



September 1, 2009

## **LifeVantage Granted Third Patent for Protandim® and Method for Reducing Important Inflammation Bio-Marker C-Reactive Protein**

### **Elevated Basal Levels of C-Reactive Protein Are Considered Risk Factors for Diabetes, Hypertension, and Cardiovascular Disease**

[LifeVantage Corporation \(OTCBB: LFVN\)](#), has been granted a third patent for its flagship product Protandim® from the United States Patent and Trademark Office. Protandim® has been clinically proven in earlier studies to slow the progressive rate of aging by reducing oxidative stress and this new patent further documents Protandim's® effect on antioxidant enzymes in vivo, describing anti-inflammatory effects such as the lowering of C-reactive protein. C-reactive protein is widely considered by doctors and researchers as an indicator of the amount of inflammation present in the body. Elevated basal levels of C-reactive protein are considered risk factors for diabetes, hypertension, and cardiovascular disease. The [patent](#), "*Methods for Enhancing Antioxidant Enzyme Activity and Reducing C-Reactive Protein Levels*," was issued on August 25, 2009.

Dr. Joe McCord, one of the foremost authorities on the body's antioxidant defense system and the co-discoverer of the important antioxidant enzyme superoxide dismutase or SOD, said, "This patent further underscores the unique and powerful actions of Protandim® as a tool against not only oxidative stress, but also inflammation. Chronic, low-level inflammation is now known to be associated with many of the major diseases we face as we age, including atherosclerosis, diabetes, obesity, and neurodegenerative diseases."

David W. Brown, LifeVantage President and CEO commented, "The issuance of a third patent for Protandim® builds upon our previous two patents and further separates LifeVantage and Protandim® from other dietary supplements. It is difficult to receive a patent for a dietary supplement. Protandim® is uniquely and solidly based upon sound and proven science and the issuance of this third patent marks a historic day for LifeVantage, and sets an unparalleled standard in the dietary supplement industry."

#### **Abstract of U.S. Patent No. 7,579,026: "Methods for Enhancing Antioxidant Enzyme Activity and Reducing C-Reactive Protein Levels":**

An antioxidant-promoting composition that increases antioxidant defense potential in a subject is disclosed comprising Bacopa monniera extract; milk thistle extract, ashwagandha powder, green tea extract, Gotu kola powder, Ginko biloba leaf extract; Aloe vera powder; turmeric extract; and N-acetyl cysteine. The antioxidant-promoting composition of the invention safely induces cellular antioxidant potential to achieve an overall net decrease in oxidative stress without the undesirable side-effects associated with the individual components of the antioxidant-promoting composition. Also disclosed is a method for reducing the undesirable side-effects of free radicals in a subject by administering to a subject in need of such antioxidants an effective amount of antioxidant-promoting composition of the invention.

#### **About LifeVantage Corporation**

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals.. Founded in 2003 and based in San Diego, Calif., LifeVantage develops products, including Protandim®, that 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 for healthy aging. This patented indirect antioxidant therapy works in a very different way than conventional foods such as red wine, oranges, blueberries or other popular antioxidant supplements. Unlike those types of products that have proven to be largely ineffective in reducing oxidative stress caused by free radicals, Protandim® is an indirect antioxidant therapy, which stimulates the body's production of its own powerful antioxidant enzymes. Protandim® works at the cellular level, triggering cells to naturally increase production of protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione

synthase.

A peer-reviewed human clinical study showed that after Protandim<sup>®</sup> was taken for 30 consecutive days, important biochemical markers of aging were decreased by an average of 40%. The study also reported that these markers of aging were reduced in the subjects taking Protandim<sup>®</sup> to the level of a typical 20-year-old. Protandim<sup>®</sup> 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<sup>®</sup> are currently in progress. For more information about Protandim<sup>®</sup>, 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.

### **LifeVantage Corporation**

#### **Investor Contact:**

Ioana C. Hone, 858-312-8000 Ext. 4

or

#### **Media Contact:**

For LifeVantage Corporation

Jan Strode, 619-890-4040

or

Jean Golden, 612-385-2324