LIFEVANTAGE CORPORATION

CORPORATE GOVERNANCE GUIDELINES

Amended and Restated on November 5, 2026

The primary responsibility of the Board of Directors (the "**Board**") is to foster the long-term success of LifeVantage Corporation (the "**Company**"), consistent with representing the interests of its stockholders. In accordance with this philosophy, the Board has adopted these guidelines to better enable it to monitor the effectiveness of policy and decision making at both the Board and management level. These guidelines are not intended to change or interpret any federal or state law or regulation, or the Company's certificate of incorporation or bylaws, as have been adopted, and may be amended and/or restated from time to time. The Board reviews these guidelines no less frequently than annually to determine whether they should be modified in response to changed circumstances. These guidelines are available in print to any stockholder who requests them.

Role of the Board and Director Responsibilities

The day-to-day business affairs of the Company are conducted by its employees and officers, under the direction of the Chief Executive Officer ("**CEO**") and the oversight of the Board. In discharging that obligation, directors are expected to exercise their business judgment in good faith and with loyalty and due care to act in what they reasonably believe to be in the best interests of the Company and to fulfill their obligations under the Company's certificate of incorporation or bylaws, as have been adopted, and may be amended and/or restated from time to time, and applicable federal and state laws and regulations. In meeting these responsibilities, directors shall be entitled to rely on the honesty and integrity of the Company's senior executives and its outside advisors and auditors.

In addition to its general oversight of management, the Board also performs a number of specific functions as set forth below. These duties are set forth as a guide with the understanding that the Board will carry them out in a manner that is appropriate given the Company's needs and circumstances. The Board may supplement them as appropriate and may establish policies and procedures from time to time that it deems necessary or advisable in fulfilling its responsibilities.

1. **Formulating Company Strategy**

   The Board is actively involved with management in formulating corporate strategy and annually reviews the Company's strategic plan as well as its annual operating plans and budgets.

2. **Selecting the Chair of the Board; Chief Executive Officer**

   The Board will select the Chair of the Board and the CEO in accordance with the Company's certificate of incorporation and bylaws and in any manner that it deems to be in the best interests of the Company at any point in time. The Board does not have a formal policy that requires the separation of these two roles. The Board may separate or combine

the roles of the Chairman of the Board and CEO when and if it deems it advisable and in the best interests of the Company and its stockholders to do so.

3. Selecting the Lead Independent Director

In the event the Chair of the Board is the CEO of the Company or is otherwise not an independent director, as defined under the Nasdaq Stock Market, as such may be amended from time to time, or the listing standards of such other national securities or inter-dealer quotation system on which the Company's common stock is then listed (as such may be amended from time to time, the "Applicable Listing Standards"), the Board will appoint one independent director to serve as the Lead Independent Director. The Lead Independent Director will (a) preside at executive sessions of the non-management and/or independent directors, (b) preside at meetings of the Board in the absence of the Chair of the Board, (c) review agendas for Board meetings, and (d) assume such other functions as the Board may deem appropriate.

4. Selecting Other Officers

The Board is involved in the selection of other officers of the Company, including "executive officers," in accordance with the Company's bylaws.

5. Evaluating Management Performance and Compensation

The Board (i) primarily through the Compensation Committee, oversees an annual evaluation of the CEO and executive officers in light of established corporate goals and objectives (ii) approves the form and amount of compensation paid to the CEO, and (iii) primarily through the Compensation Committee, approves the form and amount of compensation paid to executive officers of the Company.

6. Overseeing Succession Planning

The Board, in consultation with the Compensation Committee, is primarily responsible for succession planning for the CEO, other executive officers, and directors of the Board.

7. Overseeing Risk Management

The Board, as a whole and through its standing committees, has responsibility for the oversight of the Company's risk management.

8. Ensuring the Integrity of Financial Reporting

The Audit Committee oversees the integrity of the Company's accounting and financial reporting systems, including overseeing the audit of the Company's annual financial statements by independent auditors, and assessing the Company's disclosure controls and procedures and systems of internal control over financial reporting.

9. **Reviewing Company Policies**

   Review, approve and maintain, policies regarding the integrity of the Company, including the integrity of the financial statements and compliance with laws and ethics.

10. **Providing Counsel to Management**

    The Board regularly provides advice and counsel to management.

The Board may discharge its responsibilities either directly or by delegating them to its committees, except that the Board may not delegate any of its responsibilities which, under applicable law or the Company's certificate of incorporation as may be amended and/or restated from time to time, may not be delegated to a committee of the Board.

The Board and each Board committee shall have the full power and authority to hire, at the expense of the Company, independent financial, accounting, legal or other advisors (each, an "**Advisor**"), as necessary to fulfill their duties, without consulting or obtaining the approval of any officer of the Company. If the Board or a Board committee engages an Advisor, the Chair of the Board or Board committee, as applicable, shall promptly report the financial terms of such engagement to the Company's Chief Financial Officer ("**CFO**").

Board Membership and Director Qualifications

The size of the Board will be set in accordance with the Company's certificate of incorporation and bylaws, each of which may be amended and/or restated from time to time.

The stockholders will elect directors annually. The Nominating and Corporate Governance Committee will recommend nominees for directorship to the Board in accordance with its charter. The Nominating and Corporate Governance Committee is responsible for reviewing the composition of the Board as a whole as well as the qualifications and autonomy of the individual members of the Board and its various committees. In evaluating a potential candidate, the Nominating and Corporate Governance Committee may consider, among other things, relevant educational and professional background, personal and professional integrity, the candidate's ability to provide meaningful contribution to the Board's oversight and to represent the best interests of the stockholders.

Directors should be able to devote sufficient time and energy to diligently perform their duties as directors. Directors should not serve on more than two other public company boards, unless the Board makes a determination that service on a greater number of public company boards would not impair the ability of such director to effectively serve on the Board.

Term Limits and Mandatory Retirement Age

The Company has no mandatory retirement age for directors nor has it established limits for the length of service of any director. To strike a balance between retaining directors with deep knowledge of the Company and adding directors with fresh perspective, the Board will seek to maintain an average tenure of ten years or less for its independent directors as a group. The Board believes its annual evaluation process will provide it with an adequate perspective of the

contribution that each individual director is making to the Board and the Company and that the Nominating and Corporate Governance Committee will take that evaluation into consideration in making recommendations for continued service by each individual director.

Resignation Policy

If requested by the Board, any officer serving on the Board will submit a letter of resignation from the Board upon termination of employment. The Nominating and Corporate Governance Committee will evaluate the facts and circumstances regarding the appropriateness of such individual's continuation on the Board, and make a recommendation to the Board whether to accept the resignation or request that the director continue to serve on the Board.

In accordance with the Company's bylaws, except in a contested election, a nominee for director must receive a majority of votes cast, as defined in the bylaws, in order to be elected or re-elected to the Board. The Board expects a director to tender his or her resignation if he or she fails to receive the required number of votes. The Board shall nominate for election or re-election as director only candidates who have tendered, in advance of such nomination, an irrevocable, conditional resignation that will be effective only upon both (i) the failure to receive the required vote at the next stockholders' meeting at which they face reelection and (ii) Board acceptance of such resignation. In addition, the Board shall fill director vacancies and new directorships only with candidates who agree to tender, promptly following their appointment to the Board, the same form of resignation tendered by other directors in accordance with this Board guideline.

For the purpose of this policy, an election of directors shall be considered "contested" if, as of the record date for the applicable meeting, there are more nominees for election than positions on the Board to be filled by election at the meeting; all other elections of director shall be considered "uncontested." The Nominating and Corporate Governance Committee will promptly consider the conditional resignation of a nominee who has received less than a majority of votes cast at the meeting and recommend to the full Board whether to accept or reject such resignation. In making its recommendation, the Nominating and Corporate Governance Committee will consider all factors it considers relevant, including the stated reasons shareholders did not vote in favor of the nominee, other actions that the Company intends to take to address such reasons, the length of service and qualifications of the director, the director's contributions to the Company, the overall composition of the Board, and whether accepting the resignation would cause the Company to fail to meet any Applicable Listing Standards or would violate state law. The Board expects the director whose resignation is under consideration to abstain from participating in any decision regarding that resignation. If the conditional resignations of a majority of the members of the Nominating and Corporate Governance Committee are being considered because of this provision, then the remaining independent directors will appoint a special committee from among themselves for the purpose of considering the conditional resignations and recommending whether to accept or reject them.

When a director's principal occupation or business association changes substantially during his or her tenure as a director, the Board expects such director to notify the Chair of the Board and the Chair of the Nominating and Corporate Governance Committee and offer his or her resignation for consideration. The Nominating and Corporate Governance Committee will evaluate the facts and circumstances and make a recommendation to the Board whether to accept the resignation or

request that the director continue to serve on the Board. Each director may serve until his or her successor has been elected and qualified.

Director Independence

A majority of our Board shall consist of independent directors who meet the independence standards contained in the Applicable Listing Standards, except as may otherwise be permitted by or otherwise satisfy the requirements of such Applicable Listing Standards. The Board shall annually review the relationships that each director has with the Company and only those directors who the Board affirmatively determines has no material direct or indirect relationship with the Company will be considered independent, subject to any additional qualifications prescribed under any Applicable Listing Standards or laws.

In the event a director becomes aware of any change in circumstances that may result in such director no longer being independent, the director shall promptly notify the Chair of the Nominating and Corporate Governance Committee of such change.

Director Orientation and Continuing Education

All new directors will receive an orientation that is individually designed for each director, taking into account his or her experience, background, education, and committee assignments. This orientation includes one-on-one meetings with senior management and written materials on the Company, its policies and its various products and operations.

The Company maintains a list of continuing director education opportunities and all directors are encouraged to periodically attend director's continuing education programs offered by various organizations, such that each Director achieves a minimum of 8 hours of continuing education every two years.

Board Meetings and Executive Sessions

The Board expects to have no less than four regularly scheduled meetings per year. Meetings may generally be called by the CEO, the Chair of the Board or a majority of the directors then in office, unless otherwise specified by the Company's bylaws, as may be amended from time to time, or in accordance with applicable state law. The Chair of the Board shall consult with other members of the Board in determining the times and duration of the Board meetings. All directors should endeavor to attend all Board meetings, the annual shareholders meeting and all meetings of Board committees on which he or she sits.

The Board and senior management of the Company will hold an annual strategic planning session to discuss major business objectives for the year and other significant strategic issues.

To the extent possible, the Chair of the Board shall establish the agenda in advance of the Board meeting. Information and data that are important to the Board's understanding of the business to be conducted at a Board meeting should generally be distributed, in writing to the members of the Board one week prior to the meeting, to the extent feasible. Directors should review in advance any materials sent to them before the meeting. A director may request that the CEO or appropriate member of senior management present to the Board specific information as it relates to the

Company and its operations. Each director may also suggest insertion of items on the agenda and may raise any Board meeting subjects that are not specifically on the agenda for that meeting.

The Board, with no members of management present (including directors who are also officers of the Company), shall meet in executive session on a regular basis, typically after each regularly scheduled Board meeting or more frequently, if necessary. The non-executive Chair of the Board or the Lead Independent Directors, if applicable, will preside over the executive sessions.

Board Committees

The Board will have at all times an Audit Committee, Compensation Committee and Nominating and Corporate Governance Committee. As long as the Company's common stock is publicly traded, all members of these committees will be independent. Each such committee will have its own charter, which will set forth the purposes, goals and responsibilities of the committee as well as the qualifications for committee membership, the committee structure, and shall provide that the committee will annually evaluate its performance and review the adequacy of its charter. Each such committee charter will be available on the Company's website.

The Board, with the recommendations from the Nominating and Corporate Governance Committee, appoints the members and Chair of the committees. To the extent possible, any newly appointed Chair of a standing committee will have been a member of that committee for at least one year before serving as the Chair, unless such Chair previously served on the relevant committee of the board of directors of another public company. Committee membership is reviewed annually and members are rotated as appropriate. The Board will seek a maximum tenure of three to five years for each Chair of a standing committee.

Each committee Chair, in consultation with the committee members, shall determine the frequency and length of committee meetings consistent with any requirements set forth in the committee's charter and shall develop the committee's agenda for each meeting. Each committee Chair, or any other member of such committee designated by such committee, shall report to the Board such committee's activities, findings and recommendations at the next Board meeting following such committee meeting. All committees have the opportunity to meet without management present, as they may deem necessary.

The Board may, from time to time, designate one or more additional committees of the Board with such lawfully delegable powers and duties as it confers or disband a current committee depending on the facts and circumstances. In addition, the Board may form ad hoc committees from time to time, and determine the composition and areas of competence of such committee.

Minutes

The Secretary of the Company will record minutes of all meetings of the Board, the shareholders and all committees of the Board. In the absence or incapacity of the Secretary, or at the invitation of the Board, the Chair of the Board or the Chair of the relevant committee of the Board may designate an Assistant Secretary, Director, General Counsel or an outside counsel for the Company to act as secretary/scribe to record the minutes of meetings of the Board, the shareholders or of any committee of the Board. Such minutes shall be the official and only record of the proceedings of each such meeting and any other notes shall not be retained.

Third Party Communications

The Board believes that the CEO and CFO speak for the Company. Therefore, they shall serve as the chief spokespeople for the Company and see that the Company is properly represented to its various constituencies. Employees may speak to third parties outside their areas of corporate responsibility and expertise only if directed or authorized by the CEO or the Chair of the Board.

In a situation where the Board may need to present a separate voice, the non-executive Chair or Lead Independent Director, if applicable, or his or her designee will be the spokesperson for the Board. Individual directors occasionally may meet or otherwise communicate with various constituencies that are involved with the Company, but it is expected that directors would do this with the knowledge of management and, in most instances, absent unusual circumstances or as contemplated by committee charters, at the request of management.

Confidentiality

The proceedings and deliberations of the Board and its committees are confidential. Each director shall maintain the confidentiality of information received in connection with his or her service as a director.

Conflict of Interest

Prior to any Board discussion or decision related to any matter that potentially affects a director's personal, business or professional interests, that director should disclose the existence of the potential conflict of interest to the Chair of the Board and if it is determined, in consultation with legal counsel, that a conflict exists or the perception of a conflict is likely to be significant, then such director should recuse himself or herself from any discussion or vote related to the matter.

A director may be employed by another company, may serve on other boards of directors or advisory boards, and may engage in any other business activity (whether or not pursued for pecuniary advantage), as long as such outside activities do not violate a director's obligations under these guidelines or a director's fiduciary obligations to the Company's shareholders. The ownership of less than a 5% interest in an entity, by itself, shall not constitute a violation of this duty. Each director represents that he or she has no outstanding agreement or obligation that is in conflict with any of the provisions of these guidelines, and each director agrees to use his or her best efforts to avoid or minimize any such conflict and agrees not to enter into any agreement or obligation that could create such a conflict without the approval of a majority of the Board. If, at any time, a director is required to make any disclosure or take any action that may conflict with any of the provisions of these guidelines, such director will promptly notify the Board of such obligation, prior to making such disclosure or taking such action.

Each director will not engage in any activity that creates an actual or perceived conflict of interest with the Company, regardless of whether such activity is prohibited by the Company's conflict of interest guidelines, and each director agrees to notify the Board before engaging in any activity that could reasonably be assumed to create a potential conflict of interest with the Company. Each director shall not engage in any activity that is in direct competition with the Company or serve in any capacity (including, but not limited to, as an employee, consultant, advisor, director, representative, agent, influencer, or advertiser) in any company or entity that competes directly or

indirectly with the Company, as reasonably determined by a majority of the Company's disinterested board members, without the prior approval of the Board.

Performance Evaluations of the Board

The Nominating and Corporate Governance Committee will lead any assessment of the performance of the Board, Board members, and Board committees through evaluations completed by each member of the Board and senior management, the results of which will be discussed with the full Board and each committee. The assessment will focus on the Board's contribution to the Company and areas where the Board feels more attention would be beneficial to the Company's operations or governance practices. The evaluations will be based on such objective and subjective criteria, as the Board deems appropriate. It is expected that such evaluations will be performed at least annually.

CEO Evaluation and Management Succession

The Compensation Committee will conduct an annual review of the CEO's performance, as set forth in its committee charter. The Board will review the Compensation Committee's report in order to ensure that the CEO is providing appropriate leadership for the Company over the long and short term.

The entire Board will work with the Compensation Committee to nominate and evaluate potential successors to the CEO and to ensure that a succession plan for the CEO and other executive officers of the Company is in place. The CEO should at all times make available his or her recommendations and evaluations of potential successors, along with a review of any development plans recommended for such individuals.

Director Compensation

The Compensation Committee in accordance with its committee charter will recommend to the Board for approval the form and amount of director compensation, and the Compensation Committee will conduct a periodic review of director compensation. The Compensation Committee will consider that the independence of directors may be jeopardized if director compensation and perquisites exceed customary levels, if the Company makes substantial charitable contributions to organizations with which a director is affiliated or if the Company enters into consulting contracts with (or provides other indirect forms of compensation to) a director or an organization with which the director is affiliated.

Minimum Stock Ownership

In furtherance of aligning the Board's interests with long-term shareholders of the Company, non-employee Directors are required to own shares of Stock having a value equal to five times (5x) annual base cash compensation for serving as a non-employee Director (the "**Ownership Target**"). Until such time as a non-employee Director has achieved and thereafter continues to maintain ownership of Stock representing at least his or her Ownership Target, such non-employee Director is required to retain direct or indirect ownership of 100% of the Net Shares received as the result of the exercise, vesting or payment of any LifeVantage equity awards granted to the non-employee Director. Indirect ownership shall include shares of Stock held by a Trust where the

non-employee Director or a member of his or her immediate family is the beneficiary of the Trust and such non-employee Director is the Trustee of the Trust. For purposes of the minimum ownership policy the following terms have the following meanings:

"**Net Shares**" means those shares that remain after shares are sold or withheld, as the case may be, solely to (i) pay any applicable exercise price for an equity award (e.g., stock options, stock appreciation rights) or (ii) satisfy any tax obligations, including withholding taxes, arising in connection with the exercise, vesting or payment of an equity award (e.g., restricted stock units, restricted stock).

"**Stock**" includes the following:

(i) shares of the Company's common stock owned outright by the non-employee Director or his or her immediate family members residing in the same household;

(ii) shares of the Company's common stock held in trust for the benefit of the non-employee Director or his or her immediate family members;

(iii) vested restricted stock units;

(iv) shares of restricted stock to the extent that such shares are vested;

(v) unvested restricted stock units or unvested shares of restricted stock to the extent such stock units or restricted stock are awarded in settlement of a cash award earned by the non-employee Director; and

(vi) the "in-the-money" value of vested stock options, with the "in-the-money" value calculated as the Value of the vested shares underlying stock options, calculated as of the relevant calculation date, minus the exercise price of such stock options.

For the avoidance of doubt, the following do not constitute shares of Stock:

(i) unvested restricted stock units;

(ii) unvested stock options;

(iii) vested stock options, except to the extent they are "in-the-money" as described above; and

(iv) shares of restricted stock, to the extent such shares are unvested.

"**Value**" shall be calculated as the number of shares of Stock multiplied by the average closing price of the Company's common stock as reported on the Nasdaq stock market (or the principal stock exchange or quotation system on which the Company's shares are then traded) over the 20 trading days immediately preceding the date of calculation.

Stock Sales after Achieving Ownership Target

All open market sales in LifeVantage Common Stock by non-employee directors of the Company must be made in accordance with the Company's Insider Trading Policy as in effect from time to time; *provided*, that a non-employee director shall halt any further open market sales activity immediately if such non-employee director no longer meets his or her Ownership Target.

Code of Business Conduct and Ethics

The Company has adopted and periodically reviews a Code of Business Conduct and Ethics that will address, among other things, actual and apparent conflicts of interest; full, fair, accurate, timely and understandable public disclosure; and compliance with applicable governmental laws, rules and regulations.

Insider Trading Policy

The Company has adopted and periodically reviews an Insider Trading Policy that will address, among other things, policies regarding the trading of the Company's securities.

Board Access to Senior Management

Board members shall have complete access to the Company's senior management as well as its outside counsel and auditors, and as the Board or a committee shall determine necessary or appropriate, its own independent advisors. Any meetings or contact that a director wishes to initiate should be arranged through the CEO or CFO of the Company or directly by the director at the direction of the CEO or CFO. Directors are expected to use good judgment to ensure that any such contact is not disruptive to the business operations of the Company and does not inappropriately disclose any confidential or sensitive information in the possession of the director. The director should, to the extent not inappropriate, copy the CEO on any written communications between a director and an officer or employee of the Company.

Each non-management director is expected to become familiar with the operations of the Company through Board and committee meetings, by inquiry and by personal observation. In addition, it is the responsibility of the CEO and CFO to facilitate constructive interaction between the Board and senior management team of the Company.