



June 3, 2011

## LifeVantage's Nrf2 Activator Reviewed for Tumor Prevention and Suppression in New Peer-Reviewed Article

SAN DIEGO, June 3, 2011 /PRNewswire/ -- [LifeVantage Corporation](#) (OTCBB: LFDV), the maker of Protandim®, a clinically demonstrated, science-based therapy for the reduction of oxidative stress by the synergistic activation of Nrf2, announced today that a new peer-reviewed review article involving Protandim® was published in the scientific journal *Enzyme Research*.

(Logo: <http://photos.prnewswire.com/prnh/20090930/LIFEVANTAGELOGO>)

The review, conducted by researchers at Louisiana State University, examined the biochemical mechanisms that underlie the ability of Protandim®, when ingested, to suppress tumors in mice. The ability discussed in this article was previously demonstrated by the authors in a study involving a mouse two-stage model of chemically-induced skin cancer. Protandim®, a patented dietary supplement comprised of five highly synergistic herbal ingredients, has been shown in earlier studies to activate the transcription factor Nrf2, a signal to the cell's DNA to regulate a network of protective genes. This review compares Protandim's® believed mechanism of action with information derived from similar complementary studies, which have also been aimed at the reduction of oxidative stress which is linked to many diseases including cancer. Even though results of certain animal testing do not translate into similar results for human subjects, this data is very promising in greatly reducing oxidative stress and may provide the same results in humans.

The authors conclude that oxidative stress forms a mechanistic linkage between cell proliferation, inflammation, and apoptosis, suggesting that potent multimodal antioxidant inducers may potentially be utilized with conventional chemotherapeutics. They note that efforts are currently underway to discover and develop compounds that effectively induce manganese superoxide dismutase (MnSOD) in hopes of incorporating antioxidant-based therapies into current clinical practice. They suggest that the development of various MnSOD inducers to be used during the early-onset of tumorigenesis may represent a plausible approach to suppress underlying mechanisms involved in carcinogenesis.

"This work was conceived, funded and created by investigators at the Louisiana State University Health Sciences Center at Shreveport, completely independent of LifeVantage," stated Douglas Robinson, LifeVantage CEO. "LifeVantage greatly appreciates the continuing academic interest in Protandim® shown by researchers such as Dr. Zhao and his colleagues. This scholarly contribution underscores the current value and future potential with which Protandim® is being viewed by the biomedical research community, particularly with regard to health conditions associated with oxidative stress."

The review, authored by Delira Robbins and Dr. Yunfeng Zhao of the Department of Pharmacology, Louisiana State University at Shreveport, is titled "The Role of Manganese Superoxide Dismutase in Skin Cancer," and is published in the open access online journal *Enzyme Research*, vol. 2011, Article ID 409295, 7 pages, 2011. doi:10.4061/2011/409295. It may be found at the following [link](#).

### About Protandim®

Protandim® is a clinically demonstrated supplement that provides substantial benefits for healthy aging. This patented Nrf2-activating therapy works in a very different way than conventional antioxidant supplements. Unlike vitamin- or carotenoid-containing 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 and other stress-related gene products. 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, while decreasing production of pro-inflammatory signals.

A peer-reviewed human clinical study showed that after Protandim® 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® to the level of a typical 20 year old. Protandim® is currently the subject of approximately 20 scientific studies at universities and research facilities. The nature and stages of the studies vary.

Under the Dietary Supplement Health and Education Act, Protandim® is considered a "dietary supplement". Protandim® is not intended for the prevention, diagnosis, treatment, mitigation or cure of any disease including skin cancer. For more information about Protandim®, visit [www.LifeVantage.com](http://www.LifeVantage.com).

## About LifeVantage Corporation

LifeVantage, makers of Protandim®, the Nrf2 Synergizer™ dietary supplement, is a publicly traded (OTCBB: LRVN) science based nutraceutical company. We are dedicated to visionary science that promises to transform wellness and anti-aging internally and externally. LifeVantage Protandim® is a dietary supplement that combats oxidative stress at the cellular level. LifeVantage TrueScience® is a scientifically based skin cream that reduces the signs of aging. LifeVantage offers these scientific innovations through a network marketing channel that provides unrivaled professional opportunities. The company was founded in 2003 and is based in Salt Lake City, Utah. For more information, 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 the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its 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.

**Investor Relations Contact:    Media Relations Contact:**

Ioana C. Hone  
(858) 312-8016

Andrea Merriman  
(801) 432-9019

**ICR, LLC**

John Mills  
(310) 954-1105

SOURCE LifeVantage Corporation