



LifeVantage Hosts Activate 2022, Introduces Activating TrueScience® Liquid Collagen to U.S. Market

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Rare Key Ingredient Red Quinoa Activates Natural Collagen Synthesis and Increases Collagen Density by 42%

SALT LAKE CITY, June 21, 2022 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq: LFVN), a pioneer in nutrigenomics, hosted Activate 2022 throughout the Salt Lake City area last weekend. The event was one of the company's largest in-person Distributor gathering since the beginning of the global pandemic, with over 6,000 U.S. distributors in attendance in person and remotely. The event featured new company positioning, a unique product launch, aligned sales incentives, updated social selling tools, new Distributor trainings, and a wrap up celebration held at Saturday's Real Salt Lake game where LifeVantage serves as title sponsor.

"Activate 2022 was the launching point for our next fiscal year and our strategic initiatives to drive growth for LifeVantage in the months and years to come," said Steve Fife, President and CEO. "We purposefully brought our U.S. Distributors together to cast the vision for where we want to be as a company and how we inspire the remarkable throughout the world by activating wellness."

As part of Activate 2022, LifeVantage unveiled **TrueScience® Liquid Collagen**, which features the rare Ruby Red Quinoa Extract (*Chenopodium formosanum*) and is uniquely differentiated by its three-way approach to skin and collagen health. The proprietary ingredients **activate** your body's collagen production, replenish your depleting collagen levels, and maintain those levels by reducing collagen breakdown in the body.

As an added benefit, the ingredients in TrueScience® Liquid Collagen also help protect against the damaging effects of oxidative stress, caused by free radicals. The blend has been clinically shown to increase antioxidant levels by up to 202% as well as increase superoxide dismutase levels by 27 times.

"Collagen at LifeVantage had to be different," said Fife. "We are known for products that activate your body's natural production of health essentials. For example, Protandim® Nrf2 Synergizer® supports your body's production of powerful antioxidants. We found our answer for collagen by activating your body's own production of this essential protein. We have seen incredible results after people have used TrueScience® Liquid Collagen for only 30 days and are thrilled to unveil a revolutionary product that can help people look and feel healthy and vibrant."

TrueScience® Liquid Collagen joins the company's other activating products, including the flagship Protandim® Nrf2 Synergizer® as well as Protandim® NRF1 Synergizer®, Protandim® NAD Synergizer®, and TrueScience® skin, hair and personal care products.

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq: LFVN) is a pioneer in nutrigenomics, the study of how nutrition and naturally occurring compounds affect human genes to support good health. The Company engages in the identification, research, development, formulation and sale of advanced nutrigenomic activators, dietary supplements, nootropics, pre-and pro-biotics, weight management, skin and hair care, bath & body, and targeted relief products. The Company's line of scientifically validated dietary supplements includes its flagship Protandim® family of products, LifeVantage® Omega+, ProBio, and Daily Wellness dietary supplements, TrueScience® is the Company's line of skin, hair, bath & body, and targeted relief products. The Company also markets and sells Petandim®, its companion pet supplement formulated to combat oxidative stress in dogs, Axio® its nootropic energy drink mixes, and PhysIQ™, its smart weight management system. LifeVantage was founded in 2003 and is headquartered in Lehi, Utah. For more information, visit www.lifevantage.com.

Cautionary Note Regarding 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," "will," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," "look forward to," "goal," "may be," and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Examples of forward-looking statements include, but are not limited to, statements we make regarding executing against and the benefits of our key initiatives, future growth, including geographic and product expansion, the impact of COVID-19 on our business, expected financial performance and expected dividend payments in future quarters. 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, further deterioration to the global economic and operating environments as a result of future COVID-19 developments, as well as those discussed in greater detail in the Company's Annual Report on Form 10-K and the Company's 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 Contacts:

Reed Anderson, ICR

(646) 277-1260

reed.anderson@icrinc.com



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