
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 14, 2013

LIFEVANTAGE CORPORATION

(Exact name of registrant as specified in its charter)

Colorado
(State or other Jurisdiction of
Incorporation)

001-35647
(Commission
File Number)

90-0224471
(IRS Employer
Identification No.)

9815 S. Monroe Street, Suite 100, Sandy, UT
(Address of Principal Executive Offices)

84070
(Zip Code)

Registrant's telephone number, including area code: (801) 432-9000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events.

On January 14, 2013, LifeVantage Corporation (the “Company”) issued a press release regarding its operations in Japan. A copy of the press release is attached as Exhibit 99.1 to this report.

The information furnished in this Item 8.01 and the exhibit hereto shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, regardless of any general incorporation language in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release issued by the Company on January 14, 2013.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: January 14, 2013

LifeVantage Corporation

By: /s/ Rob Cutler

Rob Cutler
General Counsel



LifeVantage Launches Protandim, the Nrf2 Synergizer in Japan

In Country Operations Formally Underway

SALT LAKE CITY, January 14, 2013 – LifeVantage Corporation (Nasdaq:LFVN), a company dedicated to helping people achieve healthy living through a combination of a compelling business opportunity and scientifically validated products, including its patented dietary supplement Protandim®, the Nrf2 Synergizer®, today announced a significant milestone in its global expansion: the Company’s release of a new formulation of Protandim in Japan with potent Nrf2 activation as well as the implementation of necessary warehousing and product fulfillment resources to be fully operational on the ground in Japan.

Internally directed research and development programs have enabled LifeVantage to produce a formulation of Protandim for the Japanese market that meets recently enacted local regulatory requirements. “As part of our ongoing Global R&D program at LifeVantage we conducted a proprietary cell bioassay test that allowed us to identify an ideal formula for Japan that causes significant Nrf2 activation,” said LifeVantage Chief Science Officer Dr. Darlene Walley. The formulation being distributed in Japan is the subject of a placebo controlled, double blind clinical study being conducted at Colorado State University. Preliminary data from that study show the product to be a potent oxidative stress reducer.

“Today we celebrate the launch of a full-bore sales and marketing program in Japan, a nation of 130 million,” said LifeVantage President and Managing Director Asia-Pacific David K. Toda. “We already have an established base of independent distributors in Japan, and their enthusiasm for Protandim and TrueScience® Anti-Aging Cream has been extraordinary.”

“This is a historic day and a major milestone for LifeVantage,” said President and Chief Executive Officer Douglas C. Robinson. “We could not be more pleased with the significance of this day—moving from a NFR status to a full-business operation in Japan. It is the culmination of two and a half years of dedication and commitment from our corporate team, our network of independent distributors and business partners and allows LifeVantage to realize its mission of providing extraordinary health products to the people of Japan.”

About LifeVantage Corporation

LifeVantage (Nasdaq: LFVN), a leader in Nrf2 science and the maker of Protandim®, the Nrf2 Synergizer® patented dietary supplement, is a science based nutraceutical company. LifeVantage is dedicated to visionary science that looks to transform wellness and anti-aging internally and externally with products that dramatically reduce oxidative stress at the cellular level. The Company was founded in 2003 and is headquartered in Salt Lake City, Utah.

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 and satisfaction with current prospects, as well as words such as “believe,” “anticipates,” “look forward to,” “should” 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 our global expansion, including in Japan, and our new formulation of Protandim for the Japanese market. 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 Company's inability to successfully expand our operations in existing and other markets and thereafter manage our growth; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the Company's ability to expand its product offerings; violations of law or our procedures by the Company's independent distributors; the potential for third-party and governmental actions involving the Company's network marketing efforts; 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; the Company's ability to access raw materials for its Products as it grows; 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.

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Director of Investor Relations

-or-

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Senior Managing Director, ICR, LLC