



LifeVantage Corporation Expands in Asia, Launches in Taiwan

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SALT LAKE CITY, June 26, 2018 (GLOBE NEWSWIRE) -- LifeVantage Corporation (Nasdaq:LFVN) has further expanded its footprint in Asia by opening for business in Taiwan.

"We are excited about Taiwan's potential and are committed to the long-term success of this market as part of our strategy to achieve lasting and significant growth in Greater China," said LifeVantage CEO Darren Jensen.

LifeVantage will initially offer its complete TrueScience® Beauty System – the company's popular line of Nrf2-enhanced skin care products – with its flagship Protandim Nrf2 Synergizer® anticipated to follow in the near future. The TrueScience® Beauty System consists of four products: TrueScience® Facial Cleanser, Perfecting Lotion, Eye Serum, and Anti-Aging Cream.

LifeVantage formally kicked off operations in Taiwan in conjunction with a successful market launch event on June 24 in Taipei.

"It is both gratifying and rewarding to us as a company that the Taiwanese people will have access to our scientifically-validated products and entrepreneurial vehicle that are changing lives all over the world," said LifeVantage Chief Sales Officer Justin Rose.

The Taiwan launch also represents an increasingly concentrated effort on behalf of LifeVantage to make its products available in markets across the globe. In addition to a formal presence in a dozen markets now in North America, Europe, Australia, and Asia, LifeVantage products were also recently made available to customers on a not-for-resale basis in 7 additional countries – including New Zealand and Dominican Republic – as part of a new Global Customer Program launched in April.

About LifeVantage Corporation

LifeVantage Corporation (Nasdaq:LFVN) is a pioneer in Nutrigenomics – a new science dedicated to biohacking the human aging code. The company is engaged in the identification, research, development and distribution of advanced nutraceutical dietary supplements and skin care products, including Protandim®, a line of scientifically-validated dietary supplements; TrueScience®, a line of Nrf2 infused skin care products; Petandim™ for Dogs, a companion pet supplement formulated to combat oxidative stress in dogs; Axio® Smart Energy Drink mixes; PhysIQ™, a Smart Weight Management System; and Omega+, a 3-in-1 fish oil supplement. LifeVantage was founded in 2003 and is headquartered in Salt Lake City, Utah. For more information, visit 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", "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 our projected success in certain markets. 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, 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 Contact:

Scott Van Winkle
Managing Director, ICR

(617) 956-6736

scott.vanwinkle@icrinc.com

Media Relations Contact:

Chris Taylor

Director of Communications, LifeVantage

(801) 432-9170

chtaylor@lifevantage.com



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