

PRODUCT
DETAILS

Lifevantage®
PROTANDIM®
the Nrf2 Synergizer™

A BREAKTHROUGH IN SCIENCE.

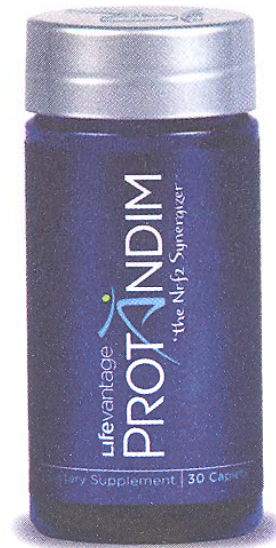
A TRUE BREAKTHROUGH.

True breakthroughs are very rare—so uncommon, in fact, that many people live a lifetime without ever witnessing one. At LifeVantage, we talk a lot about breakthroughs because we have one. It's not the "breakthrough" many companies claim and market today; it's a true breakthrough that is real, founded and proven by science.

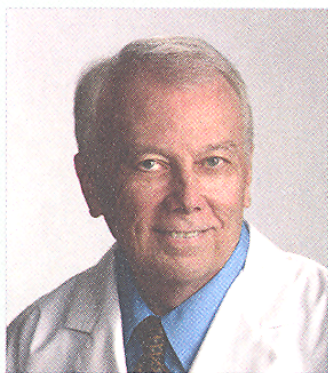
Introducing Protandim, the Nrf2 Synergizer. **Let our breakthrough change your life.**

Protandim, the Nrf2 Synergizer, was developed after 40 years of research exclusively for LifeVantage. It has been featured on ABC, NBC, PBS, described in CNN Chief Medical Correspondent Dr. Sanjay Gupta's book "Chasing Life," and the scientist behind it was featured in The Wall Street Journal. Protandim, the Nrf2 Synergizer, is the only product clinically proven to reduce oxidative stress by 40% in just 30 days!

Protandim, the Nrf2 Synergizer, is a patented anti-aging supplement specially formulated to combat oxidative stress and to slow cell aging. It acts at the level of your genes to increase your body's own defense system against the stresses of aging.



Protandim, the Nrf2 Synergizer. A unique breakthrough.



Dr. Joe McCord

World-renowned scientist, a pioneer in free radical biology and the scientist behind Protandim, the Nrf2 Synergizer, Dr. Joe McCord has devoted his life to the study of free radicals, their role in aging and the many problems associated with aging.

One of his discoveries, Superoxide Dismutase (SOD), is so significant it has been mentioned in more than 46,000 peer-reviewed publications.

For his work, Dr. McCord was awarded the Elliott Cresson Medal from The Franklin Institute, presented 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.

PROVEN AND COMPLETELY VALIDATED.

Protandim, the Nrf2 Synergizer: a true product founded in breakthrough science, science backed by clinical studies; science that has been peer-reviewed, scrutinized by regulatory agencies and completely validated.

Protandim, the Nrf2 Synergizer, has passed the test.

Studies show Protandim, the Nrf2 Synergizer, activates Nrf2 and increases the levels of the antioxidant enzymes SOD by 30% and Catalase by 54%, while reducing oxidative stress levels an average of 40% in just 30 days! Studies also show Protandim, the Nrf2 Synergizer, produces a 300% increase in the cellular antioxidant Glutathione.

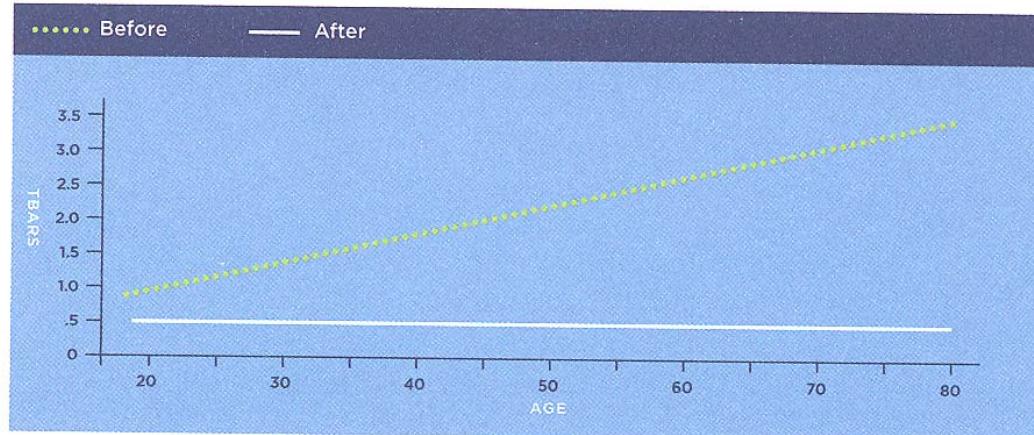
ReGENerate Youth At The Source.

Scientific research has validated oxidative stress—damage to your body's cells by free radicals—as the root cause, at the cellular level, of aging. In fact, studies show that metabolic wear and tear caused by free radicals in cells contributes to the problems associated with aging and numerous health conditions.

Protandim, the Nrf2 Synergizer, plays a key role in cellular fitness. With Protandim, the Nrf2 Synergizer, you know you're doing all you can to prepare your body to withstand the insults of oxidative stress and aging.

PROTANDIM, the Nrf2 Synergizer, USAGE FOR 30 DAYS

INHIBITION OF LIPID PEROXIDATION (TBARS) BY PROTANDIM, THE NRF2 SYNERGIZER



Normal subjects before supplementation with Protandim, the Nrf2 Synergizer, showed an age-dependent increase in TBARS. The levels of TBARS dropped an average of 40% ($p < 0.0001$) after 30 days of Protandim, the Nrf2 Synergizer, supplementation and the age-related increase in TBARS virtually disappeared.

LifeVantage

PROTANDIM[®]

*the Nrf2 Synergizer™

Supplement Facts

Serving Size: 1 Caplet
Servings Per Container: 30

Amount Per Serving	% Daily Value
Calcium (as dicalcium phosphate and calcium carbonate)	77 mg 8%*
Proprietary Blend	675 mg†
Milk Thistle Extract (<i>Silybum marianum</i>) seed	
Bacopa Extract (<i>Bacopa monnieri</i>) whole herb	
Ashwagandha Extract (<i>Withania somnifera</i>) root	
Green Tea Extract (<i>Camellia sinensis</i>) leaf	
Turmeric Extract (<i>Curcuma longa</i>) rhizome	

* % Daily Value based on a 2,000 calorie diet

† Daily Value not established.

Other Ingredients: Microcrystalline Cellulose, Croscarmellose Sodium, Silica, Modified Cellulose, Stearic Acid, Magnesium Stearate, Maltodextrin, Medium Chain Triglycerides.

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Patent Nos. U.S. 7,241,461 – 7,384,655 – 7,579,026 – 7,923,045

100% Vegetarian—Free of Gluten,
Wheat, Dairy, Gelatin and Yeast.



Product analyzed and
certified by BSCG.
Please see details at
www.bscg.org.



WHAT'S IN YOUR GENES?

Your body already contains the information it needs to effectively combat stressful situations and chronic inflammation. That information is stored in your genes. The secret lies in being able to instruct your cells to implement that information.

Protandim, the Nrf2 Synergizer.

Protandim, the Nrf2 Synergizer, contains five ingredients known to scientists as Nrf2 activators. Nrf2, the master regulator of longevity, is a protein messenger contained in every cell of your body. Nrf2 communicates with your DNA and delivers a biochemical wake-up call to your genes, telling them to increase what your body is already programmed to do—fight aging and oxidative stress at the source of aging.

When activated, Nrf2 enters the nucleus of every cell and turns on hundred of genes known as survival genes. Survival genes are defensive, stress-responsive, cytoprotective genes that enable cells to survive in the face of several different kinds of stress and injury, especially oxidative stress.

Nrf2 activates your body's antioxidant defense mechanisms, detoxification mechanisms, immune balancing mechanisms and anti-stress mechanisms—mechanisms that slow down cellular aging and reduce the risk of degenerative diseases.

Protandim, the Nrf2 Synergizer, helps your body implement what it is already programmed to do. Naturally.

BREAKTHROUGH SPARKS GLOBAL INTEREST IN THE SCIENCE OF PROTANDIM, THE NRF2 SYNERGIZER

NEW INDEPENDENT STUDIES UNDER WAY

Scientific breakthroughs create global interest. Protandim, the Nrf2 Synergizer, protected by four patents, is so significant that universities around the world continue to initiate and fund their own trials investigating its protective, anti-aging and health-promoting capabilities.

Topics under investigation or in planning stages deal with the alleviation of oxidative stress under the following conditions:

Altitude sickness, skin cancer, photo aging of the skin, renal failure, osteoarthritis, HIV/AIDS-associated lipodystrophy, pulmonary hypertension, periodontal disease, heart disease, coronary artery bypass graft failure, asthma, Duchenne muscular dystrophy, metabolic syndrome, non-alcoholic fatty liver disease and optic neuropathy.

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

** LifeVantage is confident that its future will include establishing a scientific nexus between Protandim and one or more serious diseases that are caused in whole or in part by oxidative stress or inflammation, but we are not yet there. Protandim is not intended to be a replacement or substitute for a drug; do not discontinue the use of any prescription drug without consulting your health care professional.



LifeVantage.

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