



Lif Advantage®

TRUE

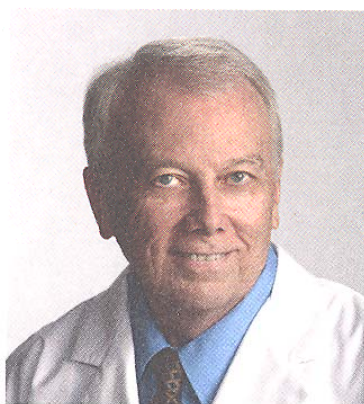
LIFE

Life is different here. It's a difference you can see and feel because our focus is people and our commitment is to you and those you love. After all, YOU are what matters most to us, and your dreams are our bottom line.

What do you dream about? What kind of life do you imagine for yourself and your loved ones? Let LifeVantage help you secure the fulfillment of the life that you dream of. A LifeVantage life is one of freedom, with no limits. Your time is yours, and your income is royalty based, allowing you to each day set an itinerary of your own creation and designation.

That's what we're able to offer you, that's what LifeVantage can help you create, because we are a company of true products founded on a scientific breakthrough. For true people who seek a life of true prosperity.

TRUE SCIENCE



DR. JOE McCORD

LifeVantage Director of Science

Our breakthrough product, Protandim, was created by Dr. Joe McCord, a world-renowned scientist, pioneer of Free Radical Biology, and discoverer of the anti-aging enzyme Superoxide Dismutase in 1969. He received the Elliott Cresson Medal from The Franklin Institute—awarded to distinguished inventors and scientists, putting Dr. McCord in the same

company as Pierre and Marie Curie, Alexander Graham Bell, Orville Wright and Henry Ford.

And just like Protandim is unlike any other anti-aging product, Dr. Joe McCord is unlike any other doctor or scientist. In the history of network marketing, there has never been a scientist like Dr. McCord. He has devoted his life to the study of free radicals and their role in aging. Dr. McCord is recognized by the world as an expert in anti-aging. Now his breakthrough can change your life.

In the same way Orville Wright brought the world the airplane, Dr. McCord introduces the anti-aging breakthrough Protandim.



ELLIOTT CRESSON MEDAL

Dr. Joe McCord

received the Elliott Cresson Medal from the Franklin Institute—putting Dr. McCord in the same company as Pierre and Marie Curie, Alexander Graham Bell, Orville Wright and Henry Ford.

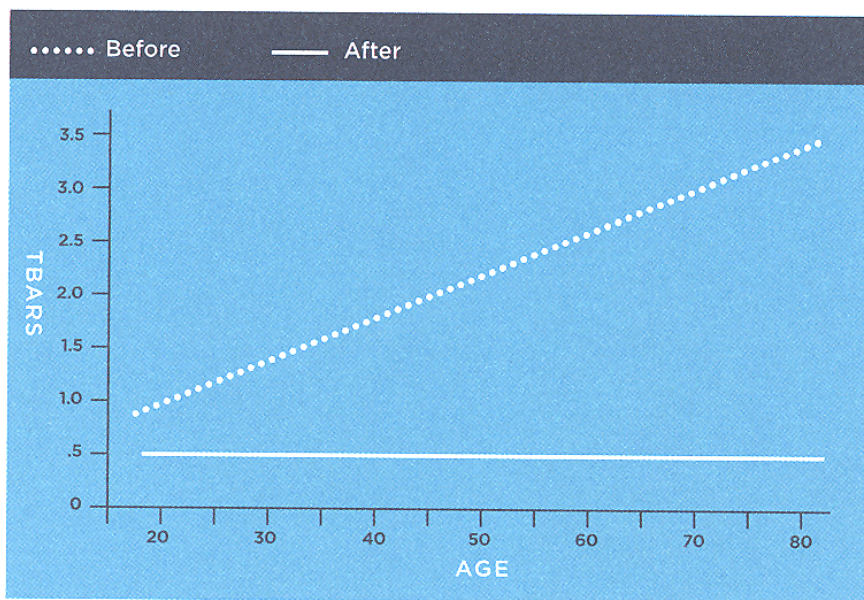
TRUE PRODUCTS

At LifeVantage, we know that true products are founded in breakthrough science—science that has been peer-reviewed, science that is backed by clinical studies and patents, science scrutinized by regulatory agencies and completely validated.

Protandim regenerates the youth in your genes. It takes your cell age from 80 to 20 in just 30 days.

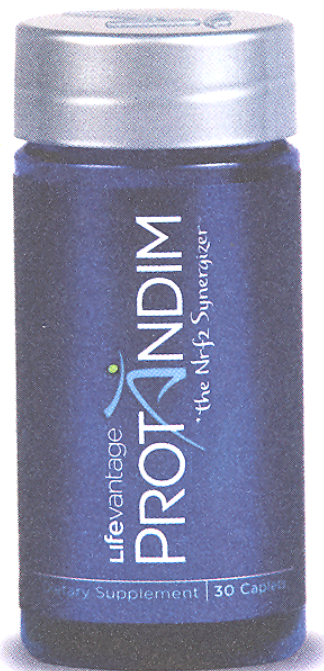
PROTANDIM USAGE FOR 30 DAYS

INHIBITION OF LIPID PEROXIDATION (TBARS) BY PROTANDIM



Normal subjects before supplementation with Protandim showed an age-dependent increase in TBARS. The levels of TBARS dropped an average of 40% ($p < 0.0001$) after 30 days of Protandim supplementation, and the age-related increase in TBARS virtually disappeared.

Protandim is clinically proven and has passed the test.



Breakthroughs create global interest. Protandim is so scientifically significant that universities around the world continue to initiate and fund their own trials, investigating its anti-aging and health-promoting capabilities.

These include:

University of Colorado
Denver Health Medical Center
Children's Hospital, Denver
University of Florida
University of Kentucky
University of Michigan
Louisiana State University
Ohio State University
Vanderbilt University
Glamorgan University, Wales
Sahlgrenska University Hospital,
Goteborg, Sweden
University of Toronto/St. Michelle's
Hospital, Canada
University Hospital, Brno, Czech
Republic
Mexican Institute of Social Security,
Mexico City.

products continued

INTRODUCING TRUESCIENCE. OPTIMAL PROTECTION FOR HEALTHFUL, VIBRANT AND YOUTHFUL SKIN

At LifeVantage, we realize you're betting your future on our products and opportunity. So to broaden your opportunity, we've extended our product line into the multibillion dollar anti-aging skin care industry.



TrueScience Anti-Aging Cream addresses the visible effects of stress and aging of your skin, helping you look younger and feel better about your appearance.

While Protandim is a result you can measure, TrueScience is a result you and others can see.

Dermatologist endorsed, TrueScience Anti-Aging Cream is scientifically based and formulated for men and women. It contains the 11 active anti-aging ingredients described as the most effective in improving skin tone, texture and appearance. TrueScience is all-inclusive, so it completely eliminates the need for additional eye cream in your beauty routine. It hydrates, moisturizes, tones, brightens and reduces the appearance of fine lines and wrinkles, and offers antioxidant protection to your skin.

BREAKTHROUGH

True breakthroughs are very rare. In fact, many people live a lifetime without ever witnessing one. But significant discoveries change lives and true breakthroughs change the world. For example, when Thomas Edison invented the lightbulb, it changed lives, transformed the world and altered the course of history.

At LifeVantage, we talk a lot about breakthroughs because we have one—not the “breakthrough” many companies claim and market today. LifeVantage has a true breakthrough, a breakthrough that is real—founded and proven by science. And unlike other companies today, we can back up our claim. At LifeVantage, not only do we have our own version of the lightbulb—a revolutionary breakthrough, a proven product, backed by science and poised to alter history—we have its inventor as well.

Introducing a breakthrough in anti-aging—a breakthrough that can change your life and allow you to experience a life of health, a life of opportunity, a life of prosperity, and the freedom to enjoy the wealth you create.



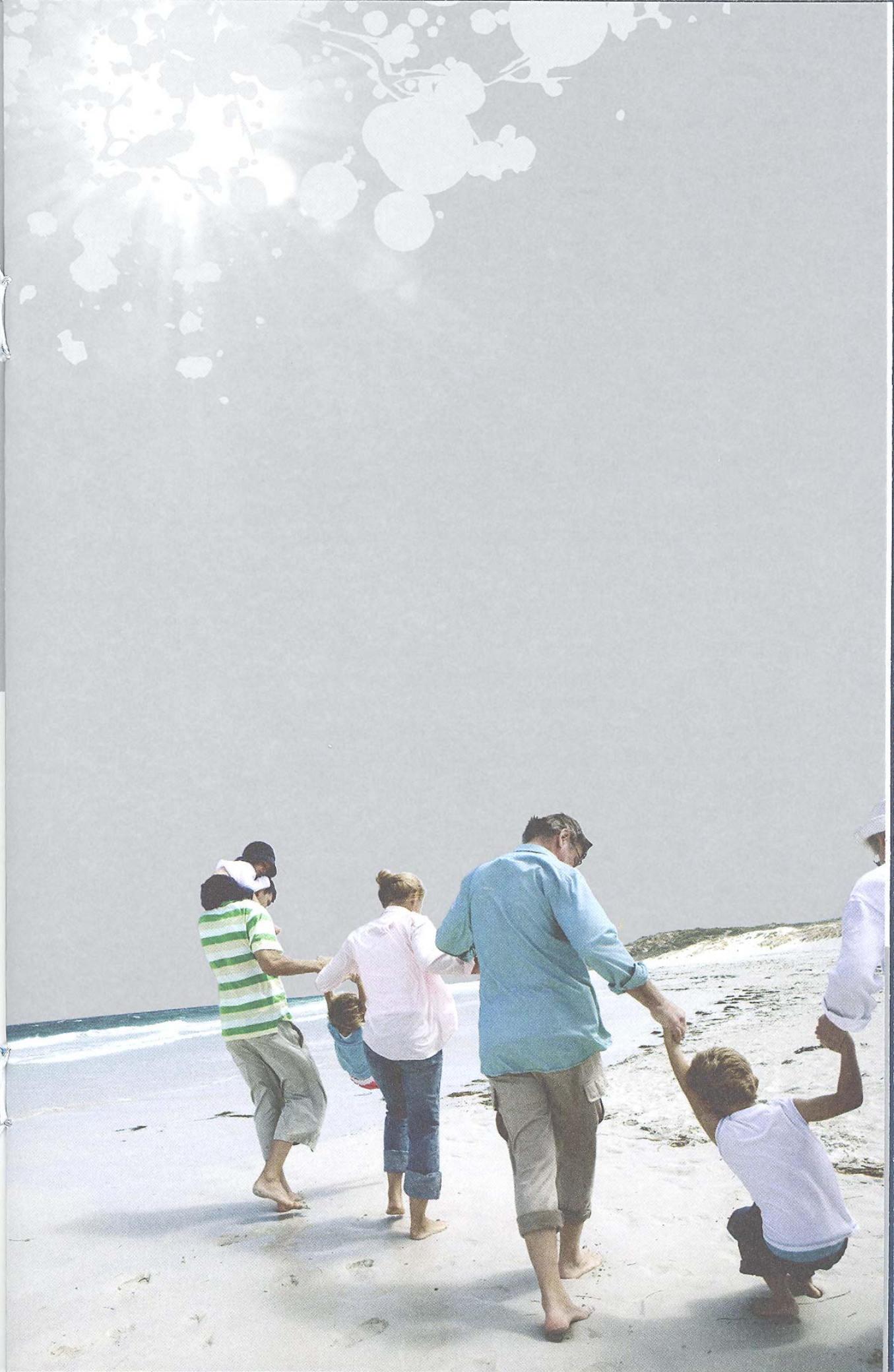
TRUE PROSPERITY

LifeVantage empowers you to create the life you dream of for yourself and your loved ones by offering a business opportunity that pays you what you're worth. We believe you deserve to be compensated generously for your efforts and we are proud to offer you an early return on your investment.

We've designed our compensation with true people like you in mind. As a LifeVantage Distributor, you'll be paid well, you'll be paid early, you'll be paid frequently, and you'll be paid infinitely! That is part of the LifeVantage life.

We want you to realize the LifeVantage principles of wealth: the power of royalty income versus hourly or salary compensation, the unique opportunity that is yours to become an exclusive distributor of a true breakthrough product not available anywhere else, and an early opportunity to earn an ownership stake in a company marketing THE breakthrough product of the 21st century.

That is why the LifeVantage opportunity is different and why it is a sound opportunity. You're building your business on a product that is sound, because it is built on a foundation of true science that has been globally tested and verified.



TRUE STORIES

"If you knew what your life could be if you just had a few more choices, you wouldn't put LifeVantage off another day. When everyone leaves the house, my husband doesn't have to run off to a job and I don't have to run off to a job, and we can just spend time together. You can't buy that freedom. That's the freedom of LifeVantage."

Lisa Niederhauser

"My husband is my best friend, and nowhere along our journey did we decide it was OK to have time stolen from us. I've done nothing anyone else can't do, I've just decided not to settle. I don't want to settle for a little of life—I want a lot of life! And I want to be able to give that to others as well. That is the biggest gift of all in being a part of LifeVantage."

Cynthia Delaney

"It wasn't until LifeVantage came along that we realized this is something we can do that will bring back our dreams."

Raelene Elam

"For me, ascending the corporate ladder, turning my wife into a single mom and not getting to see my son but an hour a day was the end of the rope for me. I knew there was more out there and I was going to do anything to get it. And thanks to LifeVantage, I'm getting it."

Bill Delaney

"When people ask what I do for a living, I say network marketing. I'm proud to say that because when it's done right, it is the most awesome opportunity in the world."

Eric Albrechtsen

"When you have a product like Protandim, with the quality of Protandim, with the credibility of science and the patents that Protandim has, and the world hasn't seen it yet, THAT is an opportunity. Couple that with hard work and with a desire to do good for people, and there will be income involved."

Blue Elam

"We've got the product, we've got the opportunity and we've got the vehicle not only to achieve our dreams, but to help other people achieve their dreams. I don't know that all those elements have ever come together before in exactly the way they have for Protandim and LifeVantage."

Skip Campbell





07. people

TRUE PEOPLE

After all, what is life without its most important component, people? That's what we exist for at LifeVantage. We listen to your dreams and we help you make them come true for you and your loved ones. That is our job. So start dreaming. And together, we will make your dreams a reality—that's the LifeVantage life.

What we're really about is you. We know you have a dream and a reason "why" you do what you do. What's your dream? Share it with us at:

shareyourdream@lifevantage.com

Start Dreaming.

08. your turn

START LIVING

LifeVantage is a family of like-minded people from all walks of life. In this unique business you succeed by helping others. With a team of united, positive, hard-working people to help you at every turn, you make your dreams a reality. It will require work—hard work—but it can happen.

It's your life. Your turn. Begin today.



LifeVantage.

Formulated and distributed by
LifeVantage Corporation,
9815 South Monroe Street, Suite 100
Sandy, UT 84070

lifevantage.com

Protandim is a registered trademark of
LifeVantage Corporation ©2012
11040610 v4.2

