



LifeVantage Honored as Stevie® Award Winner in 2019 American Business Awards

May 17, 2019

SALT LAKE CITY, May 17, 2019 (GLOBE NEWSWIRE) -- LifeVantage (Nasdaq:LFVN) has been awarded a Silver Stevie® Award for "Best New Product – Consumer Products" in the 17th annual American Business Awards® for its TrueScience® Hair Care System. The new product launched in October.

The American Business Awards are the premier business awards program in the U.S. All organizations operating in the U.S. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

Nicknamed the Stevies for the Greek word meaning "crowned," the awards will be presented to winners at a gala ceremony at the Marriott Marquis Hotel in New York on Tuesday, June 11.

"The gratifying thing about the Stevies is we're going toe to toe with companies from industries across the economic spectrum, not just our industry," said LifeVantage President and CEO Darren Jensen. "There's an added layer of pride and sense of achievement when you receive that kind of third-party validation on such a broad scale."

More than 3,800 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories, including Startup of the Year, Executive of the Year, Best New Product or Service of the Year, Marketing Campaign of the Year, Live Event of the Year, and App of the Year, among others. More than 200 professionals worldwide participated in the judging process to select this year's Stevie Award winners.

The TrueScience® Hair Care System first debuted in October at the company's Global Convention in Salt Lake City. The system, which features an Invigorating Shampoo, Nourishing Conditioner, and Scalp Serum, differentiates itself by specifically targeting biohackers and standing out in a hair care market that typically forces consumers to choose between cleanliness and effectiveness. With a "Think Dirty" app score of 2 or less for all three products and engineered with Nrf2 ingredients, the TrueScience® Hair Care System gives consumers the best of both worlds.

Details about The American Business Awards and the list of 2019 Stevie winners are available at www.StevieAwards.com/ABA. For more information on the new TrueScience Hair Care System, visit www.lifevantage.com/products/truescience-hair-care-system/.

About LifeVantage

LifeVantage Corporation (Nasdaq: LFVN) is a pioneer in Nutrigenomics – a new science dedicated to biohacking the human aging code. The Company engages in the identification, research, development, and distribution of advanced nutrigenomic dietary supplements and skin and hair care products, including its scientifically-validated Protandim® product line, Omega+ and ProBio dietary supplements, its TrueScience® line of Nrf2-infused skin and hair care products, Petandim™ for Dogs, Axi® Smart Energy Drink mixes, and the PhysIQ™ Smart Weight Management System. 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 future growth, distributor success, and shareholder value. 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
(801) 432-9170
chtaylor@lifevantage.com



Source: LifeVantage Corporation