



May 1, 2014

LifeVantage Announces Results of Protandim(R) Study on Oxidative Stress Presented at Experimental Biology Conference

SALT LAKE CITY, May 1, 2014 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, announced today that its most recent study on Protandim was presented at the 2014 Experimental Biology Conference held April 26-30, in San Diego, California.

Experimental Biology is an annual meeting attended by more than 14,000 scientists. The theme at the annual meeting of professional research scientists was "Transforming the Future through Science." Researchers from Colorado State University presented a study entitled *Oxidative Stress is Decreased with Short-Term Protandim Use*. The placebo-controlled double-blind study supplemented 33 overweight/obese adults, ages 45-69 for 30-days with LifeVantage's Protandim formula currently sold in Japan. Results indicated a significant reduction in markers of oxidative stress in subjects receiving this Protandim formulation.

Dr. Shawn Talbott, LifeVantage Chief Science Officer commented, "We are pleased to see clinical studies involving our unique products. This research will be added to our large and growing portfolio of scientific studies and builds on the growing collection of evidence supporting Nrf2 activation and oxidative stress reduction associated with Protandim. In addition, this study demonstrates that both of our formulations of Protandim are potent oxidative stress reducers. This allows us to offer people a powerful Nrf2 activator and oxidative stress reduction product in most jurisdictions."

Abstracts of the conference can be found at the *Journal of the Federation of American Societies for Experimental Biology*:

Rebecca Scalzo, Janelle Davis, Joseph Beals, Laurie Biela, Gregory Giordano, Hunter Paris Benjamin Miller, Karyn Hamilton, and Christopher Bell, (2014) *Oxidative stress is decreased with short-term Protandim use when piperine is substituted for ashwagandha* (LB399) FASEB J April 28:LB399.

http://www.fasebj.org/gca?allch=&submit=Go&gca=fasebj%3B28%2F1_Supplement%2FLB399

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN), a leader in Nrf2 science and the maker of Protandim[®], the Nrf2 Synergizer[®] patented dietary supplement, TrueScience[™] Anti-Aging Skin Care Regimen with enhanced Nrf2 technologies, and LifeVantage[®] Canine Health, is a science based network marketing company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. 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" 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 ability to offer our product in certain jurisdictions. 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.

CONTACT: Investor Relations Contact:

Cindy England (801) 432-9036

Director of Investor Relations

-or-

John Mills (310) 954-1105

Partner, ICR, INC

 [company logo](#)

Source: LifeVantage Corporation

News Provided by Acquire Media