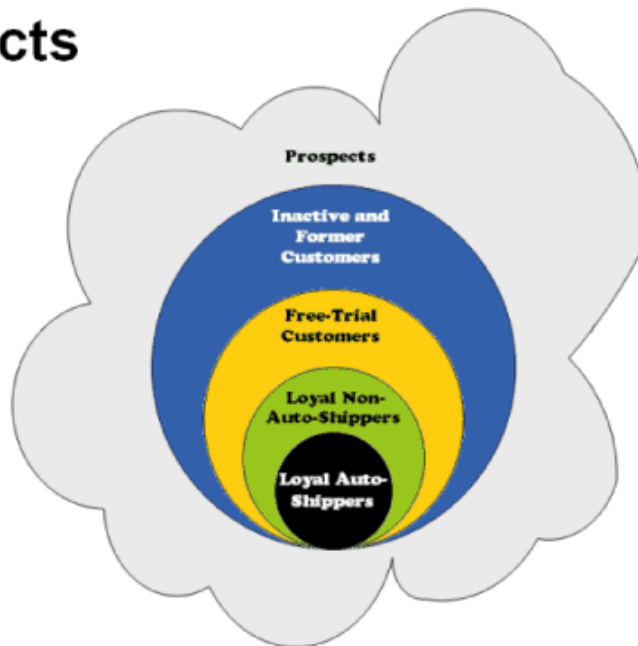
Our View of the Customer

- **Inactive and Former Customers**
 - **Large list that's receptive to promotions**

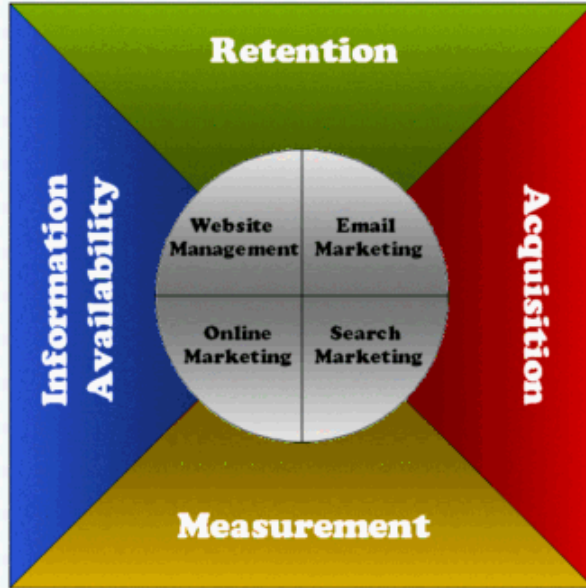


Our View of the Customer

- **Prospects**



Broad Online Strategy



Acquisition Strategy - Online

Website Management	<ul style="list-style-type: none"> • Clear call to action (e.g. Free Trial) • Multiple ways to enter the sales funnel (e.g. buy, brochure, newsletter) • Simplified navigation • Design elements that uphold the brand promise
Email Marketing	<ul style="list-style-type: none"> • Rent prospect email addresses targeted by geography and segment • Cross-sell and up-sell existing customer base • Email newsletter • Email promotions to inactive customers
Search Marketing	<ul style="list-style-type: none"> • Add syndicated and partner content to increase organic search opportunities • Optimize campaigns based on target acquisition cost • Ad rotation and optimization, removing under-performing ads
Online Marketing	<ul style="list-style-type: none"> • Low-cost network advertising • Implement affiliate marketing program • Sponsorship of email newsletters and blogs • Presence with all online merchants and shopping search engines
Lead Generation	<ul style="list-style-type: none"> • Leverage print advertising relationships to acquire well-qualified leads • Online lead generators, with real-time sales calls and follow-up email and direct mail offers

Retention Strategy

- **Standard Customer Cadence**
 - Proactively convert brochure requestors and newsletter subscribers
 - Promotional and educational opportunities at specific points in the customer lifecycle
 - Standard process across contact methods
- **HOAP – “Head ‘em Off At the Pass”**
 - Overcome 7 key auto-ship objections
 - Near 50% success rate
- **GTB – “Get Them Back”**
 - Mine inactive customer list
 - Call and email with offers to bring back lost customers
 - 20% conversion rate

Interview Style Direct Response TV

- Local TV markets on network affiliates
- Cost effectively drive *new customer acquisition*
- Deliver Protandim message in an interview format with *direct response* offer
- Additional benefits of branding, awareness, and message development
- Longer term *direct response* TV strategy
 - Develop commercials and infomercial
 - Celebrity endorsement and involvement



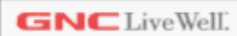
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Retail Distribution

- Objective: Grow *new customers* and *retain existing* through co-marketing programs
- Direct mail program drives new Protandim users into retailer
- Catalog/coupon programs convert known retail customers to Protandim and helps maintain existing Protandim users
- Use of broker/sales reps and distributors to further penetrate natural products market

GNC Live Well.CVS/pharmacy
Life to the fullest.®drugstore.com
the uncommon drugstoreSuperSupplements

Advertising and Public Relations

- *Direct response focus, objective of acquisition & lead generation*
- Eliminated most traditional ads
- *Better Nutrition* sample program
- *Psychology Today* direct response ads
- *Chiropractor Patient Information Station* program
- *AAFP Family Doctor 2007*



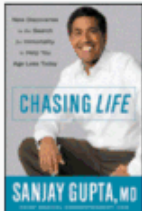
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Advertising and Public Relations

- Drive Protandim use in the sports market via celebrity and league endorsements
- *NBC Today Show* July & November 2006
- *Sympatico/MSN Health & Fitness* Protandim profile
- *Whole Foods Magazine* profile
- Protandim and Science endorsements:



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Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods

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Product Line Expansion

- New package sizes for value pricing
 - Protandim 60 and 90 ct. bottles
- “LifeVantage” line of complementary dietary supplements
 - Cross-sell and up-sell with 4-5 additional products
 - Increase order sizes with existing customers
- “ProtandimPlus” line that combines the Protandim science with complementary formulas and supplements
 - Offers buyer convenience and extends the brand
 - 2-4 additional products
- New products that apply Protandim in new product categories
 - Opportunistic license opportunities
 - New product development

These slides accompany an oral presentation by Lifevantage Corporation, which contains forward-looking statements. The Company's actual results may differ materially from those suggested here. Additional information concerning factors that could cause such a difference is contained in the Company's Quarterly Report on Form 10-QSB for the quarter ended September 30, 2007 and Annual Report on Form 10-KSB for the year ended June 30, 2007.

Finance and Operations

- Financial and Regulatory Achievements
 - Cost containment programs implemented and significant savings realized
 - Eliminated staff and contractors
 - 6 full time positions consolidated into 2 in finance and operations alone
 - Reviewed vendor contracts and retainers and renegotiated or terminated
 - SEC SB-2 Registration for 2005 Offering – became effective January 12, 2007
 - Completed and closed \$1,490,000 of convertible debentures effective October 31, 2007

Operating Results

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
For the fiscal years ended June 30, 2007 and 2006

LIFEVANTAGE

	June 30, 2007	June 30, 2006
Revenues:		
Direct Sales, net	\$ 3,289,902	\$ 7,165,819
Retail Sales, net	1,761,086	-
Total Sales, net	5,050,988	7,165,819
Cost of sales	1,022,792	1,491,332
Gross profit	4,028,196	5,674,487
Operating expenses:		
Marketing and customer service	2,991,302	4,259,711
General and administrative	4,355,803	3,904,368
Research and development	245,561	114,163
Depreciation and amortization	92,433	265,279
Total operating expenses	7,685,099	8,543,521
Operating income (loss)	(3,656,903)	(2,869,034)
Other income and (expense):		
Interest income (expense)	71,105	134,533
Loss on disposal of assets	(105,621)	-
Other (expenses)	(2,159)	-
Net other income (expense)	(36,675)	134,533
Net (loss)	\$ (3,693,578)	\$ (2,734,501)
Net (loss) per share, basic and diluted	(\$0.17)	(\$0.12)
Weighted average shares outstanding	22,268,034	22,117,992

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Balance Sheets



CONDENSED CONSOLIDATED BALANCE SHEETS June 30, 2007 and 2006

	June 30, 2007	June 30, 2006
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 160,760	\$ 228,112
Marketable securities, available for sale	-	3,008,573
Accounts receivable, net	398,463	107,892
Inventory	27,834	45,001
Deferred expenses	117,807	152,677
Deposit with manufacturer	388,791	555,301
Prepaid expenses	60,175	316,659
Total current assets	1,153,830	4,414,215
Property and Equipment, net	108,915	245,000
Intangible Assets, net	2,311,110	2,162,042
Deposits	340,440	316,621
TOTAL ASSETS	\$ 3,914,295	\$ 7,137,878
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Accounts payable	\$ 148,699	\$ 613,833
Accrued expenses	230,811	399,305
Deferred revenue	818,250	1,144,950
Capital lease-current portion	2,301	1,985
Total Current Liabilities	1,200,061	2,160,073
Long-Term Liabilities		
Capital lease-long term portion	846	3,146
Total Liabilities	1,200,907	2,163,219
Stockholders' Equity		
Common Stock - par value \$.001, 250,000,000 shares authorized, 22,268,034 issued and outstanding	22,268	22,118
Preferred Stock - par value \$.001, 50,000,000 shares authorized, no shares issued and outstanding	-	-
Additional paid-in capital	15,395,037	14,018,487
Accumulated (deficit)	(12,703,917)	(9,010,339)
Unrealized gain/(loss) on securities available for sale	-	(55,607)
Total stockholders' equity	2,713,388	4,974,659
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 3,914,295	\$ 7,137,878

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Operating Results

CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
For the three months ended September 30, 2007 and 2006

LIFEVANTAGE

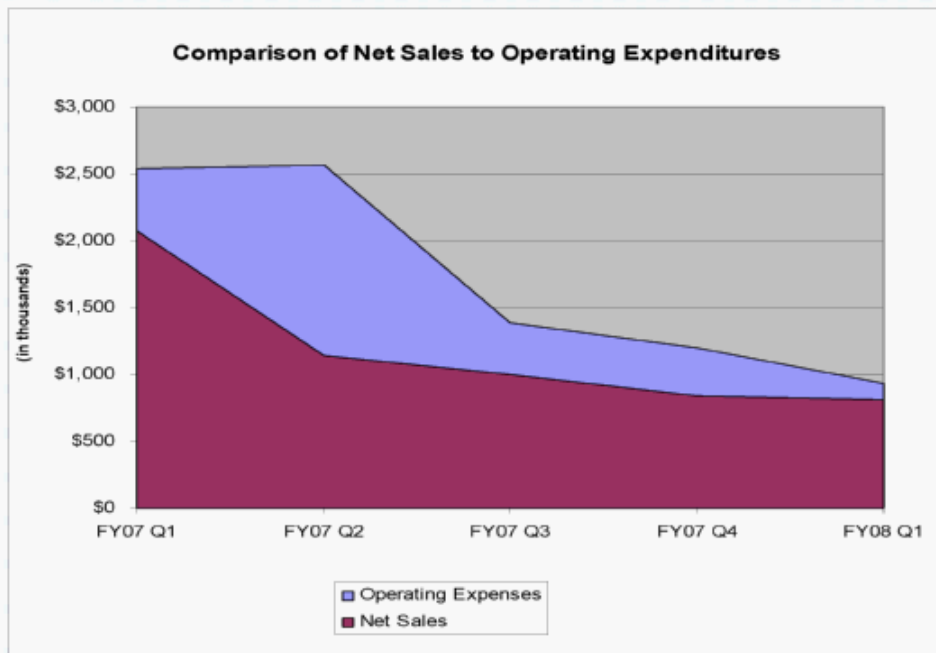
	For the three months ended	
	September 30, 2007	September 30, 2006
Revenues:		
Direct Sales, net	\$ 670,978	\$ 896,689
Retail Sales, net	136,346	1,178,793
Total Sales, net	<u>807,324</u>	<u>2,075,482</u>
Cost of sales	<u>177,303</u>	<u>375,552</u>
Gross profit	<u>630,021</u>	<u>1,699,930</u>
Operating expenses:		
Marketing and customer service	274,448	1,032,815
General and administrative	425,540	1,407,626
Research and development	190,630	65,683
Depreciation and amortization	39,491	29,432
Total operating expenses	<u>930,109</u>	<u>2,535,556</u>
Operating income (loss)	(300,088)	(835,626)
Net other income and (expense)	1,384	15,418
Net (loss)	<u>\$ (298,704)</u>	<u>\$ (820,208)</u>
Net (loss) per share, basic and diluted	<u>(\$0.01)</u>	<u>(\$0.04)</u>
Weighted average shares outstanding	<u>22,303,034</u>	<u>22,118,034</u>

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CONVERGENCE OF SALES AND EXPENSES



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Balance Sheets

CONDENSED CONSOLIDATED BALANCE SHEETS
September 30, 2007 and June 30, 2007



	(Unaudited) September 30, 2007	(Audited) June 30, 2007
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 1,142,857	\$ 160,760
Accounts receivable, net	404,654	398,463
Inventory	22,708	27,834
Deferred expenses	114,253	117,807
Deposit with manufacturer	360,768	388,791
Prepaid expenses	72,552	60,175
Total current assets	2,117,792	1,153,830
Property and Equipment, net	94,469	108,915
Intangible Assets, net	2,314,132	2,311,110
Deferred offering costs, net	185,937	-
Deposits	340,440	340,440
TOTAL ASSETS	\$ 5,062,770	\$ 3,914,296
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Accounts payable	\$ 211,397	\$ 148,699
Accrued expenses	403,416	230,811
Deferred revenue	796,290	818,250
Capital lease-current portion	2,387	2,301
Total Current Liabilities	1,413,490	1,200,061
Long-Term Liabilities		
Capital lease-long term portion	215	846
Convertible Debt	138,565	
Total Liabilities	1,552,270	1,200,907
Stockholders' Equity		
Common Stock - par value \$.001, 250,000,000 shares authorized, 22,303,034 issued and outstanding as of 9/30/07	22,303	22,268
Preferred Stock - par value \$.001, 500,000,000 shares authorized, no shares issued and outstanding		
Additional paid-in capital	16,480,818	15,395,037
Accumulated (deficit)	(13,002,621)	(12,703,917)
Unrealized gain/(loss) on securities available for sale		
Total stockholders' equity	3,500,500	2,713,388
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 5,062,770	\$ 3,914,296

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Cash Flow

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
For the three months ended September 30 (Unaudited)



	2007 (unaudited)	2006 (unaudited)
Cash Flows from Operating Activities:		
Net (loss)	\$ (298,704)	(820,208)
Adjustments to reconcile net income (loss) to net cash provided (used) by operating activities:		
Depreciation and amortization	39,491	29,432
Stock based compensation to employees	2,723	6,836
Stock based compensation to non-employees	67,487	517,074
Changes in operating assets and liabilities:		
(Increase) in accounts receivable	(6,191)	(282,708)
Decrease/(Increase) in inventory	5,126	(46,968)
Decrease in deposits to manufacturer	28,023	84,884
(Increase) in prepaid expenses	(12,376)	(268,035)
(Increase) in other assets	-	(8,819)
Increase in accounts payable	62,698	31,304
Increase/(decrease) in accrued expenses	172,605	(93,472)
(Decrease) deferred revenue	(21,960)	(268,290)
Decrease in deferred expenses	3,554	26,759
Net Cash Provided (Used) by Operating Activities	42,476	(1,092,211)
Cash Flows from Investing Activities:		
Redemption of marketable securities	-	476,531
Purchase of equipment	(122)	(38,520)
Purchase of intangible assets	(27,095)	(37,370)
Net Cash (Used) Provided by Investing Activities	(27,217)	400,641
Cash Flows from Financing Activities:		
Proceeds from margin debt	-	767,378
Repayment on margin debt	-	(159,891)
Capitalized interest expense	1,075	-
Principal payments under capital lease obligation	(544)	(469)
Issuance of common stock	10,500	-
Private placement fees	(119,193)	-
Proceeds from private placement of conv. Debentures	1,075,000	-
Net Cash Provided by Financing Activities	966,838	607,018
Increase (Decrease) in Cash and Cash Equivalents	982,097	(84,552)
Cash and Cash Equivalents - beginning of period	160,760	228,112
Cash and Cash Equivalents - end of period	\$ 1,142,857	\$ 143,560

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FY 2008 Goals

- Enhance shareholder value
- Increase revenue
- Expand product offering
- Implement “direct response marketing” programs
- Focus on new customer acquisition
- Support co-op marketing programs with GNC
- Support co-op ventures with professional groups
- Continue and expand patent activity
- Launch new direct response programs
- Expand product line offering
- CEO search
- Anticipate that the 2005 warrants will be exercised
- Fill vacancies within the board of directors

Thank You

Questions & Discussion



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