



May 30, 2007

## **LIFEVANTAGE CORPORATION ANNOUNCES PROTANDIM® IS A RECOMMENDED PRODUCT IN THE SEVEN PILLARS OF HEALTH, BY DR. DON COLBERT**

GREENWOOD VILLAGE, Colorado – LifeVantage Corporation (OTCBB: LFN), formerly Lifeline Therapeutics, Inc., maker of Protandim®, today announced that Protandim® is prominently featured in the latest book by Dr. Don Colbert, *The Seven Pillars of Health*. Protandim® is listed in the recommended products appendix and the peer-reviewed human clinical study demonstrating Protandim®'s ability to reduce oxidative stress caused by free radicals is also referenced in this work.

"We are proud to see Protandim® prominently featured in this thought provoking approach to health and wellness that focuses on seven fundamental principles or pillars of health", said James J. Krejci, CEO of LifeVantage. "Protandim® is recommended by Dr. Colbert as proven to increase production of the body's powerful antioxidants SOD and catalase", added Krejci. "Importantly, the human clinical study which demonstrated Protandim®'s ability to reduce oxidative stress associated with aging is referenced in Dr. Colbert's book", concluded Krejci.

Protandim® is a unique approach to antioxidant therapy and works by boosting production of the body's key, powerful antioxidant enzymes superoxide dismutase and catalase. In *The Seven Pillars of Health*, Dr. Colbert acknowledges, "our bodies have developed a powerful army of antioxidants that neutralize free radicals". Additionally, Dr. Colbert discusses the importance of having "adequate amounts of three key antioxidants produced by the body" including glutathione, superoxide dismutase and catalase.

### About The Seven Pillars of Health

What you can do for yourself concerning your health, God will not do. It's up to you to do it now. Most diseases are caused by unhealthy lifestyles, poor diet, lack of exercise, stress, and inadequate sleep. This book, based on best-selling author Dr. Don Colbert's life message, reveals seven fundamental principles that will enable people to walk in and enjoy the health God intended. Dr. Colbert explains the body's vital need for:

- | Water
- | Sleep and rest
- | Living food
- | Exercise
- | Detoxification
- | Supplements
- | Coping with stress

Dr. Colbert, who conducts comprehensive seminars in churches based on the subject of this book, presents a non-condemning, life-giving approach to optimal health. His well-respected life plan outlined in *The Seven Pillars of Health* will help people make healthy choices one day at a time! To read more about this New York Times best selling book go to <http://www.strangdirect.com/xcart/product.php?productid=17501>

### About Dr. Don Colbert

Don Colbert, M.D. is board certified in family practice and anti-aging medicine. He has also received extensive training in nutritional and preventative medicine, and he has helped millions of people to discover the joy of living in divine health. He has sold more than four million books and treated over 30,000 patients. For more information go to [www.drcolbert.com](http://www.drcolbert.com)

### About Protandim®

Protandim® is a unique approach to antioxidant therapy. The patent-pending dietary supplement increases the body's natural antioxidant protection by inducing naturally occurring protective enzymes, including superoxide dismutase (SOD) and catalase (CAT). Oxidative stress occurs as a person ages, when subjected to environmental stresses, or as an associated factor in certain illnesses. TBARS are laboratory markers for oxidative stress in the body. Data from a scientific study in men and women, sponsored by LifeVantage, show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent. With continued use, the decrease was maintained at 120 days. For more information, please visit [www.protandim.com](http://www.protandim.com).

## About LifeVantage Corporation

LifeVantage Corporation is committed to helping people achieve health and wellness for life. For more information, please visit the Company's web site at [www.LifeVantage.com](http://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.

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