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LifeVantage Embarks on Innovative "Inside-Out" Approach to Multi-Billion Dollar Anti-Aging Market with the Launch of "LifeVantage TrueScience" Anti-Aging Skin Cream

[LifeVantage Corporation \(OTCBB: LFVN\)](#), today announced that its new anti-aging skin care formula, *LifeVantage TrueScience*, is now available for sale to the Company's distributors. Distributors can purchase samples of the new product for marketing purposes, and the new 50ml bottles containing a month's supply will be available later this month. This new, proprietary skin care formula was developed in association with Kimberly Stone, M.D., a leading Denver-based board certified dermatologist, and was formulated to protect the skin from the bombardment of factors that contribute to aging and the symptoms of unhealthy skin.

LifeVantage President and CEO David Brown commented, "Products aimed at facial skin care account for approximately 20 percent of the multi-billion dollar skin care industry and anti-aging products in general rank among the leading product categories in the United States. LifeVantage is taking a unique 'inside-out' approach to anti-aging. On the inside of the body, Protandim[®] has been proven to reduce the rate of cellular aging. Offering a unique, effective skin care product to address the skin, or the 'outside' is a logical extension of our Protandim product line."

Dr. Kimberly Stone said, "I was very impressed with the benefits *LifeVantage TrueScience* delivered to my patients during our study of the product within my practice. Patients experienced a diminution of both fine-line and deep-line wrinkles. Additionally, the formula improved the texture and elasticity of the skin, while minimizing age spots and other forms of mild skin discoloration. The result was just what my patients wanted: healthier and younger looking skin. I believe that *LifeVantage TrueScience* is a key complementary product to Protandim. The ravages of aging have a variety of causes and battling them at both the cellular and external levels is very important to long term health."

[About LifeVantage TrueScience Anti-Aging Skin Cream](#)

LifeVantage TrueScience is scientifically-based and contains cutting-edge ingredients, including those found in Protandim. *LifeVantage TrueScience* Anti-Aging Skin Cream gives skin a beautiful, even and smooth tone, diminishing fine lines and wrinkles, and providing a vibrant and glowing appearance. *LifeVantage TrueScience* also improves skin smoothness and pigmentation, while increasing skin moisture.

[About Protandim[®]](#)

Protandim[®] is a groundbreaking, clinically proven supplement that provides a substantial benefit to help with the challenge of healthy aging. This patented antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements; as a result, according to Dr. Joe McCord, it is much more effective than those products or foods in reducing oxidative stress. Protandim[®] works by increasing the body's natural antioxidant protection at the cellular level, triggering (inducing) cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase. Dr. McCord is a pioneer scientist in the field of oxidative stress and is on the Company's Board of Directors.

A peer-reviewed human clinical study showed that after Protandim[®] was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%, although that reduction may be not be typical for all those who consume the product. The study also reported that this important marker of aging was decreased after taking Protandim[®] to the level of a typical 20 year old. Protandim[®] is currently the subject of approximately 20 scientific studies at leading universities and research facilities. The nature and stages of the studies vary, as some of the testing is at the preliminary stage, while other studies using Protandim are currently in progress. For more information about Protandim, visit www.LifeVantage.com.

[LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), 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 San Diego, CA, 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.LifeVantage.com.

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking 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, the risk that government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business; and the Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB under the caption "Risk Factors", and in other documents filed 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.

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden 612-385-2324 for interviews, photography, and other requests.

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