



October 29, 2015

## **LifeVantage Launches TrueScience Micro Lift Serum**

### **Company Expands Its Revolutionary TrueScience™ Skin Care System**

SALT LAKE CITY, Oct. 29, 2015 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), has launched TrueScience Micro Lift Serum for immediate distribution in the United States. The TrueScience Micro Lift Serum is a natural way to instantly diminish the look of crow's feet, baggy skin, and dark circles around the eyes. In as little as 3 minutes, it visibly tightens, smooths, and firms the skin around the eyes, quickly restoring a youthful looking radiance without sacrificing long-term skin health. The TrueScience Micro Lift Serum pairs with the revolutionary TrueScience™ Skin Care system and is only available from LifeVantage.

"Customers today expect instant results from the products they use," said LifeVantage President and Chief Executive Officer Darren Jensen. " Our TrueScience Micro Lift Serum is in alignment with our strategy of offering demonstrable and effective products. It's the ideal companion to our TrueScience skin care system that uses proven ingredients to take years off of your appearance and now provides instant and long term anti-aging benefits."

[CLICK HERE](#) to see why we are so excited about the newest addition to TrueScience™ skin care system.

#### **About LifeVantage Corporation**

LifeVantage Corporation (Nasdaq:LFVN), is a science based network marketing company dedicated to visionary science that looks to transform health, wellness and anti-aging internally and externally at the cellular level. The company is the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, the TrueScience™ Anti-Aging Skin Care system, Canine Health, and the AXIO™ energy product line. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah.

#### **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", "ideal fit", 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 leadership in the global market, future growth and financial performance. 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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