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## Clinically Proven to Slow the Progressive Rate of Aging, Protandim(R), is Featured as a National Sponsor on PBS Series "Healing Quest"

[Protandim\(www.protandim.com\)](http://www.protandim.com) the patented nutritional supplement which is clinically proven to slow the progressive rate of aging, is to be featured as a national sponsor on the PBS television series, *Healing Quest*. The show, which is the only national television series focused entirely on the latest in integrative health and natural approaches to total well-being, is launching its fourth season on PBS, and will feature [LifeVantage Corporation](http://www.lifevantage.com) (OTCBB: LFDV), [www.lifevantage.com](http://www.lifevantage.com) maker of Protandim® as one of the new sponsors.

**Olivia Newton-John**, co-host of *Healing Quest*, recently commented, "People want to be given unbiased information and then make their own decisions based on their care options. To be part of *Healing Quest*, a program that has the most current information on natural approaches to health and wellness, is a wonderful thing." Ms. Newton-John co-hosts the show along with Roy Walkenhorst and Judy Brooks.

**Deepak Chopra, M.D.**, renowned physician and author, also appears weekly, with a *Healing Secrets* segment. Other *Healing Quest* contributors include **Andrew Weil, M.D.** and **Mehmet Oz, M.D.** Each episode of *Healing Quest* provides accessible, well-researched information on the new choices available to help achieve optimum well-being for mind, body and spirit. As a sponsor, Protandim underwriter ads will be featured at the beginning and end of every 30 minute episode.

**David Brown**, LifeVantage's President and CEO stated, "Our association with the national PBS series *Healing Quest* brings tremendous visibility to LifeVantage Corporation and Protandim®. As an information source for integrative health and wellness, *Healing Quest* reaches our target market - an audience committed to improving their lives through health and wellness and this provides an outstanding opportunity to communicate Protandim's benefits."

Brown added, "Protandim is truly a breakthrough product, **developed by a Nobel Prize-nominated scientist. The patented Protandim formula is clinically proven to slow down the progressive trend of aging at the cellular level.** We're delighted that health-conscious viewers are getting a chance to learn about Protandim on quality shows such as *Healing Quest* and *ABC Primetime Live*."

### [About Protandim®](#)

Protandim® is a unique approach to fighting the effects of cell-damaging free radical molecules which advance the aging process, including many of the diseases of aging. The patented dietary supplement increases the body's natural antioxidant protection by inducing the cells of the body to produce naturally occurring protective antioxidant enzymes, a process which is thousands of times more effective than traditional vitamin-mineral supplements. Free radical damage occurs when a person is subjected to environmental stresses and generally increases with age. Data from a peer-reviewed scientific study in men and women, sponsored by LifeVantage, shows that after 30 days of taking Protandim®, the level of circulating toxins produced by free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. With continued use, the decrease was maintained at 120 days.

For more information, please visit the Protandim® product web site at [www.protandim.com](http://www.protandim.com) or contact Jan Strode at (619) 890-4040.

### [About LifeVantage Corporation](#)

LifeVantage Corporation is a publicly traded (OTCBB: LFDV), 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 Colorado, 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) or contact Jan Strode at (619) 890-4040.

### **About Healing Quest**

Healing Quest - seen on PBS stations across the country - is the only national TV series focused entirely on the latest in integrative health and natural approaches to total well-being. The goal of Healing Quest is to provide accessible, well-researched information on the new choices available to help achieve optimum well-being for mind, body and spirit. Healing

Quest is the information source for new discoveries and emerging trends in integrative health and wellness. For more information, visit [www.healingquest.tv](http://www.healingquest.tv).

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