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## **New Insights From Leading Medical and Scientific Experts on the Science Behind Protandim®**

### **Montel Williams Interviews Top Experts in Recently Released Video on the Science Behind LifeVantage's Flagship Product, Protandim**

LifeVantage Corporation (OTCBB:LFVN - News), a science-based, natural products company dedicated to helping people reach their health and wellness goals through science-based solutions for oxidative stress and the maker of Protandim®, announced today that it has added to its TrueTV online broadcast network a video featuring a discussion between Montel Williams, LifeVantage Distributor and celebrity talk show host, and two leading experts in the fields of science and medicine, regarding the science behind LifeVantage's indirect antioxidant supplement, Protandim. Unlike traditional antioxidant therapies, Protandim is an indirect antioxidant therapy, which means it works to stimulate the body's production of its own antioxidants.

The interviewees were Dr. Joe McCord, a leading authority on the body's antioxidant defense system, developer of Protandim, and a member of the Company's Board of Directors, and Dr. David Perlmutter, an internationally-recognized neurologist and member of the Company's Scientific Advisory Board, who has appeared on nationally-syndicated radio and television programs including 20/20, Larry King Live, CNN, Fox News, The Today Show, Oprah, Oprah Radio with Dr. Oz, and The CBS Early Show.

"LifeVantage has an opportunity to really prove that its product, Protandim, could be the breakthrough product that solves the antioxidant dilemma," stated Montel Williams. "This is a product that withstood the peer-review test. It's backed by clinical trials, clinical studies, and thousands of years of science."

"What sold me is the science. The science is profound, it is sound, it is cutting edge," added Dr. Perlmutter. "Protandim works in a totally unique way from traditional antioxidant supplements, such as Vitamin C. Protandim speaks to DNA, instructing your actual physiology to create an antioxidant supplement."

According to Dr. McCord, the idea for Protandim came about as a result of 40 years of scientific research, beginning with the realization that free radicals produce damaging cells, and further research was made possible by advances in biochemical science in recent years. Protandim is a patented formula comprised of all natural ingredients, studied and used for centuries in traditional Chinese and Indian medicine. "The real secret to Protandim is the way the ingredients work with each other in a process called synergy," stated Dr. McCord. "Together, they are 18 times as effective as the sum of their parts. That's the real secret."

The video is available for viewing on TrueTV at <http://www.lifevantage.com/truetv.aspx>.

#### **About LifeVantage Corporation**

LifeVantage Corporation is a publicly traded (OTCBB: LFVN - News), science-based, natural products company dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in San Diego, CA, LifeVantage develops nutraceutical products, including Protandim®, that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit [www.LifeVantage.com](http://www.LifeVantage.com).

#### **About Protandim®**

Protandim® is a clinically proven supplement that provides substantial benefits to help with the challenges of healthy aging. This patented antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Protandim® works by increasing the body's natural antioxidant protection at the cellular level, triggering (inducing) cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed human clinical study showed that after Protandim® was taken for 30 consecutive days, the accumulation of lipid peroxidation products (a biochemical marker of aging) was decreased by an average of 40%, although that reduction may not be typical for all those who consume the product. The study also reported that this important marker of aging was decreased after taking Protandim® to the level of a typical 20 year old. Protandim® is currently the subject of approximately 20 scientific studies at leading universities and research facilities. The nature and stages of the studies vary,

as some of the testing is at a preliminary stage, while other studies using Protandim® are currently in progress. For more information about Protandim®, visit [www.LifeVantage.com](http://www.LifeVantage.com).

### **About LifeVantage TrueScience™ Anti-Aging Cream**

LifeVantage TrueScience™ is scientifically-based and contains cutting-edge ingredients, including those found in Protandim®. LifeVantage TrueScience™ Anti-Aging Cream gives skin a beautiful, even and smooth tone, diminishes fine lines and wrinkles, and provides a vibrant and glowing appearance. LifeVantage TrueScience™ also improves skin smoothness and pigmentation, while increasing skin moisture. For more information about LifeVantage TrueScience™, visit [www.LifeVantage.com](http://www.LifeVantage.com).

### **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" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. 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, the potential failure or unintended negative consequences of the implementation of our network marketing sales channel; our ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving our network marketing sales channel; the potential for product liability claims against the Company; 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 and 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.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

### **Contact:**

LifeVantage Corporation  
Ioana C. Hone, 858-312-8000 ext. 4 (Investors)  
or For LifeVantage Corporation  
Jan Strode, 619-890-4040 (Media)  
or  
Jean Golden, 612-385-2324 (Media)