SEC Form 4

Instruction 1(b)

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

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Filed surgestate Conting 10(c) of the Constitute Furthering Act of 1024

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* Boyster Julie					2. Issuer Name and Ticker or Trading Symbol Lifevantage Corp [LFVN]								(Che	eck all applic Directo	ionship of Reporting all applicable) Director		10% Ov	vner
(Last) (First) (Middle) 3300 TRIUMPH BLVD, SUITE 700					3. Date of Earliest Transaction (Month/Day/Year) 10/01/2023								2	below)	pelow)		below)	
UT	8	4043		4. If Amendment, Date of Original Filed (Month/Day/Year)								Line) K Form fi Form fi	m filed by One Reporting Person m filed by More than One Reporting				
(Sta			n-Deriv	Rule 10b5-1(c) Transaction Indication Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.											l to			
1. Title of Security (Instr. 3) 2. Transau Date (Month/Date)				action 2A Ex Day/Year) if a		2A. Deemed Execution Date, if any		3. Transa Code (3. Transaction Code (Instr.		4. Securities Acquired (A) Disposed Of (D) (Instr. 3,		(A) or	5. Amour Securitie Beneficia Owned F	5. Amount of Securities Beneficially Owned Following		n: Direct r Indirect (str. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				/2022	_			Code	v	Amount	(D)		Price	Transact (Instr. 3 a	ion(s) and 4)			
							F		<u> </u>							D		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																		
Title of rivative curity str. 3) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3A. Deemed Execution Date, if any (Month/Day/Year)		n Date,	Code (I	ction of I		Expiration Date			Amount of Securities Underlying Derivative Secu (Instr. 3 and 4)			8. Price of Derivative Security (Instr. 5)	ative derivative rity Securitie 5) Beneficia Owned Following Reported		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
	(Firs UMPH BLV UT (Sta ecurity (Instr. Stock Stock 2. Conversion or Exercise Price of Derivative	(First) (1 UMPH BLVD, SUITE 700 UT 8 (State) (2 (State) (2 Table curity (Instr. 3)	(First) (Middle) UMPH BLVD, SUITE 700 UT 84043 (State) (Zip) Table I - Nor ecurity (Instr. 3) Stock Stock Stock Z. Conversion or Exercise Price of Derivative (Month/Day/Year) (Month/D	(First) (Middle) UMPH BLVD, SUITE 700 UT 84043 (State) (Zip) Table I - Non-Derivation curity (Instr. 3) 2. Transa Date (Month/D av) Stock 10/01. Stock 10/01. Stock 10/01. Conversion or Exercise Price of Derivative 3. Transaction (Month/Day/Year) 2. 3. Transaction (Month/Day/Year) 3A. Deemed Execution Date, if any (Month/Day/Year) 3A. Deemed	(First) (Middle) UMPH BLVD, SUITE 700 4. If UT 84043 (State) (Zip) Ru Conversion Date 10/01/2023 Stock 10/01/2023 Conversion 3. Transaction Date 3A. Deemed (Month/Day/Year) 4. Transaccoin Stock 3A. Deemed Price of Month/Day/Year) Derivative 4. Transaccoin Stock 3. Stock 2. 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Coversion of Exercise Price of Derivative Securities Acqu (e.g., puts, calls, warrants, if any (Month/Day/Year) Stoce (Instr. a) Stoce (Instr. a) 2. Coversion of Date Price of Derivative Securities Acquired (Aq) or Disposed of (D) (Instr. a), 4 Stoce (Instr. b) Stoce (Instr. b)	(First) (Middle) UMPH BLVD, SUITE 700 3. Date of Earliest Transaction (M. 10/01/2023) UT 84043 (State) (Zip) Rule 10b5-1(c) Trans Check this box to indicate that a satisfy the affirmative defense co Table I - Non-Derivative Securities Acquired, ecurity (Instr. 3) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Transaction Code (Nonth/Day/Year) Stock 10/01/2023 M Conversion or Exercise Price of Derivative Securities Acquired, Date (Month/Day/Year) 3. Deemed Execution Date, (Month/Day/Year) 5. Number of Original (Month/Day/Year) 2. Conversion or Exercise Price of Derivative Securities Acquired, Month/Day/Year) 3. Deemed Execution Date, (Month/Day/Year) 5. 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Date of Earliest Transaction (Month/Day/Year) UT 84043 (State) (Zip) Rule 10b5-1(c) Transaction Ind Check this box to indicate that a transaction was m satisfy the affirmative defense conditions of Rule 1 Table 1 - Non-Derivative Securities Acquired, Disposed of cole that a transaction bisposed of at the affirmative defense conditions of Rule 1 Table 1 - Non-Derivative Securities Acquired, Disposed of cole that a transaction bisposed of cole that a transaction bisposed of cole that at the affirmative defense conditions of Rule 1 Table 1 - Non-Derivative Securities Acquired, Disposed of cole that at the affirmative defense conditions of Rule 1 Table 1 - Non-Derivative Securities Acquired, Disposed of cole that a transaction bisposed of the affirmative defense conditions of Rule 1 Stock 10/01/2023 Mount Stock 10/01/2023 F 1,8630 Conversion Date (Month/Day/Year) 3. Transaction Date (I donth/Day/Year) Stock 10/01/2023 F 1,8630							

Explanation of Responses:

(3)

1. On August 18, 2022, the reporting person was granted PSUs which vest only to the extent specified financial performance criteria are achieved and subject to the reporting person's continued service with the Issuer, as follows: (i) 1/3 of the earned award vested on the first anniversary of the grant date and (ii) an additional 1/12 of the earned award will vest on the first day of each calendar quarter thereafter. The reporting person initially reported the number of shares that were eligible to be earned at target-level performance achievement. The performance criteria were achieved at a level above target; accordingly, the reporting person is eligible to earn 133.13% of the target number of units. The actual number of shares that vested on the reported transaction date was 133.13% of the at-target number of shares subject to vesting on that date and the number of PSUs beneficially owned following the reported transaction has been updated to reflect the new target number of units.

Date Exercisable

(1)

Expiration Date

(1)

Title

Commor

Stock

2. These shares were withheld to satisfy tax withholding obligations in connection with the vesting of PSU awards and stock unit awards granted to the reporting person on August 18, 2022.

3,667

(A) (D)

3. Performance Restricted Stock Units ("PSUs") convert into common stock on a one-for-one basis.

Remarks:

Performance

Restricted

Stock Units

<u>Alissa Neufeld, Power of</u> <u>Attorney for Julie Boyster</u>

10/03/2023

Date

25,672⁽¹⁾

D

** Signature of Reporting Person

Number

of Shares

3,667

\$<mark>0</mark>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 \ast If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

10/01/2023

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Code V

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